

CEO Special Report

Top 5 Business Growth Success Secrets for 2011

By Dennis Sommer

The jury is still out about our current economy. Some say the economy is improving, while others say it will be another 12 months. It doesn't matter where you fall in the debate, one thing is certain, growing a business quickly is not as easy as it once was.

If you have been reading the news headlines, many business owners and corporate executives are still focused on cutting costs and laying off employees. This does help short term profitability, however these actions are precisely the wrong strategy to take if you want to grow your company in this economy.

If you want to increase sales revenue, improve profit margins and quickly drive new business growth in 2011, you should consider the following top 5 business growth success secrets.

1. Focus Marketing Dollars on Value Not Brand

Focusing your time and money on "Brand" marketing may increase name recognition however it doesn't generate revenue. Showing customers what value your product or service provides will generate top line sales revenue. Spend more on marketing campaigns where the customer can experience your products value.

2. Stop Scaring Your New Prospects Away

Most corporate marketing campaigns, websites, sales collateral and sales processes scare customers away. From a customer's point of view, your company looks and sounds just like your competitors. To be perceived differently and attract new customers you must stop focusing on your product features, functions, quality, customer service and company awards. You should focus more on how you solve your customers business problems.

3. Catch Amnesia

Forget about how your business performed last year. The past is the past. This year it's a new game. The rules have changed and the players are different. What worked last year, will not return the same results. Re-evaluate your industry, competition, marketing strategy, sales strategy and financial management. Implement proven best practice business growth strategies.

4. Keep Score

Measure and monitor your key business growth indicators weekly. How do you know where to improve if you don't know how you're performing. For example, what is your customer conversion ratio, tradeshow ROI, closing ratio, marketing ROI, advertising ROI, sales cycle times, new prospect calls per week, deal size by industry, profit by product line, etc.

5. Work On Your Business, Not In It

CEO's need to pull themselves out of the day to day issues. When times get tough, CEO's spend more time in the details of the business. By doing this, CEO's lose sight of what is most important, focusing on how to improve business performance in a changing competitive environment. Delegate or hire outside expertise to handle the day to day challenges. Focus more on strategic priorities.

Thing Big . . . and . . . Take Action !

Executive Business Advisers

Business Improvement Specialists

*Business Start-Up - Business Growth - Sales and Marketing - Business & Executive Coaching
Strategic Planning - Customer Retention - Financial Management - Business & Leadership Training*



Right now, perhaps more than ever before, business executives like yourself need to find new ways to improve your business growth, sales and marketing performance.

What worked in the past, does not work today. You need to implement new strategies, tactics, methods and proven best practices to improve your business performance and growth.

What would you like to do this year ?

- Launch a new successful business
- Improve marketing performance
- Reduce business risk
- Improve business growth
- Increase customer retention
- Improve leadership performance
- Increase sales growth
- Enhance financial health
- Build a competitive advantage

We help you improve your business performance.

At Executive Business Advisers, we are business improvement specialists, helping companies improve their business growth, sales and marketing performance. We take great pride in helping our clients succeed and adding value to their business.

Our consulting services, coaching and training will improve your business performance by focusing on the six key areas of your business. Your business strategy, sales, marketing, operations, financial management and staff.

We work with a diverse mix of product and professional service companies. Our 500+ clients include small start-ups, medium sized businesses and large Fortune 500 companies.

Why do companies hire our firm ?

- Our specialty and expertise is improving business growth, sales and marketing performance.
- Our services deliver a high return on investment.
- Our expert advisers have over 25 years experience in their field.
- Our fee structure is "Performance Based".
- Our firm provides outside expertise, bringing in new ideas, perspectives and proven best practices.
- Our experts are not emotionally or financially attached to your business, providing unbiased solutions.

Let me help you take your business to the next level in 2011 !



Best Regards,

A handwritten signature in blue ink that reads "D-Sommer".

Dennis Sommer
CEO

P.S. Contact me today for a **free consultation** ! Call **330-676-1876** or email dennis@ebaac.com