

30 days or less

The 3 things you should do first.

Brad Martineau

A word (or two) about me...again



A word (or two) about me...again.

- Employee #6
- www.infusemybusiness.com
- Drawing for free 2-day consult (March 19th)
- <http://twitter.com/bardley>
- <http://facebook.com/iambardley>
- <http://linkedin.com/in/bardley>
- Uhh, what'd you say?

The 3 things that frustrate growth

- the Gap
- “Lost” Customers
- One-Size-Fits-All

A picture is worth a
thousand words.

the Gap

Calls to Close

- 1 – 2%
- 2 – 3%
- 3 – 4%
- 4 – 10%
- 5 – 81%

Calls Before Quitting

- 1 – 48%
- 2 – 24%
- 3 – 12%
- 4 – 6%
- 5 – 10%

“Lost” Customers

- 1% - Die
- 3% - Moved Away
- 5% - Influenced by Friends
- 9% - Lured by Competitors
- 14% - Bad Experience (talk about this)
- 68% - Indifference

One-Size-Fits-All = **Fail**

Follow-up Failure

Fix Follow-up Failure

- New Lead Campaign
- New Customer Campaign
- Long Term ~~Annoy~~ Nurture

New Lead Campaign

New Customer Campaign

Long Term Nurture

Get started. NOW!

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