



48 Days Marketing System

Small Business Marketing Strategies to Get & Keep Customers

CASE STUDY

CUSTOMER: Water King, Inc.

BUSINESS CHALLENGE:

Low sales. They needed a clearer message and a more efficient sales process to convert more sales.

SOLUTION:

Implemented the first two steps of the system. Created and integrated a strong Unique Selling Proposition into a selling system that the company could track and measure.

RESULT:

Quarterly sales increased from \$168,000 to \$450,000 in one year. An ROI of 24 times investment.

TESTIMONIAL:

“The Lean Marketing System enabled us to channel our efforts into the most effective activities and not waste time ... Your 7 step program is not hype. It gave us a structured approach to the effort I knew we would need to make to be successful. I found it effective and efficient.”

James E Bowie, Jr.
President, Ph.D., P.E.
Water King, Inc.



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CASE STUDY

CUSTOMER: Blue Mountain Meats

BUSINESS CHALLENGE:

Increase Market Share and overall company profits

The company sought improved sales performance from outside sales representatives.

SOLUTION:

Four steps of Richard Johnson's Marketing System were implemented. Development and creation of a Unique Selling Proposition through employee and customer surveys, and market research which differentiated Blue Mountain Meats from the competition. Integrated the USP into the process followed by their outside sales reps including training on how to approach prospects, qualify, present, and close. Operations representatives also attended these training sessions. Database Marketing strategies including a newsletter and reactivation effort to past customers. A follow-up system for prospects was implemented. Increased marketing promotions to current customers. New direct marketing efforts to contact prospects outside the area profitable for in person sales calls. Alliance marketing – helping salespeople create more leads from complementary businesses that called on the same customers as Blue Mountain Meat. Strong endorsements were received to promote referrals.

RESULT:

Sales Increased \$550,000 in first year – 25%, an ROI of 45 times the investment. Sales retained increased \$50,000. Cost of marketing reduced by \$24,000. Five new employment positions created in small town that would not have otherwise been created.

TESTIMONIAL:

“We're very pleased with the Richard Johnson's Marketing System. We are anticipating continued growth in the future because of the system.”

Scott Frost, President
Blue Mountain Meats



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CASE STUDY

CUSTOMER: Premier Plastics

BUSINESS CHALLENGE:

The company was struggling. Revenues were around \$600,000 annually, but profits were very low. They needed a fairly quick turn-around to keep their doors open. Sales and profits both had to improve. Improved sales performance was essential.

SOLUTION:

Implemented several steps of the Richard Johnson's Marketing System. Most important was establishing a USP, a clear message that differentiated Premier Plastics from the competition. In step two, the USP was integrated into the sales process. The USP was integrated into current advertising in a lead generation publication, phone scripting used by sales people in responding to inquiries, and the website. A follow-up system was created for the sales force. Marketing systems to increase business from existing customers were implemented.

RESULT:

Lead flow and conversion rates increased immediately. The number of bids closed increased. Revenue from \$600,000 increased annually by 15-20% to now over \$2,000,000. The company is now the largest Thermoplastics manufacturer in the state after experiencing an ROI of 175 times the investment over two years with an increase in 25% profitability.

TESTIMONIAL:

"Richard Johnson's Marketing System really gave direction to our company and provided a needed boost in helping turn our sales and profitability in a more positive direction. A clear USP, intense sales training, follow-up efforts, ad changes to a marketing directory all helped us increase our conversion rate 20-25%. Our profitability also increased 20% or more. The training and system was different from traditional marketing and certainly less risky. We are now the largest Thermoplastics manufacturer in the state."

Jim Holbrook
Owner
Premier Plastics



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CASE STUDY

CUSTOMER: Utah Independent Bank

BUSINESS CHALLENGE:

To compete successfully against the much larger national chain banks with more capital.

SOLUTION:

The bank President attended group training for Richard Johnson's Marketing System with other local business owners. A strong USP was developed to clearly differentiate the smaller independent bank from the larger national chain banks. All staff members were trained on the USP, making sure it was integrated into their communication with customers. Marketing to the existing customer base was increased while the bank remained conservative in operations and qualified customers very carefully to make sure the customer was the right fit for the bank.

RESULT:

The bank has been, and still is very successful in differentiating themselves from the big bank chains. Earnings are stronger than many of the big banks. Instead of focusing on bringing more customers in, focus was placed on existing customers, which immediately increased the frequency and value of transactions and increased market share first locally, then regionally. Now even out of state customers now call the bank for a chance to deposit.

TESTIMONIAL:

"We thoroughly enjoyed the group training provided by Richard Johnson. The marketing system we learned helped us differentiate ourselves clearly from the big bank chains. As a result our staff was able to focus our service on local customers and take market share away from the big banks. Our profitability is strong and we enjoy providing a clear alternative in our marketing efforts."

Craig White
President
Utah Independent Bank