

## SAMPLE BGR TOPICS FOR YOU

Here are just a few of the 75 different business-building strategies and ideas we'll cover together at our BGR meetings or one-on-one. Our full index is available on the web.

- Advertorials and direct response ads vs. traditional advertising.
- What's your client's lifetime value?
- 3 sure-fire ways of getting your foot in the door!
- Guarantees — a sales opportunity.
- 'What's In It for Me?': The language of sales.
- Phone-Mail-Phone: Key to better results.
- Advertising in your phone directory — 6 steps to making your phone ring!
- Develop a promotions schedule to propel sales.
- How to increase profits by having other businesses working for you.
- 7 ways to gather referrals for your business.
- Tips on creating a great Unique Core Differentiator for your business.
- Taking the mystery out of selling ... create a system that sells for you.
- Creating a 'Team Commitment'.
- Price — Is it really an issue?
- Perceived Indifference: Are you suffering?
- 3 more phone standards that will increase sales.
- Cross selling — checklists and other tools
- Conversion rates — why tracking is vital and how to improve yours.
- A sleeping giant — reactivating old customers.
- 3 sure-fire ways to collect what you're owed.
- Working ON your business rather than IN it: What's that all about?
- The most common reasons for small business failure and what to watch out for.
- The S.W.O.T Snapshot: Zooming in on your business.
- Understanding the profit a backend can bring.
- Increase your average sale by making offers your customers can't refuse!
- Tips to television & radio advertising.
- From cardboard to language — the 3 levels of packaging for your business.

## CONFIDENTIAL APPLICATION FORM

I understand if at the conclusion of any session I do not feel I have been enriched or gained value from the BGR, you will return my investment for the day.

Name(s): \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Years in business: \_\_\_\_ Employees: # \_\_\_\_\_

Type of Business:  Sole Proprietor  Partner  Inc.

Industry Type or Description of Product/Service: \_\_\_\_\_

Yes, I am ready to join. Please bill me at \$300 as indicated below for 3 months. **I save \$60.** Please contact me with BGR Member session schedule.

In addition, I will be bringing a second person from my company at half price (\$150).

Total cost today, \$450. **I save a total of \$270.**

No, I'm not ready to join but I understand I may attend sessions for \$60.00 each. Please contact me with seat availability.

### Payment Method:

Please bill \$\_\_\_\_\_ to my credit card:

MasterCard or  Visa

Card number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

If paying by check please fax this form to: **732-290-1504** then mail along with your check to:  
Davidson's Business Development Team  
19 Ingram Circle • Aberdeen, NJ 07747.

\*Please call **732-290-1502** to join over the phone or if you have any questions.

www.davidsonsteam.com

# Businesses Getting Results™



*Grow your business,  
increase your profits,  
and create a business  
that works for you.*

Davidson's Business  Development Team, Inc.

19 Ingram Circle  
Aberdeen, NJ 07747  
Phone: 732-290-1502  
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## **BUILD your business into the business you've always wanted by joining Businesses Getting Results™ NOW.**

Just try this exercise for a few moments. Think back to when you first went into your business. When you did that (if you're like most business people) you probably wanted greater independence, you wanted to be your own boss, you wanted to have more time for travel or family and friends, you wanted to earn a higher income and, ultimately, you wanted to enjoy more freedom.

Those are great aims, aren't they? Yet often (regrettably) people find they get the precise opposite of what they wanted. That's why Businesses Getting Results™ is so important. It's a program designed specifically to help you create the business you've always WANTED. It helps you do that piece by piece so that you achieve your goals much more easily.

### **BUSINESSES GETTING RESULTS™ – YOURS INCLUDED!**

Businesses Getting Results™ (BGR for short) is a membership program for business people who specifically want to improve a wide range of aspects of their business in an easy, manageable way.

Here's how it works.

### **A NEW KIND OF CLUB GROWS YOUR BUSINESS**

BGR is a new kind of business club, where members (all of them business people just like yourself) attend 2 meetings per month for just 2 hours to work on a different issue or strategy. We review and discuss the ideas outlined and look at how to implement the strategies within your business.

By focusing on proven business building strategies



and new ideas, BGR helps you tackle the challenges that are holding you back AND discover the opportunities that are right at your doorstep. These strategies and ideas are designed to build an even better business for you. Your business grows, your profits improve, your life and lifestyle get better.

### **A FOCUS ON THE 4 WAYS TO GROW**

To maximize the results you achieve, our BGR meetings focus on the 4 Key Ways to Grow Your Business—how to win new customers (of the type you want), how to keep them coming back more and more often, how to have them spend more each time they do and how to improve the processes – the way your business operates – easily. We'll also review some fundamentals, the key strategies many businesses lack. All of these topics are aimed at systematically growing your business, step by step.

### **ACHIEVE YOUR GOALS**

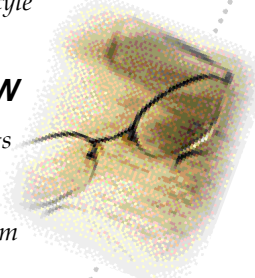
With a focus on implementing ideas rather than just talking about them, BGR really is a very different hands-on program. For instance, at the end of each BGR meeting you commit to an Action Plan to implement that idea just as soon as possible. This ensures you see better results and achieve more and more of your goals.

### **FORGE STRONGER BONDS**

At each meeting, you have the opportunity to meet and do business with other BGR members. Designed to help you build even stronger working relationships with like-minded business people in our area, this is a great way to grow your business.

Better yet, among each BGR group there is literally years and years of experience. That experience is invaluable. Together with our own resources, that experience is positively brought to bear on your specific issues. So you save time and effort rather than re-inventing the wheel.

On occasion, you'll even be able to invite other business people to attend some of these meetings FREE as a means for you to add value to your important customers, clients, suppliers, prospects or associates too.



### **RECEIVE THE SUPPORT YOU NEED**

Many business people express a sense of being alone with the challenges and even the opportunities they face in their business. Businesses Getting Results™ offers you a support network for brainstorming new ideas and help implementing them. You hear what others are doing and you learn from that too. Better yet, BGR meetings are limited to just 15 businesses so you receive the personal attention you need. And you can take advantage of one-on-one support and privileges only available to members.

### **PRIVILEGED INFORMATION FOR YOU**

You see, being a member gives you privileged access to our BGR Knowledge Base - of more than 2000 pages of information. This means if you have a particular issue you want solved, we'll be able to access from the 75 BGR topics to find just the solution. On the other hand, if we notice something that needs to be addressed in your business, we will let you know and give you access to the right BGR topics to help. This ongoing support means we can provide training so you can implement ideas when you need them.

### **A GUARANTEE TO YOU**

Of course BGR is fully guaranteed. If at anytime you are not 100% delighted with the program, simply let us know and we'll refund that sessions membership no questions asked.

### **SOLVE BUSINESS BUILDING ISSUES**

By participating in BGR you'll discover how to deal with each challenge you face and make the most of your opportunities. Better than that, you can do it all for under \$1200 a year. You'll hear ideas and discuss strategies with fellow business owners in constructive sessions that really will help you solve and issue or improve particular areas of your business. That experience is invaluable.

Further our team has years of hands on experience dealing with a multitude of different business types, industries and issues. Reserve your place TODAY!

