

HIDDEN MONEY

A proven way to unlock 20% - 25%
more money in your business

This episode is *value-packed* if you are a...

- Small Business Owner
- Individual Sales Person
- Sales Team Manager
- Field Tech
- Office Team



Valuable offer at end

What We'll Cover

- What most small businesses spend and focus on
- Where the real money is hiding
- How to find and get that money
- How to get it *effortlessly and automatically.*

Who we are

Web Marketing Company

Help 100s businesses with online visibility, reputation management, & booking appointments online

Found that these clients are focused heavily on lead gen for growth

Missing big opportunity in one area...



Marketing vs. Sales

- Principal activity of **MARKETING** is to get more opportunities
 - Principal activity of **SALES** is to close those opportunities

Improve Closing, Improve *Everything*

- You have already paid to market, get leads, provide estimates and proposals.
- You don't always need more leads, but you *always need more sales*.
- Improving closing rate is a *less expensive way* to increase profits when your average sale is significant.
- We often don't do it because we don't know what to focus on.
- **Focus on FOLLOW-UPS!**

The Rule of Seven Touches



Sales Follow-up Statistics

Companies that nurture leads make 50% more sales, at a cost of 33% less than non-nurtured leads. *(Source: Forrester Research)*

Customers spend up to 47% more than intended when nurtured during the sales process. *(Source: Annuitas Group)*

95% of customers experience insufficient nurturing (communication) after receiving a proposal or estimate.
(Source: Velocify)

What's Hiding in YOUR Business?

- How many open estimates, bids, quotes, or proposals?
 - What's the average value of each sale?
 - Let's do some math...

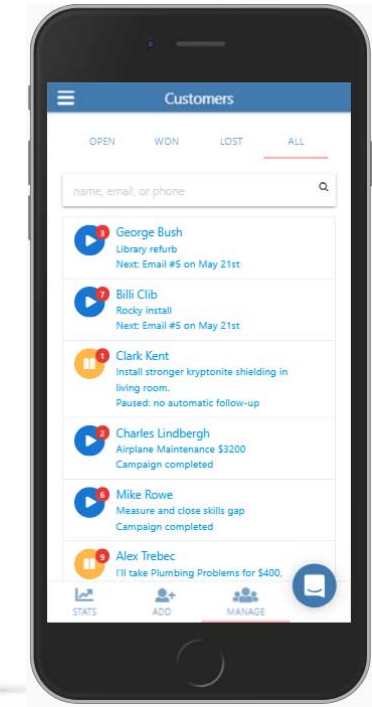
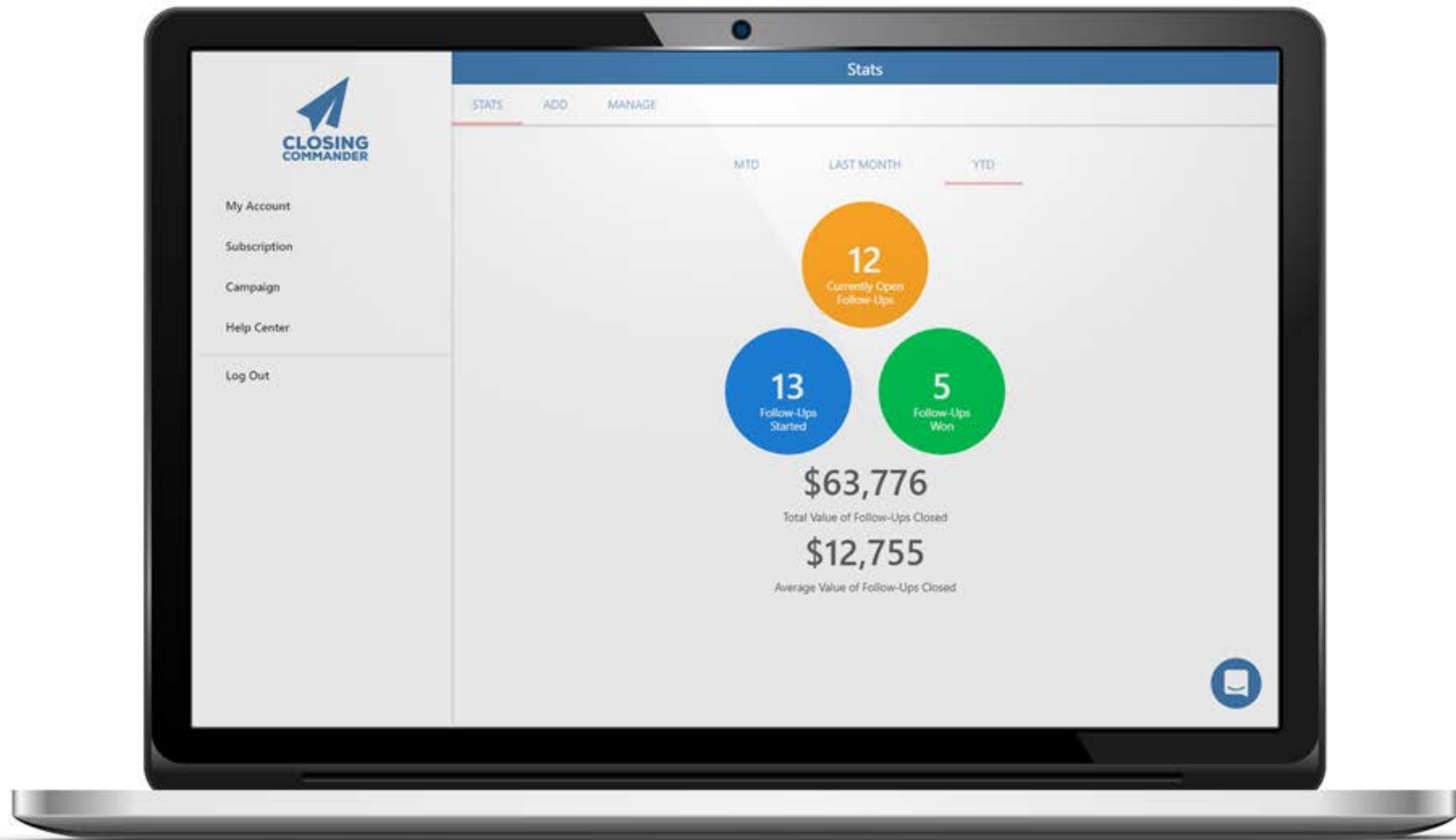
The Fortune is in the Follow-Up.

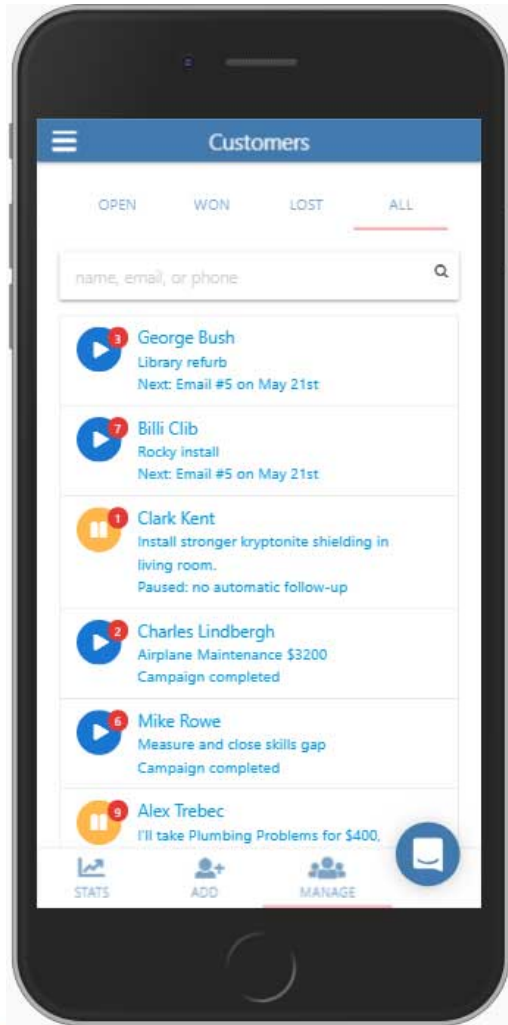


You're only as good as the system.



Now close more sales *effortlessly & automatically.*





Estimate communication *at your fingertips.*

- See who opens your emails.
- Know when they click a link.
- Pause customers who need more time.
- Mark bids as won or lost.
- Track the total value of those additional sales.

Today's Special Offer

First Month FREE

Valued at
up to
\$247!

Get Started Today!

bit.ly/BCP-30

*Your free month is activated when you add
a credit card to your account.*