

## *From the Editor*



Eric Wiedenmann

**W**elcome to the 34th issue of The Revenue Accelerator™. [Market Development Group](http://WWW.MARKETDEVELOPMENT.NET) (MDG) aims to provide practical revenue and profit generator tools for MDG clients, colleagues and friends. The Revenue Accelerator™ circulation has grown to over 3,500 business leaders worldwide since our first issue was published in 2006. We welcome any suggestions of articles or topics you would like to have included in future issues.

The guest writer in this issue is **Andy Birol** - President, [Birol Growth Consulting](http://WWW.BIROLGROWTHCONSULTING.COM).

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## *2015 Marketing Checklist*

By: Eric Wiedenmann

1. \_\_\_ **Never stop selling.** A company that thinks that their product or service is so good it will sell itself or the company that feels that everyone needs their product or service because they have been in business for X years will generally go out of business.
2. \_\_\_ **Ask for referrals.** The least expensive business development tool is a referral. Not only are referrals inexpensive, they have a high return on investment since trust has been built up by your referral partner which often results in a higher than average

closure rate.

3. — **Fire customers that need to be fired.** Clients that do not pay their bills, are obnoxious, and always ask for a discount do not appreciate your value. They are taking away the limited time that you have to work with the clients that produce your highest revenue and profits.
4. — **Take care of your “internal customers.”** Your employees are often the face of your company. Happy employees will take care of your customers and go out of their way to provide your customers with a positive experience.
5. — **Follow up with your customers.** You must follow up with your customers on a consistent basis to ensure that they are happy with your product or service. A combination of face to face, telephone, and on-line feedback are methods that will increase customer retention.

## *Is Your Demand Down, or Your Distribution Dying?*

By: Andy Birol



For many firms, happy days are not here again. If your sales haven't grown past 2007 levels, it's not useful to keep blaming the recession. Your service may be great, your sales people proactive, and your marketing on-message, but if you aren't seeing results, something is wrong. Here are some examples:

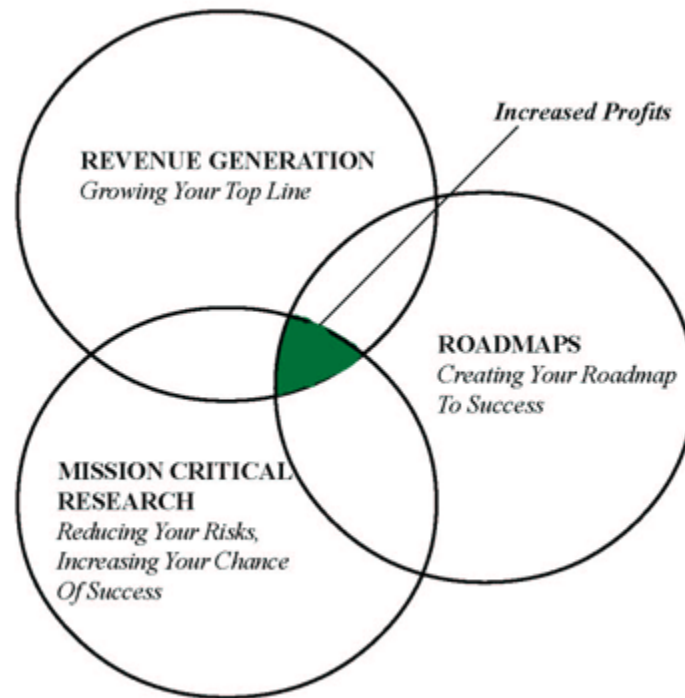
- A mortgage originator survives the market crash only to watch sales trickle back while competitors report double digit increases
- A search firm transitions to temporary placements to combat the jobless recovery but doesn't grow proportionately as their clients' overall hiring grows.
- An old-line construction firm's new "green projects group" gets little traction while new firms grow fast.

Why didn't they grow? What are they missing? Is their demand down or their distribution dying? Knowing whether your firm has a demand problem or a distribution problem is critical because the solutions are so different. [Read more...](#)

### **About Andy:**

After 20 years of corporate sales and marketing leadership and his MBA from Northwestern's Kellogg School, Andy Birol founded Birol Growth Consulting in 1997 to help driven business owners create 21<sup>st</sup> century sustainable profitable growth and provide workshops and keynotes on this topic. Andy can be contacted at [abirol@andybirol.com](mailto:abirol@andybirol.com) or 412-973-2080. For more information visit: [andybirol.com](http://andybirol.com)

# This Is How [MDG](#) Helps Clients Increase Sales Efficiently and Cost Effectively



## Revenue Generation:

- Increasing Closure Rate
- Finding Untapped Markets
- Time/Territory Management
- Developing New Channels
- Business Development



## Research:

- Helping Companies Make the Right Mission Critical Decisions
- Customized Market Research
- Competitive Intelligence
- Opportunity Identification
- Customer Surveys
- Finding Acquisition Candidates



## Roadmaps:

- Strategic Marketing Plans
- Rapid Response High Impact Sales Plans

Contact **Eric Wiedenmann** to learn how **MDG** can help increase your company's sales and profit goals quickly and cost-effectively.

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