

"ONE Idea, Properly Implemented and Executed, Is All You Need To Take Your Business To The Next Level."

A problem is re-defined and the solution becomes obvious. A little bit of outside perspective breaks you "out of the box" and accelerates your growth.

I provide a variety of marketing services and can provide fresh insight and new angles to solving your marketing problems. Quotations and analysis are provided in a Tactical Review, which is a 60 minute phone consultation where I don't hold anything back.

Here's how this works:

Preparation: Fill out both pages of this application form and fax it or e-mail it. You may also mail marketing materials and documents that you feel will be helpful in defining the discussion.

Scheduling: Indicate a range of times and dates on the form, and I will respond with an appointment time for you to call.

Qualification: I have a demanding schedule and new clients are accepted on a limited basis. If I feel that your business is outside of my expertise I will decline the application and recommend other resources to you.

Focus: This will be a full-tilt consulting session with nothing held back. You will not be "strung along" in a disguised sales pitch for consulting services.

Fee: The 60 minute Tactical Review is \$495 for one hour. Payment can be made via [credit card](#), or in advance by check. The fee will be credited back to you if you hire me to execute any future consulting work, strategic marketing programs, or coaching programs.

Satisfaction: If at any point in the first 15 minutes, you do not feel you are getting your money's worth, you can say "stop" and you're off the hook. After minute 15, you're in for the whole ride.

Marketing Consulting & Professional Services Application

I want a [] 60 minute consultation for \$495

| | | | | |
|---------|--|----------------|-----------------|---------------|
| Name | | Title | Email | |
| Company | | | Website | |
| Phone | | Fax | | |
| Address | | | | |
| City | | State/Province | | Postal Code |
| Country | <input type="checkbox"/> Visa <input type="checkbox"/> MC Credit Card No: | | Expiration Date | Security Code |

IMPORTANT: Please make sure you fill out page 2 before faxing in this form.

Frank Prieto Strategic Marketing

Strategic Marketing Programs • Local Marketing Consulting • Search Engine Marketing & Optimization
Google Adwords Campaigns • Marketing Coaching • SEO & PPC Coaching

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All information you provide will be held in confidence.

Briefly describe your company, industries & markets served:

Primary products/services sold & sales volume:

What is your #1 sales / marketing challenge?

What goal, if attained, would solve this problem?

When would you prefer to have the consultation? Please indicate three different times / dates in the next 10 business days, during normal business hours:

1. _____ 2. _____ 3. _____

Discovery Questions

These five discovery questions are designed to help me determine your target market's Hot Buttons and pinpoint what the relevant issues are so I can effectively educate and build a case. Answering these questions is the first step in producing powerful marketing. Fill out the questions as thoroughly as possible:

1. Qualification Question:

Under what circumstance does the typical prospect/person start to think about what you sell/provide?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.

2. Customer Values Question:

What things are important to your typical prospect when buying what you sell/provide? Consider both the product/service itself and the buying process... then think in terms of what prospects **want** AND what prospects **want to avoid**. In other words, make it a point to elaborate on what are the biggest frustrations prospects have when doing business with your type of company/service or industry.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

3. Need To Know Question:

What are the relevant and important issues that a prospect needs to know to make the best decision possible when buying what you sell/provide? In other words, what are the possible **buying traps** or **pitfalls** that your prospects aren't necessarily aware of? Teach them how to become an expert in your field.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

4. Case Building Question:

What do YOU do to give the client/patient what he/she wants?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

5. Evidence Question:

What would the typical prospect need to see or hear to feel like they had enough information... and be in control of making the best decision possible?

Evidence Type

Specific Evidence You Can Gather

| | |
|-----------------------------|--|
| 1. Articles / Press Stories | |
|-----------------------------|--|

| | |
|--------------------------|--|
| 2. Associations | |
| 3. Awards | |
| 4. Books | |
| 5. Charts & Graphs | |
| 6. Client Lists | |
| 7. Comparisons | |
| 8. Compliance Checklists | |
| 9. Earnings Reports | |
| 10. Endorsements | |
| 11. Examples of Savings | |
| 12. Expertise Tests | |
| 13. Facts & Figures | |
| 14. Performance Audits | |
| 15. Photos / Videos | |
| 16. Product Demos | |
| 17. Quotes | |
| 18. Standards Lists | |
| 19. Statistics | |
| 20. Technical Drawings | |
| 21. Tests / Lab Results | |
| 22. Testimonials | |

List your TOP 3 biggest competitors and their strengths.

1)

2)

3)

What are the top 5 advantages of doing business with you?

1)

2)

3)

4)

5)

Write your sales and marketing statistics:

A. Company annual sales:

B. Company annual advertising expense:

C. Number of leads per month:

D. Number of sales per month:

E. Conversion ratio:

F. Cost per lead:

G. What is your growth goal for the next 12 months?