

Intelligent Business Growth for Enterprise Size Companies



My One Call, LLC.
Louisville, CO Offices

Just some of the companies our systems have worked for.



Need more sales?
We put your company in
front of qualified buyers.

My One Call, LLC BUSINESS DEVELOPMENT PROGRAM

We have been helping independent companies build sales and profits for years. In 2010 Our average client saw a 16 to 1 revenue return in the first year of a program.

Our marketing and sales strategies are intelligent, simple and produce solid results.

Call us today for a free consultation.

303-500-5053 EXT.1

Intelligent Business Growth



Better Business
Bureau Gold Star
Winner

Phone: 303-500-3053 Ext. 1
Web: www.salesjumpstart.net
Email: info@myonecall.com



Intelligent Business Growth for Enterprise Size Companies

Our Purpose:

Growing your revenues and profits through unique and proven systems.

We have been helping small companies grow revenue for years.

Our President and Associates have helped generate *million's of dollars* in new sales for companies since 2003.

- Founded in 2003
- Completed sales coaching for 2 of Colorado's fastest growing firms 2010
- Offering intelligent marketing and sales programs for small and medium sized clients
- Average return of investment for clients of 16-1 for 2010
- Long term and loyal clients



Our Senior Management

Our senior management has over 20 years of successful experience in hiring, training, and the management of sales organizations from 8 to 650 employees in size, as well as years of product development and marketing. Their experience includes:

- Vice President Sales at USA.NET (the largest web based email company in the world)
- Senior Vice President Sales and Marketing at MCIDirect (responsible for the small business sales and marketing of MCI)
- Senior Vice President Sales at P.S.T. (One of Colorado's 100 largest private companies-1996)
- National Sales Manager, North West Telecom
- C.O.O. Bain and Bayes Enterprises



Our People and Affiliates

We believe every company must have two common components to grow.

- Great employees and great advisors.

As many of our employees are representing our clients, we take special care in the recruiting and selection of Business Development Managers. Some have Master's degrees, or have owned companies and are what many people would call over-qualified. Because of our unique corporate culture we offer truly talented individuals a great opportunity. This translates into success for our clients, employees and company.

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How We Jump Start Your Company's Sales and Revenue:

We have been helping small companies grow revenue for years.

All My One Call Sales Jump Start Program have the following components:

- Planning
- Preparation
- Implementation
- Selling



Any good sales program starts with target and reach, *and* includes delivery.

To establish your target prospects we start with your current Customers. They will tell us the Who, What, Why, Where, When, and How of buying your service. From this we have the basic planning elements.

Planning and Research:

- **Who** they are, allows us to identify Your Target prospects
- **What** they purchased
- **Why** they bought your service
- **Where** they buy gives us information on where to deliver your message
- **When** they bought gives us information on buying cycles
- **How** they bought gives us the type collaterals to focus on

All of this allows us to Prepare:

- Your marketing message
- Your marketing and sales collaterals
- Your sales cycle
- The where and how to deliver your information
- Your anticipated budget needs

Implementation:

Implementation starts with a budget and moves through to a sales forecast. We will use the information gained from your customers and key prospects on how and where they buy to arrive at the delivery and implementation programs.



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Implementation Continued:

If your prospects find you here:

We do this:

How They Find You	Expense	Time to Sale/Volume	Value Rating	Process
Local Internet	\$\$	Short/Small to Large Volume	A	Web assessment, Local listings, PPC programs, Free listings, Lead sources, Web popularity programs
Referral Process/ Customer Mining	\$	Mid to Long Small Volume	A	Policy driven referral program designed. Current customer program
Outside Sales or Business Development Manager	\$\$\$\$	Mid to Long Mid to Large Volume	A	Hire Rep, train, point at best opportunities. Sales system in place
Print	\$\$\$\$\$	Short to Long Small to Mid Volume	D	More branding than sales
Networking	\$	Short Small to Mid Volume	C	Implement follow up and offer system
Social Networking	\$	Short to Mid Small to Mid Volume	B	Develop value of meetings and co-op. Plus follow up systems
Mass Media	\$\$\$\$\$	Short Large Volume	D	Large budgets and strong offer needed
Direct Mail	\$\$\$	Mid to Long Small to Large Volume	C	Develop target, message, offer, USP, and system of follow up

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Let My One Call bring new prospects to your company.

Do you know what form of prospecting gets the best long term sales results (by far)?

We do, and we are about to share that with you!

How many more sales would your company make if your company information was presented to 10, 50, or 1,000 new well-qualified prospects every month?

- Sales are the fuel that drives your company.
(If you don't sell, you're in trouble.)
- Sales start with prospecting and promoting.
- 80% of sales success is in *new prospect generation*, not the actual sales presentation.
- Companies rarely have more than 1 ongoing new prospect generation program.



So what is the best type prospecting for long term results?

Here is what ***it is not***:

- Telemarketing: can yield early results, but burns through a prospect list quickly and telemarketers rarely present a professional image.
- Direct Mail: Mixed results, and is very inconsistent.
- Media Advertising: Experts suggest 70% of all advertising is a waste!
- Word of Mouth: Excellent, but limited in scope, based on customer base size and type of clients.
- Email Campaigns: Limited response, and considered very unreliable.

- *Turn the page for the best form of prospecting (by far)...*

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Here it is. The best form of prospecting (by FAR)!

Business Development Through Direct Sales

Completing direct calls into your prospects office by a professional Business Development professional combined with a follow up communication system.

By far, this is the time proven best method to secure new appointments and build revenues for the vast majority of companies. But how may companies have the time and experience to put together a professional sales department?

That's what we do for our clients. But of course there has to be a good message to deliver, as well as an ongoing communication process to stay in front of these prospects. So we have developed a process that consistently puts your company in front of new buyers month after month.

- We help identify the best prospects for their company
- We help develop a great marketing message (and materials if needed)
- We hire a sales professional or professionals to prospect for you
- We manage the sales person or force and do all the compensation packages
- We then contact your prospects for you in person, and request an appointment
- We follow up with every prospect via email, phone, and in person visits until we have secured an appointment for you
- We change the marketing message and communication on an ongoing basis
- We track all of this in a data base



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FEATURE	BENEFIT
• We advertise, recruit and hire a professional Business Development Manager	• No Expense, huge time savings, a better quality hire. No purchases of computers or office supplies, desk, space.
• We develop the target prospects	• Experienced marketing help with zero expense
• We write the marketing message with you	• More quality prospects. No expense marketing message
• Business Development Manager makes contacts with key prospects	• You sell more to better customers
• My One Call manages the BDM and works directly with you on programs	• Huge time savings. A professional sales manager and sales representative
• My One Call manages the pipeline report for you.	• More sales. Ongoing marketing. Huge time savings



How much more business would you have if you visited 50 new prospects every month introducing your service?

Annual value of one new customer \$_____

Anticipated sales a month _____

Annual value of program (x 12) \$_____

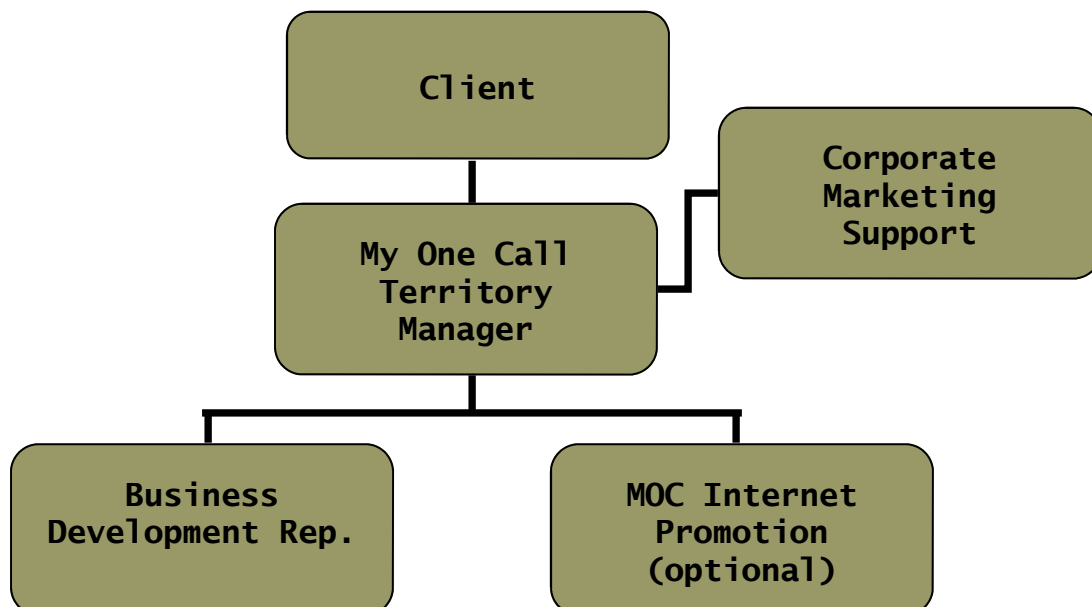
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As A client of the My One Call Business Development Program your company has a full business development department working to bring you more revenue as well as more profitable revenue.

Area Manager: This is an experienced sales manager who is responsible for the successful implementation and ongoing management of your program. Your B.D.M. reports to this position.

Corporate Marketing Support: Your Territory Manager has access to the resources of our marketing department. These include experienced marketing professionals and the staff to produce excellent high quality collateral materials. A program needs an ever changing “message” and our marketing group can develop and implement these for a client.

Business Development Manager (B.D.M.): An experienced sales professional to deliver your message via a constant “outside” sales process which will include cold calling, phone call follow-ups, emails to prospects, networking and referral generated prospecting.



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PRICING

We understand that it is in the best interest of the client and company to keep costs as low as possible until the program is paying for itself in new sales.

We have developed a unique pricing strategy that to our knowledge no other company offers. We don't try and make a fortune from one program, or early in a program. We invest in *you* and our payoff is when *you are successful*.



Three Main Components of Cost

Start up fee:

Pays for the recruiting of your Business Development Manager, marketing message development, and training of BDM.

Monthly Fee:

Covers the expenses associated with paying, managing, and supporting the BDM. Things like travel expenses, phone expenses, expense items, insurance, payroll expenses, and the management time of the BDM are all covered.

Bonus:

Once the program is producing, we collect a bonus on the sales that have been made. This bonus varies in nature depending on the client and the service offered, but in general runs between 8% and 15% of the gross sales value. Large ticket clients may see bonus schedules as low as 3%.

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TESTIMONIALS

*Please Rate the My One Call Business Development Program
using the following scale: 1=Poor and 5=Excellent*

Value of Program - 5(Excellent)

Communication between you and your Business Development Manager - 5(Excellent)

Communication between you and your My One Call Territory Manager - 5(Excellent)

Number of quality prospects - 5(Excellent)

Jerry Chesser

Owner, Action Coach Franchise

“Excellent work and unique abilities. We utilize My One Call as our marketing and sales consulting firm. I highly recommend them.”

Jeff Prager, President

Back Room Management Services, LLC

(Financial Management and Business Consulting)

“No one markets restaurants like My One Call, LLC.”

Mike Boyle, Owner

The Mike Boyle Restaurant Show. KNUS 710 Radio

“We have gone from \$300,000 a year to over \$3,000,000 in revenue in 30 months. Their marketing department is excellent, and has provided us with the sales materials, web site, and professional brochures that have assisted us in closing better quality prospects, and closing more of them. They also have provided us with sales training which has lead to a higher closing percentage of qualified prospects. They even prepared an entry into the Contractor of the Year program - and we were a winner. You may have read about our company in the Denver Post, as their P.R. efforts resulted in a write up about us.

We average six to twelve qualified pre-set appointments each month with values between \$35,000 to \$750,000. We have sold over 25 custom basement finishes, 8 major home additions, and a custom home in the last 12 months, and we never had to make a phone call to set an appointment. I would recommend My One Call to any company looking to grow revenue and profit.

Adam Rossi, President

Front Range Home Enhancements, Inc.

“My company has been a MyOneCall client for four years and it has accounted for better than \$80,000 annually in flooring sales and installation for us. They have has always professionally managed meetings between myself and new prospects to encourage new business. I have found the other network participants to be extremely competent and ethical, which I believe is the same standard of excellence that Mike maintains for MyOneCall. They are a valuable source of advice and information regarding the marketing, and business management and is readily available for consultation.

Carla Roden, Franchise Owner

Nationwide Floor & Window Coverings. (Past President NARI Denver)

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CLIENTS THAT HAVE USED MY ONE CALL FOR SALES PROGRAMS

- Action Coach – The world’s largest business coaching organization
- End 2 End Technologies – I.T. service provider
- J.P. Schwartz – I.T. Services
- Back Room Management Services LLC – Provides financial services to the enterprise size company
- Lattas Bagels and Coffee – Multi location restaurant
- CREO Design Architecture – Commercial and residential Architecture
- CiCi’s Pizza – regional franchise with 8 locations
- Majestic Development
- Finished Right Construction
- Nation Wide Floor and Window Coverings
- Harvest Moon Publishing
- 3 R Services
- The Diet Center – Retail weight loss program
- The Right Angle Frame Shop and Gallery – One of “the top 100 Art and Framing Retailers in the US and Canada” Décor Magazine

...and many more

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