



## CASE STUDY

**CUSTOMER:** Merrill Scott and Associates – Financial Planning firm.

### **BUSINESS CHALLENGE:**

The company was investing \$20,000 a month for a single advertisement in a national publication. They were also hiring outside, independent sales representatives. Sales were stagnant. The company wanted and needed a better return on their marketing investment.

### **SOLUTION:**

Implemented all seven steps of the marketing system without increasing expenses. Created, and then integrated a good USP into the monthly advertising. A sales system was put into place with ACT customer contact that tracked and required accountability of the sales people with the leads.

### **RESULT:**

The USP increased responses to the ad which doubled from an average of 40 to an average of 80 leads a month. The system of tracking and accountability increased closing rates from 10 to 20%. Revenues increased from \$3.5 million to over \$7 million in one year with no increase in advertising expenditures thereby making the increase very profitable with an ROI of 29 times the investment.

### **TESTIMONIAL:**

“I saw all seven steps of the system work together to increase our sales from 3.5 to over 7 million in one year. You need to implement all steps because you’re not sure which ones may or may not work the best. The key for us was the system of execution. The system allowed us to see which steps were working and which ones we could improve.”

Mark Castleman  
Senior Financial Planner



## CASE STUDY

**CUSTOMER:** Blue Mountain Meats

**BUSINESS CHALLENGE:**

Increase Market Share and overall company profits  
The company sought improved sales performance from outside sales representatives.

**SOLUTION:**

Four steps of the 21<sup>st</sup> Century Marketing System were implemented. Development and creation of a Unique Selling Proposition through employee and customer surveys, and market research which differentiated Blue Mountain Meats from the competition. Integrated the USP into the process followed by their outside sales reps including training on how to approach prospects, qualify, present, and close. Operations representatives also attended these training sessions. Database Marketing strategies including a newsletter and reactivation effort to past customers. A follow-up system for prospects was implemented. Increased marketing promotions to current customers. New direct marketing efforts to contact prospects outside the area profitable for in person sales calls. Alliance marketing – helping salespeople create more leads from complementary businesses that called on the same customers as Blue Mountain Meat. Strong endorsements were received to promote referrals.

**RESULT:**

Sales Increased \$550,000 in first year – 25%, an ROI of 45 times the investment. Sales retained increased \$50,000. Cost of marketing reduced by \$24,000. Five new employment positions created in small town that would not have otherwise been created.

**TESTIMONIAL:**

“We’re very pleased with the 21<sup>st</sup> Century Marketing System. We are anticipating continued growth in the future because of the system.”

Scott Frost, President  
Blue Mountain Meats



## CASE STUDY

**CUSTOMER:** Premier Plastics

### **BUSINESS CHALLENGE:**

The company was struggling. Revenues were around \$600,000 annually, but profits were very low. They needed a fairly quick turn-around to keep their doors open. Sales and profits both had to improve. Improved sales performance was essential.

### **SOLUTION:**

Implemented several steps of the 21<sup>st</sup> Century Marketing System. Most important was establishing a USP, a clear message that differentiated Premier Plastics from the competition. In step two, the USP was integrated into the sales process. The USP was integrated into current advertising in a lead generation publication, phone scripting used by sales people in responding to inquiries, and the website. A follow-up system was created for the sales force. Marketing systems to increase business from existing customers were implemented.

### **RESULT:**

Lead flow and conversion rates increased immediately. The number of bids closed increased. Revenue from \$600,000 increased annually by 15-20% to now over \$2,000,000. The company is now the largest Thermoplastics manufacturer in the state after experiencing an ROI of 175 times the investment over two years with an increase in 25% profitability.

### **TESTIMONIAL:**

“The 21<sup>st</sup> Century Marketing System really gave direction to our company and provided a needed boost in helping turn our sales and profitability in a more positive direction. A clear USP, intense sales training, follow-up efforts, ad changes to a marketing directory all helped us increase our conversion rate 20-25%. Our profitability also increased 20% or more. The training and system was different from traditional marketing and certainly less risky. We are now the largest Thermoplastics manufacturer in the state.”

Jim Holbrook  
Owner  
Premier Plastics



## CASE STUDY

**CUSTOMER:** Utah Independent Bank

**BUSINESS CHALLENGE:**

To compete successfully against the much larger national chain banks with more capital.

**SOLUTION:**

The bank President attended group training for the 21<sup>st</sup> Century Marketing System with other local business owners.

A strong USP was developed to clearly differentiate the smaller independent bank from the larger national chain banks. All staff members were trained on the USP, making sure it was integrated into their communication with customers. Marketing to the existing customer base was increased while the bank remained conservative in operations and qualified customers very carefully to make sure the customer was the right fit for the bank.

**RESULT:**

The bank has been, and still is very successful in differentiating themselves from the big bank chains. Earnings are stronger than many of the big banks. Instead of focusing on bringing more customers in, focus was placed on existing customers, which immediately increased the frequency and value of transactions and increased market share first locally, then regionally. Now even out of state customers now call the bank for a chance to deposit.

**TESTIMONIAL:**

“We thoroughly enjoyed the group training provided by 21<sup>st</sup> Century Marketing Systems, Inc. The marketing system we learned helped us differentiate ourselves clearly from the big bank chains. As a result our staff was able to focus our service on local customers and take market share away from the big banks. Our profitability is strong and we enjoy providing a clear alternative in our marketing efforts.”

Craig White  
President  
Utah Independent Bank



## CASE STUDY

**CUSTOMER:** Jay Mitton, Asset Protection Attorney and Mitton Burningham Law Firm

### **BUSINESS CHALLENGE:**

Increase the return on a heavy seminar/workshop investment made by Jay Mitton and the law firm. Jay was traveling a lot, presenting 3-4 evening workshops every week, and wanted to see a better return on all the efforts.

### **SOLUTION:**

Implemented a very effective follow-up phone campaign to attendees of the seminars/workshops that did not purchase at the time of the workshop. It was quickly learned that many who attended wanted to purchase but just needed a little more time. The calling campaign started the next day following the workshop. Callers were hired and trained in the USP established for Jay and the Firm. This USP was integrated into the follow-up call.

This one marketing strategy increased the conversion rates of the seminar by 10-15%.

### **RESULT:**

A \$1,000,000 increase in cash sales and an ROI of 100 times investment in the first year.

The company has now created a system to build other seminar companies that follow this same model resulting in a multi-million dollar increase in business and the formation of several additional seminar companies.

### **TESTIMONIAL:**

“The marketing expertise behind the 21<sup>st</sup> Century Marketing System played a key role in generating new revenues for my company that exceeded \$1 million annually. This was from just one project. We anticipate law firm revenues will double as a result of the increased conversion rate. I recommend the strategies of the 21<sup>st</sup> Century Marketing System to you and I am confident that any time spent learning and deploying them will be well worth your investment.”

Jay Mitton  
Attorney at Law



## CASE STUDY

**CUSTOMER:** Cedar Creek Clothing – retail store

### **BUSINESS CHALLENGE:**

Business took a severe dive during one of the gulf wars with traffic down 50%. Profits and revenue were declining and the owner indicated to 21<sup>st</sup> Century that if things didn't turn around, they would close the doors.

### **SOLUTION:**

Implement four steps of the 21<sup>st</sup> Century Marketing System. Gave them a strong USP and integrated these into the advertising that remained about \$5000 a month in radio and newspaper. Step two of the system helped them execute key sales training to help sales representatives “package” better the clothing to increase the average sale. Implemented a “Customer Family Purchase Plan” which encouraged repeat purchases and larger annual purchases from customers. Set up cross promotions with other stores in the town and promoted to each other's databases of customers.

### **RESULT:**

The average sale increased from \$25 to \$50 which allowed them to survive a 50% drop in traffic. While other stores went out of business, Cedar Creek clothing increased sales from \$550,000 to over \$800,000 in one year, an ROI of 25 times the investment.

Most importantly, a family's business and livelihood was retained. Without the system, it likely would have gone out of business.

### **TESTIMONIAL:**

“Clearly, implementation of the 21<sup>st</sup> Century Marketing System played a key role in the survival of Cedar Creek Clothing. The increase in sales and especially the average sale increase was a big part of the system's success. Today, the store continues to play a big part in the town's economy.”

Duane Jones  
Owner  
Cedar Creek Clothing



## CASE STUDY

**CUSTOMER:** Horn Plastics - manufacturer

**BUSINESS CHALLENGE:**

The owner was dissatisfied with the return on the \$10,000 he was spending each month on advertising. His four inside salespeople were also not doing as well as he wanted.

**SOLUTION:**

Only executed two steps of the system. Step One: Developed a powerful USP  
Step Two: Integrated the USP into the existing advertising which increased leads. Integrated the USP into their existing sales process by training the inside salespeople how to handle leads, qualify them, present, and close more effectively.

**RESULT:**

Sales doubled in six months with no increase in ad budget or other expense, thus profitability doubled as well.

**TESTIMONIAL:**

“Training in the Lean Marketing and Sales system – 21<sup>st</sup> Century Marketing, increased the confidence of my entire inside sales group. Sales doubled in six months – without me having to spend any more money than the \$10,000 I was already paying each month in advertising.”

Phil Horn  
Owner  
Horn Plastics



## CASE STUDY

**CUSTOMER:** Jantec Manufacturing

**BUSINESS CHALLENGE:**

A new General Manager was brought in to save the company. They manufactured siding clips – a commodity where demand was being driven from price. The company was generating \$15,000 a quarter.

**SOLUTION:**

Implemented the first two steps of the system. Created a USP and trained the new General Manager, who was the only employee and salesperson how to sell it to incoming leads from the website.

**RESULT:**

Quarterly sales went from \$15,000 to over \$55,000 in two quarters. An ROI of 40 times investment.

**TESTIMONIAL:**

“The USP created for Jantec helped us avoid having to lower our prices. We qualified better the web leads and more than doubled our closing rate. We turned the company around and made it profitable.”

Gavin Gunther  
General Manager  
Jantec Manufacturing.



## CASE STUDY

**CUSTOMER:** Jolley Trailers

**BUSINESS CHALLENGE:**

A relatively new business with a very high inventory, a large lot full of trailers that needed to be sold. A family business looking for help to increase sales quickly.

**SOLUTION:**

The owner and manager, Danny Harris was also the key salesperson. He was advertising in the local publications. People were coming on the lot but he was not closing as well as he needed to.

We created a USP then taught him some important selling skills. The key was implementing a system to follow-up with those that came onto the lot but didn't buy the first time around.

**RESULT:**

Sales increased from \$600,000 to over \$1,000,000 that year. Danny's closing rate increased dramatically. He was able to differentiate to prospects why they should do business with his company. This sales training and especially follow-up skills meant an ROI of 66 times investment.

**TESTIMONIAL:**

“The 21<sup>st</sup> century marketing system helped me develop some key selling skills that took our company over the 7 figure level quickly. Follow-up with sales prospects has been a key and I have tried to teach that to the sales reps I hire. This, plus improved customer service has helped us remain profitable during difficult times.”

Danny Harris  
Owner  
Jolley Trailer Sales



## CASE STUDY

**CUSTOMER:** Northern Furniture

### **BUSINESS CHALLENGE:**

This was a young startup in wholesale furniture, with father and son owning and operating the store. After six months in business they were losing \$4,000 a month and things had to turn around quickly. The company was advertising in the local money mailer. The son was the key salesperson and manager.

### **SOLUTION:**

Got a great USP into the money mailer ads. Did some sales training with the son – focusing on his closing skills and follow up. Implemented customer mailing program increasing the frequency of purchases. Set up some cross promotions with local real estate professionals and title companies inviting customers to shop at Northern Furniture.

### **RESULT:**

Traffic in the store doubled from the money mailer ads. The son's closing ratio improved 25%. Revenue went from \$4,000 a month to over \$20,000 a month in six months, an ROI of 12 times the investment, which allowed the family to stay in business.

### **TESTIMONIAL:**

“The dramatic increase in traffic by changing the advertisement to reflect a strong USP was key. And, getting my son some key sales training was very important. This allowed us to expand our store, our inventory and even move to a better location.”

Jesse Tonks  
Owner  
Northern Furniture



## CASE STUDY

**CUSTOMER:** Regency Mint

**BUSINESS CHALLENGE:**

Small mom and pop operation trying to stay in business. Cash flow was only \$5,000 a week. The company was owned by an older couple that wanted to retire as soon as possible, but couldn't unless sales improved.

**SOLUTION:**

Created a strong Unique Selling Proposition. Leads were coming in from their website but conversions were very low. The owners were trained on how to sell and convert more of the leads they were already getting.

**RESULT:**

The closing rate doubled and cash flow increased from \$5,000 a week to over \$12,000 a week. With an ROI of 56 times the investment, they were able to keep the company going and move towards retirement.

**TESTIMONIAL:**

“The key was to change what our quotes looked like by answering the question: Why buy from Regency Mint and not our competitors? We were in a 4 way competition for a large job and our USP received a “nice touch” from the prospect. We got the job. 1,000 pieces of silver! Our USP differentiated us enough to more than double our cash flow!”

Eileen Little  
Owner  
Regency Mint



## CASE STUDY

**CUSTOMER:** Water King, Inc.

**BUSINESS CHALLENGE:**

Low sales. They needed a clearer message and a more efficient sales process to convert more sales.

**SOLUTION:**

Implemented the first two steps of the system. Created and integrated a strong Unique Selling Proposition into a selling system that the company could track and measure.

**RESULT:**

Quarterly sales increased from \$168,000 to \$450,000 in one year. An ROI of 24 times investment.

**TESTIMONIAL:**

“The Lean Marketing System enabled us to channel our efforts into the most effective activities and not waste time ... Your 7 step program is not hype. It gave us a structured approach to the effort I knew we would need to make to be successful. I found it effective and efficient.”

James E Bowie, Jr.  
President, Ph.D., P.E.  
Water King, Inc.