



Three Keys To Success In Business

Presented by Gary Donohue
Marketing Communications Consultant Since 1986

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What is your motivation?

- Growth
 - I want more sales transactions.
 - I want a higher profit margin.
 - I want more sales **and** higher profits.
- Maintenance
 - I like the way things are and only want to keep it that way.



Donohue's Axiom.

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You can't sell
something to somebody
that they don't already
want to buy.



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Donohue's debate.

- **IF**
 - You can't sell something to somebody that they don't already want to buy,
- **THEN**
 - how do you get a customer to buy what you're selling?
- **Answer:**
 - You can't ! The customer is the only one who can get themselves to buy what you are selling, but you **can** get them to become **your** customer by making every effort to
 - Prepare the consumer mind
 - Prepare the point of sale
 - Prepare the business operations

Is Donohue's "method"
something you want to buy?

Three Keys To Success In Business

- Gary Donohue can help you...
 - **Prepare** consumers to have your business in mind at the moment they make a buying decision about a product or service you are selling.
 - **Prepare** your business at the point of sale to convert consumer buying decision behavior into a real purchase for the first time and on repeat occasions.
 - **Prepare** your business operations behind the scenes to transact smoothly and profitably.

Where do your business methods fall along this continuum?



Bow & Drill

Flint & Steel

Matches

Lighter

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Key #1: 
Brand Management

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- Prepare consumers to have your business in mind at the moment they make a buying decision about a product or service you are selling.
 - This is a BRAND WAR
 - You need a Brand Relationship Blueprint
 - Purpose
 - Principles
 - Positioning
 - Practices
 - » Product
 - » People
 - » Promotion
 - » Process
 - » Place
 - Priorities
 - Performance
 - Profits
 - You need a Brand Relationship Consultant





Key #2:
Relationship & Exchange Management

**Three Keys
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- Prepare your business at the point of sale to convert consumer buying decision behavior into a real purchase for the first time and on repeat occasions.
 - More than simply taking an order or closing a sale, Relationship & Exchange Management will ensure that all “touch points” support the acquisition, retention, and care of profitable customers.
 - Brand Management creates strong consumer expectations of what they will receive when they exchange their currency for your product or service.
 - Therefore, a “visualized” relationship between the consumer and your business has been evolving long before they make contact at the point of purchase.
 - They always want “it” long before they actually buy “it” !
 - Will the relationship continue once the exchange has occurred?

Key #3: 
Business Best Practices

**Three Keys
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- Prepare your business operations behind the scenes to transact smoothly and profitably.
 - Key best practices:
 - A Business Plan that synchronizes
 - brand relationship blueprint
 - relationship & exchange management
 - financial outcomes
 - Finances / Budgeting
 - properly fund customer acquisition and retention
 - track marketing ROI through media channel forensics
 - Production / Inventory Controls
 - “it” must be available when the customer is ready to buy.
 - Human Resources
 - recruit, hire, train to guarantee the best relationship & exchange management.

Do you want these three keys?

- Key #1: 

The Brand

- Prepare consumers to have your business in mind at the moment they make a buying decision about a product or service you are selling.

- Key #2: 

The Relationship & Exchange

- Prepare your business at the point of sale to convert consumer buying decision behavior into a real purchase for the first time and on repeat occasions.

- Key #3: 

The Best Practices

- Prepare your business operations behind the scenes to transact smoothly and profitably.

You get these three keys if you hire Gary Donohue...