

ADvantage-SOLutions

A healthy business is made up of good products and/or services, customers, and productive employees. The challenge for us all is to manage these elements to the conclusion of a strong bottom line. Our tasks often require expertise in areas in which we are not experts. Just as we go to the Doctor to treat our illness, the CPA to do our taxes and a lawyer to perfect our contracts we must also tap into other available professional resources on an as needed basis.

ADvantage-SOLutions is a resource which was developed by a team of; Bankers, Marketing Executives, Advertising Executives, Behavioral Scientists, Educators, Writers and Creative Specialists. It is a totally comprehensive process designed to help improve its members' business in every department. The process is on demand, exclusive, self funding and turnkey which means that the work is done by the AD-SOL experts and the Members reap the rewards with minimal time involvement.

If you want your business to be the best in every way, and you do not have the time and resources available to make it happen, ADvantage-SOLutions is for you. This is your opportunity to improve morale, transition to a true Sales and Marketing Culture, gain a vital competitive edge and increase profitability.

To learn more about how you can benefit from this incredible process and/or become an ADvantage-SOLutions member, call Alexander Group, Inc. (573) 468-4719.

As an ADvantage-SOLutions member you may choose from any or all of the following services how and when you wish.

If you have needs which are not listed below the AD-SOL team will create the elements that you require.

Included Categories

- I. Branding**
- II. Marketing Plan**
- III. Transition to a Sales Culture**
- IV. Sales Plan**
- V. Cross Selling**
- VI. Team Selling**
- VII. Bonus Structure**
- VIII. Launch Events**
- IX. Incentive Program**
- X. VIQ Certification**
- XI. Customer Satisfaction Index (CSI)**
 - **Benchmark**
 - **Improve**
 - **Measure**
- XII. Employee Satisfaction Index (ESI)**
 - **Benchmark**
 - **Improve**
 - **Measure**
- XIII. Employee Objectives**
 - **Establish**
 - **Measure**
 - **Bonus Structure and Standards**
- XIV. Excellence in Negotiation**
 - **Seller Power**
 - **Buyer Power**
 - **Lead with Value**
- XV. Vehicle Service Contracts**
- XVI. Mystery Shopping**
 - **AD-SOL Exchange**

XVII. Loyalty Marketing

XVIII. Customer Service as a Sales Tool

PROGRAM SELECTIONS:

+ Employee Incentive

- Award Catalog
- Incentive Design & Implementation
 - Launch/Event
 - Training
 - Manual Order System
 - Manual Tracking System
 - Daily/Weekly/Monthly Reinforcers
 - Communications
 - Exclusive Merchandise Catalog

+ Customer Incentive (Referral Program)

+ Branding of Department or Product

- Logo creation
- Mantra/slogan development
- Stationary (Letterhead, envelopes)
- Business cards
- Brochures/flyers
- Sales Packets
- Presentations
- Sales Scripts
- Desk Tents
- Displays
- Signage (inside and outside)
- Unveiling Event
- Invitations
- Thank you cards

Creating a Marketing Strategy

- Defining Target Markets
- Identifying Target Products/Service
- Non-Traditional Marketing Program
- Inside Marketing (Branch displays, Motivational Pieces, etc)
- Public Awareness Marketing
 - Newsletters/Bulletins
 - Support Pieces (specific to sales approach which are mailed, emailed, faxed, handed out to customers)

Sales

- Sales Strategy
- Transferring Trust
- Cross Selling
- Customer Service as a Sales Tool
- Financial Models (when applicable)
- Benefit Comparison Model
- Sales Approaches for Every Employee
- Sales Contact Lists
- Procedures
- Scripts
- Supporting Communications
- Appointment setting

Training

- Cross Selling
- Team Selling
- Transfer of Trust
- Customer Service
- Basic & Advanced Sales
- Manager/Supervisor
- Negotiating Skills
- Prospecting
- Closing
- Relationship Management

Event Planning, Support & Implementation

- (includes presentations, scripts, catering, venue setup, invitations, registration, support pieces, follow up pieces, décor)– all aspects
- Customer Appreciation Events
- After Hour Networking
- Annual Meetings

Competitive Research

Endorsement Gathering & Development

Advertising

- Public Awareness Campaign
- Establishing “hook” concept
- Radio ads
- Press Releases/Articles
- Photography
- Local Programming/Shows
- Promotional DVD development
- Videos for Website
- Newspaper ads
- Videotaping/ Interviewing (testimonials, sales)
- Trade Show
- Point of Purchase items
- Promotional “giveaway” items
- Sweepstakes/Drawings
- On-going advertising & evaluation

Direct Mail Campaigns

Image Building

- Company Clothing
- Name tags
- Procedure development
- Customer Service model

Promotional Items

- Brochures
- Posters, Flyers
- Banners
- Internal Communications

MEMBERSHIP PRIVILEGES

FAST START:

The cost of your membership in ADvantage-SOLutions is determined by the size of your business. The process of participation begins with an extremely high volume of research, development and implementation by the Alexander Group staff. This intense process occurs during the first few months. In this period you choose everything that you would like to change and we will create and put in place 100% of your requests. This will include; training, creative development, market research and every other action required to produce an effective Fast Start.

FOLLOW-ON:

Following the agreed upon fast start, you will automatically enter into a follow-on subscription. During this time much of what we do will be maintenance and support of that which we created in the first months. However, you may at any time during your follow-on subscription request additional fully developed projects and changes just as you did in the first months. The recommended minimum time period for this subscription is twenty months. At any time during this follow-on subscription period you may cancel your subscription with 30 days notice.

OUTSIDE COSTS:

Your subscription entitles you to all of the internal resources of Alexander Group. There are never additional charges for labor, research, use of AGOS (Alexander Group Operating System) or anything else other than tangible outside costs that are requested by you. For example every training course includes; training, workbooks, classroom materials etc. these things are all included in your subscription. If you were to request an additional 500 workbooks, for future reference, these would be considered an outside cost as would things such as; letterhead, business cards, brochures, banners etc. The copywriting and creative development are included only the actual printing (paper and ink) would be considered outside costs, in which case you will be charged at actual plus a minimal 10% fee. All T&E, overnights and which hotels we use must be approved by you in advance.



“ADvantage SOLutions is an incredible process and opportunity whose time has come. As we tap into the available services and library of intellectual property, it occurs to me that this process is something of which business and financial managers have only dreamed. Now, for us all, it is finally a reality. I have asked myself; ‘why hasn’t someone thought of this before?’ Then I realize that others have only scratched the surface with individual and disconnected bits and pieces. This is the whole package; complete, well developed, affordable, exclusive and best of all available to us all.”

*Milt Branum, Jr.
President
Bank of Sullivan*

About ALEXANDER GROUP, INC.

Alexander Group, Inc. is a full service multi-national performance Improvement Company specializing in the Discovery, Development and Delivery of:

- *Non Traditional Marketing Product and Corporate Branding*
- *Product and Corporate Branding*
- *Image Building*
- *New Product Development*
- *Incentive Motivation*
- *Training and Events*

*Most of our processes are completely measurable and self funding.
Our goal is to work closely with you as your functional partner, to exceed your objectives through over-achievement, while keeping within your budgetary limitations.*

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