

# "Systems for Success"

## 3 Day Weekend Workshop

### Learn how to create highly effective marketing systems that will accelerate your path to profit

"*Systems for Success*" is an indepth 3 day workshop that teaches you the "how to" of developing your MAP (Marketing Action Plan) and the best practice techniques for **implementing and systemizing** each of the 9 key business growth strategies (covered in the **9 Step Business Growth System**).

In this weekend workshop you will learn a detailed step by step process of implementation that has proven successful for each of the nine key marketing and sales systems, in both consumer and business to business marketing. It is this step by step outline that is the key to ensuring **you get the maximum results from your sales and marketing efforts by learning how to effectively implement these strategies within your company.**



**RMS "9 Step Business Growth System"**

*Systems for Success* is designed to give you both the **generalist knowledge** (to develop the best *Marketing Action Plan* for your company) as well as fully develop your **specialist skills** so that you can achieve the optimum results out of any marketing program you implement.

### Transferring Knowledge into Action: The Key to YOUR Business Growth

The *Systems for Success* workshop has been developed so that you will create real and ongoing results in your business. Many seminars and workshops (no matter how good their content) fail to achieve the results attendees desire because there is no plan on how to transfer the huge learning experience into real life action.

A vital part of *Systems for Success* is that you actually apply your new knowledge immediately to your company (or specific area/department) by developing your *Marketing Action Plan* as you proceed through the course.

#### The RMS MAP (Marketing Action Plan) to Business Development Success

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|-------|---|---|
| ↓     | 1. <b>Analyse</b> - Review your entire business, its problems, opportunities and objectives | Strategic/Marketing Planning-<br><b>Generalist Skills</b>           |
|       | 2. <b>Strategise</b> - Identify a strategy to maximise each opportunity                     |   |
|       | 3. <b>Prioritise</b> - Develop the order of implementation based on potential ROI           |   |
| <hr/> |   |   |
| ↻     | 4. <b>Implement</b> - Apply specialist skills to a marketing activity to create success     | Implementation of Marketing Activities-<br><b>Specialist Skills</b> |
|       | 5. <b>Systemise</b> - Develop each activity as a system for ongoing results                 |   |

Before the workshop even begins, you are given a Marketing Audit questionnaire to complete. This questionnaire is a tried and tested tool that will help you to analyse all the opportunities within your business so you can identify and prioritise those strategies or systems that will have the highest Return On Investment (of your time and money).

During the course of the weekend, you will spend considerable time on each of the 9 business growth strategies, learning the different approaches to getting the best results, the key steps you'll need to know when developing each strategy, and how to implement the strategy as an ongoing system. Unlike the "9 Step" seminar, **this is an interactive and participative workshop** which ensures you have plenty of personal communication with the presenter Brett Williams so that your questions can be answered and your strategies can be customised.

By the end of our Systems for Success workshop, you will have the opportunity to put your new found knowledge to the test, writing up the key strategies for your own Marketing Action Plan. During the workshop, **you will also spend considerable time with Brett for one on one advice** to gain specific feedback and refinements to the strategies and systems you have planned. It is this thorough workshop process (of preparation/analysis, learning, planning and action) **before and during** the workshop that creates the best possible chance you will transfer knowledge to action, and action into sales and profit growth.

## Developing Your Specialist Skills - Learn the "Best Practice" Implementation Techniques that will Maximise your Profit.

*Systems for Success* will take your marketing results to whole new level by giving you the step by step detail for developing and implementing each of the nine business growth strategies to achieve their best possible success for your business.

Most importantly, Brett will take the time to fully explain the "ins and outs" of testing and refining **each marketing strategy** so that it **becomes a fully functioning, highly automated system that keeps working to grow your business each and every month to follow.**

With the far greater time that's available in this 3 day workshop, Brett is able to go through a variety of highly successful "real life" case studies so you can see exactly how each strategy has been applied, the specific outcomes that were achieved and how these systems are still working many years later to continuously grow sales and profits. This process will help you to better visualize how to implement each strategy in your market and what hurdles you will need to overcome to get the best result.

*Systems for Success* will provide you with the very best knowledge of Brett's 15 years of concentrated study of best practice marketing and sales and his personal experience with over 400+ clients (see **Brett's profile at [www.responsems.com.au](http://www.responsems.com.au)**). All the specific tactics, techniques and tools you will require for each area of business development will be fully explained and outlined so you too can achieve the best results possible from your future investments in marketing.

### The Investment

Your investment in the 3 Day Weekend Workshop is \$2200 (Exc. GST)

A 25% discount applies to the second or third attendees on the same booking.

The 3 Day Weekend Workshop covers 22 hours of material, plus additional time for breaks, lunch and networking. You will also receive plenty of personal one on one consultation time with Brett during the 3 day event to provide you with direct consulting, feedback and advice to refine and improve both your Marketing Action Plan as well as your proposed implementation techniques for each marketing strategy.



Brett Williams, Managing Director  
& Presenter at RMS

### Here's what clients are saying after implementing our marketing systems

"Sales are up 36% over this time last year!"

Colin Booth,  
Booth Technology

"Sales of *E-Vent* have doubled each year since implementing Response's marketing program"

Kylie Elsegood- Smith,  
Combined Metal Industries

"From time of implementation to now our figures for the first 3 months are up by 26%, a remarkable achievement by any standards."

David Blackman,  
Half Price Pottery Group

"Not only did we increase the price (and profit) per ticket, but we had a 27% increase in ticket sales over the previous year."

Patricia Hamilton,  
Conscious Living Expo

"I gained 329 new clients from one strategic alliance mailout, and 360 from another. A lost client mailout returned 666 clients out of 1826, a conversion of 36.5%... our average sale has gone from \$65 to \$90, our new clients have gone from 23 to 89 per month"

Julie Jeffery,  
Pierrot's Hair & Beauty Studio

"In the last 5 years, Minuteman Press has increased our sales by 412%, and we have achieved this whilst growing our gross profit margin each year"

David Kegen,  
Minuteman Press

"We made over \$100,000 in direct and contract sales from a single weekend event (what we previously took 4 months to make). The marketing has certainly paid off...we've now quadrupled our business"

Glynis Hoffmann,  
Gym Tonic Health Club

For more testimonials plus full versions of the extracts above visit [www.responsems.com.au](http://www.responsems.com.au)

### The RESPONSE Marketing Solutions "Return on Investment Guarantee"

*RESPONSE Marketing Solutions is a company that is committed to helping you increase your sales and profit. We are confident that you will be blown away by the potential of the strategies, implementation techniques and systems we teach, so much so, we are willing to make you the following guarantee:*

**"If by the end of day 1 of Systems for Success workshop, you are not confident that you will increase your net profit by at least 30% within 6 months of the workshop, we'll happily refund your money"** Conditions apply. See website for details.



Visit [www.responsems.com.au](http://www.responsems.com.au) for more information on the "Systems for Success" workshop, workshop dates, presenter Brett Williams or any general queries you have. For any specific enquiries about this workshop, please call 08 9474 1211 to speak directly with Brett.

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