

NEW
Fully Re-Loaded Edition
Complete with 10+ real
business success stories and examples

THE 3 STEP FORMULA TO MULTIPLYING SALES

Your strategy workbook to help:

- ✓ Increase your customer base
- ✓ Increase how much they spend
- ✓ Increase how often they buy



ERIK J. KIKUCHI

PART 1 OF THE ULTIMATE SALES ACCELERATOR PROGRAM





The only real
limitation
on your
abilities is
the level of
your desires.
If you want
it badly
enough,
there are no
limits on
what you
can achieve.

- Brian Tracy



THE 3 STEP FORMULA

MULTIPLY SALES AND ACCELERATE GROWTH
ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR® PROGRAM

CONGRATULATIONS AND WELCOME TO PART 1 OF THIS 5 PART PROGRAM!



Congratulations!

I already know you're a success. Why? Most people talk about improving their business and increasing their sales, but never take the necessary steps, or even invest in their business or personal development. You could be working on anything else right now, but you've chosen to invest in the first part of my program for your future. I am honored and I thank you for having chosen me and these powerful lessons.

You have invested in much more than a workbook. This first, most integral, part of our complete program has been designed to give you the fundamental formula to help you save time, clarify what you need to focus on, and teach you the 3 step formula to multiply your sales.

Ultimately, this is your gateway to a wealth of knowledge, experience and strategies which I gained by teaching and advising to hundreds of people around the world. My experience and this formula, are now your future fortune. I both welcome and again, congratulate you for joining me. I look forward to helping you with the rapid growth of your sales and your business.

Yours in success,



Erik Kikuchi
www.erikkikuchi.com



THE 3 STEP FORMULA

MULTIPLY SALES AND ACCELERATE GROWTH
ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR® PROGRAM

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but on building the new.” -Socrates*

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THE 3 STEP FORMULA

MULTIPLY SALES AND ACCELERATE GROWTH

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A QUICK PERSONAL STORY

FACING THE MOST DIFFICULT CLIENT

It was June of 2010. I was called into my prospective client's office to learn more about his project. My role as a consultant was to turn an almost 7-figure monthly loss into a 7-figure monthly profit for a Forbes listed billionaire's company. Simple enough, right? I only had 15 minutes, no history with his company, and he was expecting me to speak Spanish, which I could not. Even though I believed I had the right solution and strategy for his company, I needed much more than a traditional sales approach to open his eyes, gain the contract and earn his trust. Also lets face it, it's not easy selling to a person with a fortune over a billion.

It was at our second meeting when he put me to the test and asked, "Why do you think you can fix this when I already hired the best companies and consultants in all of Mexico?" My answer had to win over the hardest client I had ever faced.

I said, "It's simple. You've hired the same person." He said, "No, I've hired five of the best!" I said, yes you've hired five people but still, they're all the same. Let me explain. I continued, "With all due respect, I'll prove my point in order to solve your greater problem, and I'll tell you why in exactly 60 seconds. If I am wrong, I will pay you for your time today." He said, "Deal".

"Okay, you've hired only the best consultants and companies in Mexico City, right?" He answered, "Yes." I then asked him, "You've also chosen them based on their success record, academic record and standings within their disciplines, companies and expertise right?" "Yes," he replied. "I assume they all went to the best universities in Mexico and/or the United States, right?" "Yes," he said. "Great, and they all have MBAs as well as have studied the same subjects, with similar text books, lectures and business philosophies, right? Which, in turn, they learned from professors who followed this same path." Starting to see the bigger picture, he paused before he said "Yes" again.



THE 3 STEP FORMULA

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FACING THE MOST DIFFICULT CLIENT

Continued...

And as if I were in a court room, I gave my closing statement; “Is it at all possible that, if all these people went through the same educational system, studied under similar theologies, graduated with the same degrees and practiced the same methods to solve the same business problems, they would, sir, come out with similar results in the end?”

Leaning forward, he said, “Yes” with a stern smile. “That is why, until now, you’ve hired the same person,” I said.

Finally, I shared, “Whenever we have a problem, we cannot approach it in the same way over and over again with the same tools and expect different results. I did not go to university. Therefore, I cannot give you the same answers you’ve been receiving, which have not served you as needed. However, I do know why people do the things they do. That is how I built a multi-million dollar company on my own. Your problem is not a business problem. It is a people problem. In order to get new and better results, we need to change our approach. How we can achieve this is described in my proposal, the one you received and reviewed before this meeting.”

He agreed to continue, told his lawyer sitting at the table with us to begin the paperwork and he shook my hand in great anticipation of what was to come.

My goal was never to prove him wrong, or to show that if he repeated the past strategies he would typically get the same results. My goal wasn’t even to get the contract. It was to solve the problems his company was facing, period. I was so determined to solve his problems and deliver my solution that I was even ready to put all my cards on the table, call it as it was and even momentarily lose rapport with him to earn his respect. I have learned through experience that when our mission is to help and solve problems rather than sell a solution, we often see more successful and rewarding results.



THE 3 STEP FORMULA

MULTIPLY SALES AND ACCELERATE GROWTH
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INTRODUCTION

THE 3 STEPS TO MULTIPLYING SALES

*"It is not the strongest of the species that survives, nor the most intelligent that survives.
It is the one that is the most adaptable to change."
-Charles Darwin*

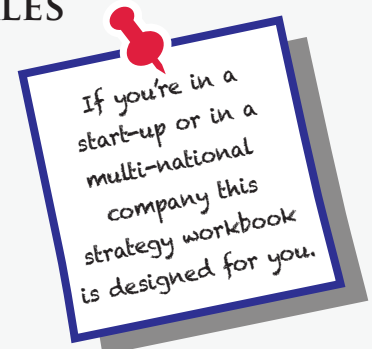
These steps are more than just getting people to buy, or a quick formula to double your sales. These steps are about initiating a system that can continue to multiply your sales and ultimately, raise you miles above the competition. If you are already seeking ways to increase your customer base, your journey has already begun. Now, it's just a matter of increasing your average sales as well as the purchase frequency - with the right formula and the right strategy.

How your success is multiplied

The goal here is to maximize what works, expand by solving bigger problems for your existing customers, and deliver to potential customers what your competition has failed to deliver - all while leveraging internal resources for additional profit and growth. This begins by strengthening your foundation with three simple steps that will ultimately multiply your sales to record highs.

THE THREE STEPS TO MULTIPLYING SALES

- Step 1. Increase your customer base
- Step 2. Increase the average sale
- Step 3. Increase purchase frequency



Turn a 15% average increase into an over 50% increase in sales.

When you increase your customer base, average sale and purchase frequency by 15% each, your total sales will increase by over 50%. See page 11.



THE 3 STEP FORMULA

MULTIPLY SALES AND ACCELERATE GROWTH

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OVERVIEW

THE 3 STEPS TO MULTIPLYING SALES

“Whenever an individual or a business decides that success has been attained, progress stops.” -Thomas J. Watson Jr.

Step 1. Increase your customer base

This first step is the basis for your entire success as a company. However, your strategy should go beyond just getting more customers. Your company must grow with clients who best suit your offering, expertise and abilities. Look for clients who repeatedly buy and who you can grow with, while building long and rewarding relationships. Be strategic with those you serve and the rewards will be far greater than a simple sale.

Step 2. Increase the average sale

You are providing what your client needs or wants. Now it's time to dig a little deeper, find ways to fulfill more wants, expectations, or future needs. To increase your average sale, you must be able to offer upgrades, add-ons, or customizations to your products or services, such as warranties and customized packages, just to name a few. It could be something that they need before or after buying your product. This would allow them to buy whatever they need in one place.

Step 3. Increase purchase frequency

They have already bought from you. Now it's time to build and nurture that relationship. It's about going beyond just getting them to come back to buy more. It's about being able to stay current with their needs, being able to support them now and in the future with both products and services, in addition to your outstanding customer service. To get their repeat business, you sometimes need to re-establish trust, provide more support or better understand their needs to get an even greater future sale.





A lot of companies have chosen to downsize, and maybe that was the right thing for them. We chose a different path. Our belief was that if we kept putting great products in front of customers, they would continue to open their wallets.

- Steve Jobs



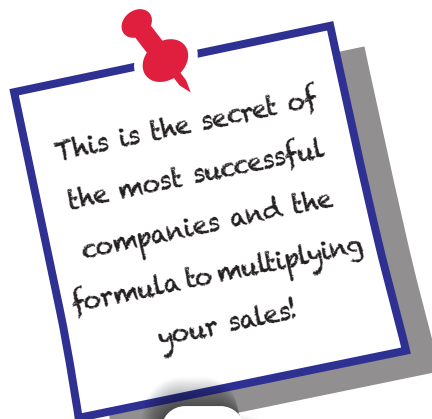


THE 3 STEP FORMULA

TO MULTIPLY YOUR SALES

$$1 \times 2 \times 3$$

Increase your number of customers Increase the average sale Increase the purchase frequency



THE 3 STEP FORMULA

MULTIPLY SALES AND ACCELERATE GROWTH
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AN EXAMPLE OF THE THREE STEP FORMULA TO MULTIPLY YOUR SALES

1 x **2** x **3**
 Increase your number of customers Increase the average sale Increase the purchase frequency

For example, this company with a total of \$195,600.00 US in sales, recorded 150 customers with average purchases of \$652.00 last year. In this example, the customers purchased an average of twice a year.

| | | | | | | | |
|--------------------------|-------------------------------------|---|-------------------------------------|---|--|---|-----------------------|
| LAST YEAR'S SALES | <u>150</u> | x | <u>\$652</u> | x | <u>2</u> | = | <u>\$195,600.00</u> |
| | Total number of customers last year | | Average sale per customer last year | | Purchase frequency of the average customer last year | | Total sales last year |

| | | | | | | | |
|----------------------------|--|---|---|---|---|---|---|
| WITH A 15% INCREASE | <u>177.5</u> | x | <u>\$749.80</u> | x | <u>2.3</u> | = | <u>\$306,105.85</u> |
| | With a 15% increase in the number of customers | | With a 15% average increase in the average sale | | With a 15% average increase in purchase frequency | | New total sales with a 15% average increase |

| | | | | | | | |
|----------------------------|--|---|---|---|---|---|---|
| WITH A 27% INCREASE | <u>190.5</u> | x | <u>\$828.04</u> | x | <u>2.54</u> | = | <u>\$400,663.71</u> |
| | With a 27% increase in the number of customers | | With a 27% average increase in the average sale | | With a 27% average increase in purchase frequency | | New total sales with a 27% average increase |

This company's sales doubled with a 27% increase using this 3 step formula.



THE 3 STEP FORMULA

MULTIPLY SALES AND ACCELERATE GROWTH

ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

USING THIS FORMULA CALCULATE YOUR NEW SALES TARGET

To calculate your new sales target with this 3 step formula, start with last year's sales numbers. These are required to then calculate the increase based upon the percentage you decide to use in both the 12 and 24 month charts.

THE THREE STEP FORMULA TO MULTIPLYING SALES

1 x **2** x **3**
 Increase your number of customers Increase the average sale Increase the purchase frequency

YOUR
LAST
YEAR'S
SALES

$$\frac{1}{\text{Your total number of customers last year}} \times \frac{2}{\text{Average sale per customer last year}} \times \frac{3}{\text{Purchase frequency of the average customer last year}} = \$ \frac{\text{Your total sales last year}}{\text{Your total sales last year}}$$

YOUR
GOAL
IN 12
MONTHS

$$\frac{1}{\text{With a * _____\% increase in your number of customers}} \times \frac{2}{\text{With a * _____\% average increase in the average sale}} \times \frac{3}{\text{With a * _____\% average increase in purchase frequency}} = \$ \frac{\text{Your New Sales With a * _____\% average increase}}{\text{Your New Sales With a * _____\% average increase}}$$

YOUR
GOAL
IN 24
MONTHS

$$\frac{1}{\text{With a * _____\% increase in your number of customers}} \times \frac{2}{\text{With a * _____\% average increase in the average sale}} \times \frac{3}{\text{With a * _____\% average increase in purchase frequency}} = \$ \frac{\text{Your New Sales With a * _____\% average increase}}{\text{Your New Sales With a * _____\% average increase}}$$



THE 3 STEP FORMULA

MULTIPLY SALES AND ACCELERATE GROWTH

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WITH THE 3 STEP FORMULA, CONFIRM YOUR NEW SALES TARGET

*Write down your new sales target, your
decided time frame, and percentage of increase.*

IN _____ MONTHS WITH

A _____ % AVERAGE INCREASE

MY NEW TOTAL SALES WILL BE:

\$



THE 3 STEP FORMULA

MULTIPLY SALES AND ACCELERATE GROWTH

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COMMITMENTS AND MOMENTUM WHY SUCCESS IS A MUST

With this new goal in mind, write down your commitments and reasons why achieving this goal and new sales target is an absolute must for you and your company, today and in the future.

My new sales target in 12 months is:

In 3 years, my sales could multiply to over:

With these sales numbers, I will:

Why I must achieve these new sales targets:

I now commit to:

"Hold yourself responsible for a higher standard than anybody else expects of you." -Henry Ward Beecher





Customers today
want the very
most and the
very best for
the very least
amount of
money, and on
the best terms.

Only the
individuals and
companies
that provide
absolutely
excellent
products and
services at
absolutely
excellent prices
will survive.

-Brian Tracy





STEP 1

INCREASE YOUR CUSTOMER BASE

3 STEPS TO MULTIPLYING SALES

This first step is the basis for your entire success as a company. However, your strategy should go beyond just getting more customers. It's much more strategic to grow with customers who best suit your offering, expertise and abilities. Look for clients who repeatedly buy and who you can grow with, while building long and rewarding relationships. Be strategic with those you serve and the rewards will be far greater than a simple or quick sale.

"If people like you, they'll listen to you, but if they trust you, they'll do business with you."

-Zig Ziglar



STEP 1: INCREASE YOUR CUSTOMER BASE

MULTIPLY SALES AND ACCELERATE GROWTH

ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

STEP 1: INCREASE YOUR CUSTOMER BASE

“You’ve got to look for a gap, where competitors in a market have grown lazy and lost contact with the readers or the viewers.” -Rupert Murdoch

This is not just about having the best price, product, or service – it’s about identifying and aligning to your customers’ buying patterns by providing not just what they want, but by going beyond their expectations and serving their needs as well. Expanding your customer base requires having the right strategies, systems and automations in place so that you can be their first choice when they buy.

✓ **Questions to consider to increase your number of customers**

When customers are making key buying decisions, ask yourself how you can be there first to help support their decision. Ask yourself if you can partner with someone who already has customers or networks that complement your products to radically increase your customer base. Who can you educate or support that may be going through a transition or change that your product or service supports, and how can you position yourself to be there when they need you the most?

Ask yourself how you can be in the places or situations where your potential customers are doing their research and making their buying decisions. That way you can be first in line and in choice when they are making their purchases.



✓ **Success Stories on increasing the number of customers**

To help you get started on increasing your customer base, this strategy workbook includes [three success stories](#) which will give you additional insights and possibly help you to start brainstorming and developing your own strategies.

Ready? Lets get started! ---->



STEP 1: INCREASE YOUR CUSTOMER BASE

MULTIPLY SALES AND ACCELERATE GROWTH

ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

SUCCESS STORIES: THE START-UP

Result: In its first year, this startup company gained 11 clients without any marketing, and earned over \$250,000 CAN with one strategy, a laptop, a cell phone and an Epson printer.

Opportunity

Keeping your ears open to changes in existing laws, or your industry, or marketplace, and helping your clients make the required changes can also provide a powerful opportunity to both show yourself as a leader, and earn a wealth of new customers – even outside your existing market.

Challenge (roadblocks)

The government passed a law making it illegal to distribute video games that were not bilingual. The fines were extensive and the documents on how to comply were mainly in French. It was unclear what exactly was required to comply. Because of this, the video game industry was beginning to make costly mistakes. I had no experience in this industry, no physical office and I started this second company with less than \$8,000 CAN.

Solution

A compliance guide was written for and distributed to the video game industry. This document, written for the importers and sellers of video games in Canada, described what was required to comply with the new law and avoid fines.

Strategy

I contacted the government department responsible for the new law and wrote the guide with them. Once complete, I gave the document to the video game distributor who had 80% of the market. This distributor sent the guide to all its customers. In the weeks that followed, my client base increased by 500%, and sales reached well over a \$100,000 CAN dollars in just the first months.



STEP 1: INCREASE YOUR CUSTOMER BASE

MULTIPLY SALES AND ACCELERATE GROWTH

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SUCCESS STORIES: THE CREATIVE STUDIO

Result: This graphic design studio increased sales by over 35% without purchasing additional equipment, office space, or hiring more people.

Opportunity

Build first, then seek the customer **or** seek the customer, then build? If you find or create an opportunity to sell additional products or services, and don't have the structure, equipment or products to do so, partner with someone who does. You will save time, money and even years trying to produce a new product or service.

Challenge (roadblocks)

A friend of mine, and the company for which she worked, had a serious and costly problem with the supplier who managed and produced their product shots. I wanted to solve their problem, but my company did not have a photo studio nor had we ever provided photography to our customers. All I knew was that this company had a huge photography budget and was unhappy with their current supplier.

Solution

We presented this company with a different approach to buying photography and a few strategies on how to be more efficient, more cost effective and more importantly, more accurate. In addition, we asked them to give us their most difficult challenge, which we would solve free of charge - to prove what we were claiming. They agreed. We succeeded and won over the client.

Strategy

An outside photography studio was sourced and hired on contract, leveraging their samples, studio and photographer. The company was then offered the new photography services through our own company with the partner's samples. The total investment was only time and the leveraging of the resources and expertise of other partners.



STEP 1: INCREASE YOUR CUSTOMER BASE

MULTIPLY SALES AND ACCELERATE GROWTH

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SUCCESS STORIES: THE MANUFACTURER

Result: By HP moving from traditional web marketing to engaging clients through blogging and social media, they were able to increase laptop sales by 85%.

Opportunity

HP had launched a new laptop known as the “Dragon.” At \$4000, the laptop was positioned at the high end of the market. The big rotating screen, excellent graphics, and advanced audio made this laptop great for entertainment purposes.

Challenge (roadblocks)

The laptop had been launched on the company’s website and a number of press releases had been written. Almost a year after the launch, sales of the “Dragon” were way below expectations. Sales through the company’s website were disappointing and other traditional marketing channels were no better.

Solution

HP decided to market the “Dragon” using other platforms, where they did not have much experience. HP hired 31 bloggers for the “31 days of Dragon” campaign. The bloggers job was to create buzz surrounding the product through social media. At the core of the strategy was supporting interaction between the company and potential clients. Within 30 days, the company saw sales of the laptop increase by 85%.

Strategy

The company did an analysis on why sales on the company’s website were low. It was discovered a greater number of the company’s potential clients were not frequent visitors to the HP website. Potential customers were spending more time on social media sites. Bloggers were employed to develop the company’s social media strategy. Since that time, social media has played an important part in the company’s marketing strategy.

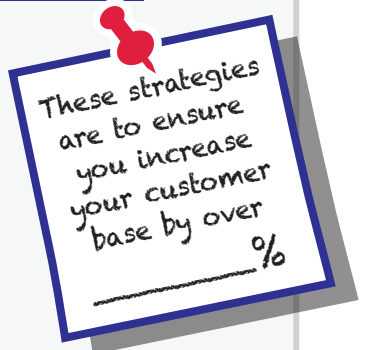


STEP 1: INCREASE YOUR CUSTOMER BASE

MULTIPLY SALES AND ACCELERATE GROWTH
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TOP STRATEGIES TO INCREASE YOUR CUSTOMER BASE

Identify and list your top three strategies to develop towards increasing your customer base.



Define your top 3 strategies to increase your number of customers

Based on the ideas identified and notes taken in this strategy workbook, write down your top 3 strategies which you could start immediately to increase your number of customers.

1. _____
2. _____
3. _____

2. Identify the top 3 customers or markets where these strategies would produce the best return

List the customers, clients or markets which would best respond to the above ideas and strategies.

1. _____
2. _____
3. _____

3. Define your (self actionable) next steps

List the first and second steps you can take today to perfect and supercharge your abilities and include how you could enjoy the process

1. _____
2. _____
3. _____

4. Define your key support team and resources

List the people, networks or businesses that can both support you and help increase your rate of success .

1. _____
2. _____
3. _____

5. Indicate when to start and complete these strategies

Write down the start dates and deadlines for each strategy to ensure the momentum and success of these strategies.

- | | |
|---------------|--------------------|
| 1. Start Date | 1. Completion Date |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |





Learn to sell.
In business
you're always
selling – to your
prospects,
investors and
employees. To
be the best
salesperson put
yourself in the
shoes of the
person to whom
you're selling.
Don't sell your
product. Solve
their problems.

-Mark Cuban





STEP 2

INCREASE THE AVERAGE SALE

3 STEPS TO MULTIPLYING SALES

You are providing what your client needs or wants. Now it's time to dig a little deeper, find ways to fulfill more wants, expectations or future needs. The average sale can be increased in numerous ways. You can include a service or upgrade plan, a warranty, a customized package, or add-ons to name a few. Consider the things that they need before and after buying your product, and consider the ways they can buy whatever they need in one place.

"Here is a simple but powerful rule... always give people more than they expect to get." -Nelson Boswell



STEP 2: INCREASE THE AVERAGE SALE

MULTIPLY SALES AND ACCELERATE GROWTH

ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

STEP 2: INCREASE THE AVERAGE SALE

“Obstacles can't stop you. Problems can't stop you. Most of all, other people can't stop you. Only you can stop you.” – Jeffrey Gitomer

The customer has already decided to purchase and is ready to buy your product or service. Increasing your average sale can either happen in that exact moment or later. However, it's more than just getting them to “buy more.” It's all about being strategic by knowing what your customers need before and after they buy your product. Being prepared to support their additional purchases is your key to increasing the average sale.

✓ **Questions to consider to increase the average sale**

When someone buys your product or service, are there ways that it can be customized to meet their specific needs? What other products or services will they typically buy to complement yours and how can you sell those to them as well? This may be through a partnership with another company, or by making a commission by selling their product with yours. What is the life cycle of what you sell and how can you sell it in advance? Perhaps there are service contracts where you can help maintain the product or warranties for a percentage of the sale. There may be the possibility of selling educational products or training. There are countless ways you can maintain the relationship on-line, to learn more about your customers, to better position yourself, and give quicker access to complementary products and services. Bottom line, increasing the average sale is about learning buying patterns and needs, and then being there to support them.

✓ **Success Stories on increasing the average sale**

To help you get started on increasing the average sale, this strategy workbook includes [three success stories](#) which will give you additional insights and possibly help you to start brainstorming and developing your own strategies.



Ready? Lets get started! ---->

STEP 2: INCREASE THE AVERAGE SALE

MULTIPLY SALES AND ACCELERATE GROWTH

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SUCCESS STORIES: FOOD SERVICE

Result: Solved a bigger problem, gained a bigger reward.

*The average sale was increased by over 400%
in just under 12 months.*

Opportunity

A valued client was already providing us with a steady flow of work. However, 80% of its work was going to a much larger agency. In order to radically increase our average sale, we needed to solve something even greater for this customer. The strategic approach was to simply ask the client to tell us their greatest challenge, solve it, and consequently, increase our average sale.

Challenge (roadblocks)

We had no experience as a full-service agency, no experience in market research, or the personnel to quickly provide solutions. We also did not know how much to quote or bill for the solutions provided. The customer's challenge: increase the sales of a low-selling product line in supermarkets.

Solution

We developed and presented over 15 strategies, solutions and concepts to the customer. This not only demonstrated a higher level of dedication and commitment to this customer, but it also showed the level of the capabilities and ingenuity available to them. Out of these 15, four were chosen, and with these new projects and solutions our average sale increased by over 400%.

Strategy

We asked the client to tell us some of her company's greatest challenges. The one that could be best solved with existing resources was the one we took on. After independent research on where the problem and opportunity originated in the marketplace, our team came together to produce over 15 ideas, concepts and solutions, and presented these to the customer.



STEP 2: INCREASE THE AVERAGE SALE

MULTIPLY SALES AND ACCELERATE GROWTH

ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

SUCCESS STORIES: PRINT SERVICES

Result: By taking on more responsibility with one product, the average sale increased from \$1,150 to an average of \$4,820 dollars.

Opportunity

This client was purchasing signage from us for all its franchises across the country. We had the opportunity to create a more streamlined solution for the customer, and save them time and money in the process. We needed a solution that would also give us the opportunity to sell our products, services and systems to other franchisees, thus increasing our own customer base as well.

Challenge (roadblocks)

The marketing manager was overwhelmed with the additional work involved in managing multiple suppliers, logistics and scheduling dates with the franchisees. A long list of people and suppliers were selling this client additional material for the franchisees to assemble and install themselves. In some cases, installers had to go to each and every store.

Solution

We decided to study the process from the time our printed signage arrived at the customer's office to the time it went through the entire process of shipping, handling, installing and even replacing.

Strategy

We hired a coordinator to manage the company's needs and hired installers on contract. We also designed and made our own kits in-house to facilitate the installation of signage by the franchisees. Instead of having a high paid manger to manage the process, as our client had done, we hired a coordinator to do the same thing. This coordinator subsequently became their customer service rep in the process, adding even more support to our customer.



STEP 2: INCREASE THE AVERAGE SALE

MULTIPLY SALES AND ACCELERATE GROWTH

ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

SUCCESS STORIES: E-COMMERCE

Result: By Amazon launching a new store on the site targeting baby boomers, they were able to increase the average sale from \$429 to \$650. An over 51% increase.

Opportunity

Comprising up to 40% of the United States population, baby boomers (a demographic group representing those born between 1946-1965), spent \$7 billion online each year. By creating an online store that is custom-made to meet the needs of this group, the company could attract baby boomers and increase overall average sale per client.

Challenge (roadblocks)

Over the last few years, sales growth at Amazon have been leveling-off. The company does have methods to increase average sale per client e.g. through displaying related products to clients after a purchase. However, there was no program to attract this growing demographic group.

Solution

The company designed a special store customized to the needs of customers who are 50 years and above. The store offers essential products required by this age group such as health, travel, and leisure products at a discount. It has a “no frills” layout and uses a special combination of colors for convenience and to cater for those with poor eyesight. Within a period of three months, the company has seen average sale per client increase from \$429 to \$650 USD.

Strategy

With sales growth flattening, the key was to identify new sources of growth. Baby boomers represent enormous potential for the company. Amazon positioned itself using the strategy of “when they are ready to buy.” The company wants to be able to meet their needs as they reach retirement.

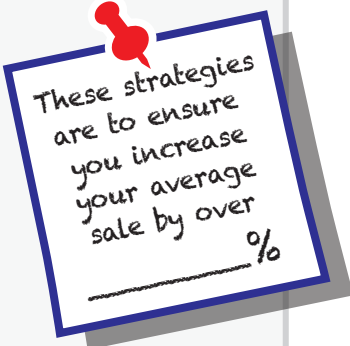


STEP 2: INCREASE THE AVERAGE SALE

MULTIPLY SALES AND ACCELERATE GROWTH
ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

TOP STRATEGIES TO INCREASE YOUR AVERAGE SALE

Identify and list your top three strategies to develop towards increasing your average sale.



Define your top 3 strategies to increase your average purchase

Based on the ideas identified and notes taken in this strategy workbook, write down your top 3 strategies which you could start immediately to increase your average purchase.

1. _____
2. _____
3. _____

2. Identify the top 3 customers or markets where these strategies would produce the best return

List the customers, clients or markets which would best respond to the above ideas and strategies.

1. _____
2. _____
3. _____

3. Define your (self actionable) next steps

List the first and second steps you can take today to perfect and supercharge your abilities and include how you could enjoy the process

1. _____
2. _____
3. _____

4. Define your key support team and resources

List the people, networks or businesses that can both support you and help increase your rate of success.

1. _____
2. _____
3. _____

5. Indicate when to start and complete these strategies

Write down the start dates and deadlines for each strategy to ensure the momentum and success of these strategies.

- | | |
|---------------|--------------------|
| 1. Start Date | 1. Completion Date |
| _____ | _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |





You can
have
everything
you want
in life
if you
just help
enough
people
get what
they want
in life.

-Zig Ziglar





STEP 3

INCREASE PURCHASE FREQUENCY

3 STEPS TO MULTIPLYING SALES

They have already bought from you. Now it's time to build and nurture that relationship. It's about going beyond getting them to come back to buy more. It's about being able to stay current with their needs, being able to support them now and in the future with both products and services, in addition to your outstanding customer service. To get their repeat business, you sometimes need to re-establish trust, provide more support or better understand their needs to get an even greater future sale.

"For us, our most important stakeholder is not our stockholders, it is our customers. We're in business to serve the needs and desires of our core customer base." -John Mackey



STEP 3: INCREASE PURCHASE FREQUENCY

MULTIPLY SALES AND ACCELERATE GROWTH

ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

STEP 3: INCREASE PURCHASE FREQUENCY

“Most people think ‘selling’ is the same as ‘talking’. But the most effective salespeople know that listening is the most important part of their job.” ~Roy Bartell

Having your customers come back to buy new or additional products and services is the foundation of most successful businesses. Staying current with their needs, being able to support them, and continually offer new items by knowing their buying patterns – these are some of the keys and strategies to increase your customer’s purchase frequency.

✓ **Questions to consider to increase the purchase frequency**

What is the life cycle of your product? Will there be upgrades and options available in the future? How can you offer your customers new products either on-line or through other sales channels where they typically go for accessories or search for later models? Can you offer an exchange or upgrade program? Consider offering free quarterly training sessions to teach them how to best use your products and then, at the end, offer a discount or special to upgrade or buy service packages. Another option is to promote a complementary product or service that you do not sell, but know that your customer will need, and earn a commission on that sale. Lastly, you can simply send out a questionnaire after they buy from you asking them what they would like to see from your company in the future and later fulfill that need. Increasing their purchase frequency is again about knowing what your client wants and needs, before, during and after the sale – and following through with the support of your products and services.

✓ **Success Stories on increasing purchase frequency**

To help you get started on increasing the purchase frequency, this strategy workbook includes [three success stories](#) which will give you additional insights and possibly help you to start brainstorming and developing your own strategies.

Ready? Lets get started! ---->



STEP 3: INCREASE PURCHASE FREQUENCY

MULTIPLY SALES AND ACCELERATE GROWTH

ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

SUCCESS STORIES: THE ENTREPRENEUR

Result: By launching a fan club online, a local restaurant 'Rock and Ash' was able to increase repeat sales by an impressive 500%.

Opportunity

Rock and Ash Restaurant opened its doors to the public in 2010. The restaurant offers both main course meals and small snacks/takeaways. Its meals are of high quality as attested by some of the client reviews. By encouraging repeat sales, the company could save money on attracting new clients and increase customer loyalty.

Challenge (roadblocks)

Although Rock and Ash Restaurant offered some of the best meals in the area at reasonable prices, it was difficult getting customers to visit the restaurant often. In addition, the company was spending huge sums of money on other types of marketing just to attract new clients.

Solution

The objective was to create a portal where existing and potential customers could get information about the restaurant (e.g. share meal experiences, prices) and as a result, encourage repeat visits. Rock and Ash Restaurant created a fan page on Facebook where they posted the latest information and updates. The fan page was also used as a platform to address the concerns of disgruntled clients.

Strategy

An analysis was done on what percentage of the restaurant's revenues was from repeat customers. This came at only 5%. The restaurant first experimented with offering membership to frequent customers. Few of them bothered to fill in the forms and it was not successful. A Facebook page was opened and then promoted as a fan page. Repeat sales increased by 500% and now 70% of the company's revenues is from repeat clients.



STEP 3: INCREASE PURCHASE FREQUENCY

MULTIPLY SALES AND ACCELERATE GROWTH

ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

SUCCESS STORIES: THE COFFEE SHOP

Result: Starbucks, the world's largest coffee retail company, managed to increase repeat sales by 6% in just three months by introducing a customer loyalty program.

Opportunity

Starbucks has built a globally renowned brand and on a daily basis thousands of customers walk into its stores. Over the years, the company has been diversifying into packaged coffee and related products that are available in selected supermarkets. There was an opportunity to increase sales in both channels through a loyalty program.

Challenge (roadblocks)

Although the company has had a loyalty program for some time, this only catered to its coffee bars and not for clients buying packaged Starbucks products from the supermarket. There was a need to come up with a program to promote customer loyalty and enhance partnerships with strategic retailers.

Solution

A loyalty program was introduced that rewards clients for every purchase done either at the coffee bar, grocery store or wherever Starbucks products are sold. It works through a points based system. Customers receive points for all Starbucks purchases and these can be redeemed for a cup of coffee. Through this program, the company claims that repeat sales increased by 6% within a period of three months.

Strategy

The first step was to see how the current loyalty program could include the new marketing channels the company was diversifying into. Different points were allocated depending on the purchases made. This encouraged repeat business as the more points the client earned the bigger the incentive.



STEP 3: INCREASE PURCHASE FREQUENCY

MULTIPLY SALES AND ACCELERATE GROWTH

ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

SUCCESS STORIES: THE CONSULTANT

Result: A consulting client increased the frequency that her clients required and paid for her services by an average of 220%

Opportunity

This client was one of the highest paid consultants in her industry and had worked for some of the leading companies in the world. The companies for which she worked could always improve their efficiency and increase profitability. She was the expert to help them anticipate and avoid most problems before they became a reality.

Challenge (roadblocks)

This highly talented client was an expert consultant in a limited market. These clients were her bread and butter and typically only called her when there was a serious problem that needed to be solved (every few years, at best) . Even though she was the top expert in her field, her business was literally starving financially between projects.

Solution

Her objective was to create steady work for herself rather than being called upon every few years. She also wanted to show her clients the importance of her services on a quarterly basis as a way to increase their efficiency and profitability. The solution created was a quarterly service performance and profit maximization package.

Strategy

With proven facts, case studies and projections, a strategy was created to educate and provide support to the managers and teams by providing them with the procedures and steps to maximize what they had and thus, increase efficiency and profitability. Every quarter, she would visit and work with the teams for 3 days to ensure greater support and also that the company was on track with its goals and objectives.

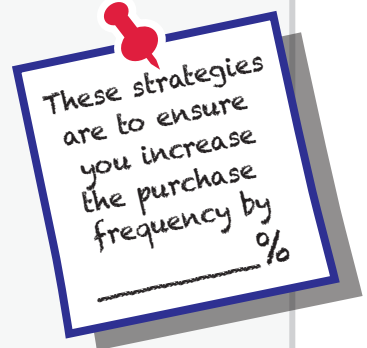


STEP 3: INCREASE PURCHASE FREQUENCY

MULTIPLY SALES AND ACCELERATE GROWTH
ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

TOP STRATEGIES TO INCREASE PURCHASE FREQUENCY

Identify and list your top three strategies to develop towards increasing purchase frequency.



Define your top 3 strategies to increase your customers purchase frequency

Based on the ideas identified and notes taken in this strategy workbook, write down your top 3 strategies which you could start immediately to increase purchase frequency.

1. _____
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3. _____

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Write down the start dates and deadlines for each strategy to ensure the momentum and success of these strategies.

- | | | | |
|---------------|-------|--------------------|-------|
| 1. Start Date | _____ | 1. Completion Date | _____ |
| 2. | _____ | 2. | _____ |
| 3. | _____ | 3. | _____ |





If you spend
time with pigs,
you'll learn how
to whine. If you
spend time with
snakes, you'll
learn how to
slither. If you
spend time with
eagles, you'll
learn how
to soar.

-Erik Kikuchi





BONUS MATERIAL

THE ARTICLES

MULTIPLY SALES AND ACCELERATE GROWTH

“If someone is going down the wrong road, he doesn't need motivation to speed him up. What he needs is education to turn him around.”

- Jim Rohn

- ✓ 1. Get more of what you want
- ✓ 2. A fast guide to difficult clients
- ✓ 3. Three quick profit strategies



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THE ARTICLES

MULTIPLY SALES AND ACCELERATE GROWTH

ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

GET MORE OF: WHAT YOU WANT

Is there any doubt of the advantages of turning rejections into partnerships, failures into successes, or denials into sales?

Take a look at these seven keys and identify which ones could help you get more of what you want.

1. Ask

So many opportunities have been lost because someone never just asked. The first rule is to simply ask for what you want. As simple as it sounds, you'd be surprised how many people never ask because they're scared of the word 'no'. Remember, you are just as worthy as everyone else in this world. So, always ask what they need, or if you have the sale. Trust yourself to get your fair share of all this great world has to offer.

2. Request permission

Be respectful and polite and seek permission to ask someone a question before speaking or communicating details in writing. I have found that this has worked countless times. The great thing about this insight is that when they say 'yes', it triggers their interest in the specifics to come. Many people simply charge in, never consider asking permission to take up other people's time, or get feedback. Do the opposite and you'll stand out even more.

3. Ask with rapport

Have you ever made a quick judgment of someone you met for the first time when you knew within minutes whether or not you liked them? That is why you also need to build rapport. Learning the tools of matching and mirroring people through their tonality, physiology and the words they use will really increase your level of success. The simple truth is that people like people who are similar to themselves. People will be more inclined to help you if they like you.

5. Ask specifically

A vague question, if answered at all, will get you a typically vague answer. I used to hear often when speaking early in my career, "How can I make a million dollars?" A better question would have been a better question would have been: "How can I begin to earn a million dollars in assets with a \$100,000 investment over 10 years using my experience in real estate and my passion to help others?" Ask a specific question and command a more specific answer.



THE ARTICLES

MULTIPLY SALES AND ACCELERATE GROWTH

ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

GET MORE OF: WHAT YOU WANT

Continued...

6. Ask someone credible

When a person is about to get married, for example, it's probably not the best idea to ask single friends for advice instead of asking someone who has been both happily married and fulfilled. If you ask the people who have the results you desire, your success rate will skyrocket. Ask someone who has created what you want and find out more about how they did it.

7. Ask with belief

Imagine a salesperson in your favorite store walking reluctantly up to you, looking downcast and asking in a low monotone voice if you really wanted to buy anything in the store. Whatever your question, you must ask it with the belief that, no matter the answer, you will find a way! Positive energy with expectation is far more powerful and attractive than low level energy that is draining.

8. Bonus step – ask with integrity and honesty

When you ask with integrity and honesty, others will trust you more and also be more inclined to be honest with you in return. Too many people have the habit of just taking from others without first considering the other person's needs and what they will want from the process. It can take years to build a truly strong relationship. A dishonest thought or action can destroy it in two minutes.

Now of course, this is not just about business. This can relate to almost any aspect of life. How you ask and what you ask for says the world about you, and will have a huge impact on your results. Don't let your future happen by chance. Design your life, get the skills and tools you need to rise above the norm, and connect more with others for yourself and your future. Remember, we can only achieve new results when we begin something new. Commit, decide and take positive action!

"What lies behind us and what lies before us are tiny matters compared to what lies within us." -Ralph Waldo Emerson



THE ARTICLES

MULTIPLY SALES AND ACCELERATE GROWTH

ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR® PROGRAM

A FAST GUIDE TO: DIFFICULT CLIENTS

When the economy is booming, everyone wants to do business. The test comes when the coin flips, when the competition is fierce and good clients are hard to find. Those that succeed know how to manage and even lead in difficult times, especially with the most difficult clients.

Here are my five keys to understanding difficult clients.

1. Are they testing you?

I once instructed one of my clients to place an ad for a superstar sales person and we interviewed the top few applicants. Everyone did really well but, at the end, they were told: “Sorry, you have good qualifications but you’re not the right fit for us.” Confused, some just shrugged and left. Two chose to challenge the decision knowing that they were qualified. This is exactly what my client and I were looking for. No sales superstar would give up on the first or even second ‘no’. Never give up at the first rejection; re-clarify the client’s needs and tailor the best possible solution.

2. They struggle too.

Some clients have bad days. We all do. One of my clients had become almost too difficult to deal with. However, after sitting down with her, allowing her to open up and truly listening without solving or correcting, she shared what was really going on. She had major issues in her personal life. I now understood her frustration in her job. Always maintain your professionalism, but show concern and ‘best interest’ empathy for your client. It’s beneficial for you both!

3. Refusing to buy... for now.

It’s a rare client who buys on your first proposal, and trying to push a hard sell never builds long-term buying relationships. If you clearly understand the needs and deliver beyond expectations, it will almost feel like you don’t have to sell anymore. You will have become a profitable ‘solutions provider’! Getting a ‘no’ could mean it’s the wrong time or they have a long-term contract with someone else. Be respectful, patient and consistent. Recently, we got a six-figure order from a new client who our company has been calling on for 6 years!

Continued on the next page...



THE ARTICLES

MULTIPLY SALES AND ACCELERATE GROWTH

ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

A FAST GUIDE TO: DIFFICULT CLIENTS

Continued...

4. The negative ‘know it all’.

Some clients will continually bring negativity to your proposals. So, here’s one strategy I’ve used in the past in this situation: “Listen, I was going to offer to you a 10% discount, but you probably have another great supplier who delivers in less than 5 days.” Not only did I know the competition was slower, I presented it so that he could correct me, making it his suggestion. He responded: “No you’re wrong, maybe I should give you a try. I’ve been saying 7 days is too long. If you can do it in 5, we need that type of commitment.” If you can get a reply like that from a ‘know it all’, you’ll win their business and they may become your biggest fan.

5. The Complainer.

This one likes to beat down the price, takes too long to pay or changes orders mid-processing. Sometimes, you have to let them go, but before this, ask yourself how you can turn this person around. The outcome can be rewarding for both of you. One simple and fast way is to raise the price! If they demand more time and effort, you need to be compensated because other, more valued clients, might suffer.

Alternatively, have someone else manage the account for you. The client may react more positively to another sales rep and you could save the situation. It’s far more expensive to attract and build a new client than to maintain an existing one. Identify some opportunities from your contacts and keep trying a new approach until you find one that works.... before letting them go too soon.

It’s likely that those who reject you in the beginning are not rejecting you as a person. They are rejecting the solution you are offering them or the way you are offering it. Clarify their needs and make sure that you are the right fit. If not, suggest someone who is better suited. This will build your integrity and, in fact, may work even better for you in the end.

In conclusion, see each prospect and client as a lifelong relationship. Always search for ways to solve their problems and make their lives easier. Not only will you treat them better, they will pay you back with new business for years to come. Take some of the lessons from here and turn them it into profitable strategies for your business today.



THE ARTICLES

MULTIPLY SALES AND ACCELERATE GROWTH

ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

THREE QUICK: PROFIT STRATEGIES

The following are a few last minute strategies to give you a few last insights and ideas.

1. Profit from your competition.

Generating new leads can cost thousands in marketing dollars. I was helping a client in this situation and our solution was to contact a company similar to his who provided what his leads were looking for. The agreement we negotiated was simple. Any prospect we brought in who signed on for a year would earn my client a 50% commission on the first 3 months. It was a win-win situation for both parties.

2. Pay for performance.

I consulted for another company where we brought in 3 sales superstars and paid them a \$5,000 commission for each contract they signed. Since these were 1 to 3 year contracts, with gross profits starting at \$15,000, the owner could afford to pay these large commissions. In the following weeks, he hired 2 full-time customer service representatives and trained them not only to service the clients, but to ask for referrals to expand the business even more. Within two years, the company had tripled in size and doubled its profits.

3. Double your sales in one shot.

I had two key prospects in my marketing business: one in the BBQ industry, the other, in the beverage industry. My strategy was to develop a seasonal promotion that would draw in consumers and also lead them to each of the brands and to their products. Not only would it increase each company's market share, it would also leverage their brands. They both loved the idea.

4. Profit more with less.

Outsourcing is an opportunity to become more focused and continue to thrive during lean times. Keeping employees during the tougher times can bring productivity and profitability down. You can outsource in one of two ways: hire on contract during peak seasons, or control costs even more and pay per project.

Outsourcing is a great way to obtain more control over your costs and can be an easier measure of profitability.

Yours in success,
Erik Kikuchi



THE 3 STEP FORMULA

MULTIPLY SALES AND ACCELERATE GROWTH

ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

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*Note, any references not listed are due to Erik Kikuchi's direct involment as an advisor or through his own company's. For more information on Erik Kikuchi, please visit: www.erikkikuchi.com



THE 3 STEP FORMULA

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ERIK KIKUCHI

CHALLENGE THE IMPOSSIBLE. TOGETHER

“What you do or have accomplished is not important. What’s important is to be in touch with what compels you, what fulfills you, what drives you to experience more of the greatness and potential already within you.” - Erik Kikuchi



Although as a child, Erik Kikuchi was occasionally homeless and lived in shelters and public housing, he overcame those early challenges and at the age of 24 started his first company which he sold at the age of 31, when it had reached its first million in sales. He went on to build other businesses, projects, and investments in both Canada and Latin America.

Without bank financing, a formal education, or prior connections in the industries, Erik has proven himself to be a self-made professional through his resourcefulness, hard work and continuous independent study of human behavior, human needs psychology, verbal and non-verbal communication, organizational systems and international business development.

His career in advising and coaching business owners began when he was called upon by the Forbes listed billionaire, Moises Saba (after his son had attended one of Erik’s conferences in Mexico City), to be a business advisor to one of his developing companies.

Today Erik lives and works in both Canada and South America as a New Business Advisor, Speaker and Trainer while managing his own companies and investments.

To learn more, visit: www.erikkikuchi.com



FAST TRACK YOUR SUCCESS

MULTIPLY SALES AND ACCELERATE GROWTH
ERIK KIKUCHI: THE ULTIMATE SALES ACCELERATOR PROGRAM

COACHING AND ADVISORY PACKAGES TO BUILD YOUR CUSTOMER BASE

Work 1-on-1 through this workbook with business development and sales strategist, Erik Kikuchi.

You will walk away with:



A clear definition on where your products and services fit in the marketplace, and new opportunities to explore and expand



A strategic plan and guide on how to target the right markets and the right customers to begin increasing your customer base



A detailed outline of your key opportunities, the strategic steps and activities, needed to attain both immediate and long-term goals.

This package is designed specifically for business owners, new business managers, entrepreneurs, and start-ups looking to increase their customer base and ultimately both sales and profitability.

Here's what's included in the packages:

- ✓ A two hour opportunity and profitability power session to outline your new business success map
- ✓ Weekly coaching sessions with Erik Kikuchi, to guide you through your objectives, strategies and activities
- ✓ Assisted development of customized action plans and roadmaps tailored to your offerings and sales objectives



Erik Kikuchi is the most determined, people-oriented leader that I have worked with. He is truly a person that energizes his clients to help them see the art of the possible, and I would always recommend his coaching services for any business or organization.

- Satoshi Takano
Enterprise
Collaboration & Strategy
Cisco Systems, Inc.

To learn more about the customizable packages, visit erikkikuchi.com/coaching

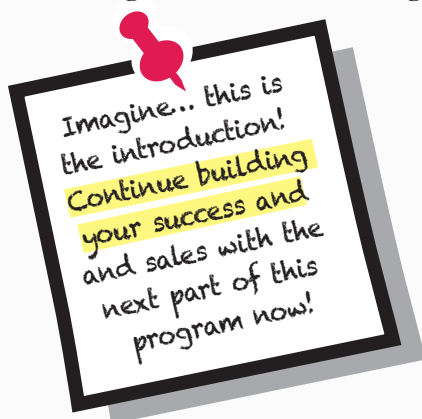




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