

The Ultimate Market Domination Report

By Jay L. Abraham

If You Have Questions, Please Contact:

The Abraham Group
27520 Hawthorne Blvd., Ste. 288
Rolling Hills Estates, CA 90274
info@abraham.com

© The Abraham Group - (310) 265-1840

The Ultimate Market Domination Report

By Jay L. Abraham

Overview

First, there are 20 pages in the report of the actual PEQ Technology and how to implement it. My desire here is to give you a way of looking at your business that forever enhances your ability to run it smarter and better than ever. Yes, there are concepts on marketing that I feel everyone needs to know, but much of this particular report talks about **MANAGING** your business: How to do it in a way that makes it work hard for you, rather than you working hard for it. Then, if you're completely floored by the content, which is my intent, there are 6 more pages on what to do if you want more help with implementing PEQ methodologies in your business.

Next there is Attachment 1, which gives an overview of Jay Abraham-thinking-101, for those who need or want a refresher course. And finally there are tons of testimonials in Attachment 2 describing the breakthroughs experienced by participants in the PEQ Workshop. There IS a time sensitive offer at the end of this report, so please, if you're serious about running your business better than ever before, read the report. You'll thank me.

Use, enjoy and prosper.

Warmly,
Jay L. Abraham

Table of Contents

	Pages
1. PEQ Technology and How to Implement It	3 - 20
2. Additional Help --- If You Want It	20 - 27
3. Attachment 1. How Did Jay Abraham Get to be Arguably the World's Preeminent Marketer by Chet Holmes	1 - 5
4. Attachment 2. What Others Said About the PEQ Program --- Testimonials	1 - 9

The Ultimate Market Domination Report

(this entire report is a template/worksheet for your use)

By Jay Abraham (Covering the Detailed Implementation Strategies
Developed for the PEQ Program with Chet Holmes)

You're about to have a great session and learn perhaps more about building your business than from any other single source. **Here's our guarantee.** You will come away from this report with instantly applicable information that you can use right away to build your business. The things covered here are core systematic (a word I rarely use) strategies that have helped any company (wise enough to apply them) to totally dominate their market.

At the end of this report, if you want, and only if you want, we will offer you ways to go deeper, but the report is NOT a sales document. It IS an actual content-rich report.

Let us begin by asking you a few questions. You can write all over this document, using it as an actual worksheet to improve your organization:

- **How long have you had your business?**
- What are some of your biggest successes?
- **What Abraham-style concepts have you implemented?**
- What has worked best?
- **What has failed or required a steeper learning curve in an area that either I have not covered or you have not had the proper training?**
- In your opinion, what are some of the biggest challenges facing you in running and growing your business/practice?
- **If there was one thing you could change about your business, what would that be? (Follow up questions: How long has this been going on? What will happen if you don't change this?)**

- Here's a deep question, and it's very relevant, because it goes deeper into why you have a business rather than simply asking what the business is: Tell me, in order, the three most important things in life to you?
- **How does your business support or hinder these three things?**
- What do you need to do with your business to have it support your three things rather than hinder them?
- **How and why did you get involved in your particular business? (What were you thinking when you got started? What were your goals when you started?)**
- When you started, did you imagine it would look like this today?
- **What *should* it look like?**
- Okay, now let's get into nuts and bolts of the business: How do people find out about you? What's the best method you have for generating clients? Second best method? Third best method?
- **What is the ultimate goal for you? (Big business that runs without you, or nice small business in which you are heavily involved, making a living?)**
- Describe main staff members and what each person does.

Lets begin:

Marketing is a skill. *“Great marketers are made, not born.”*

But here's the biggest breakthrough of my life so far: Great marketing, without great management, is a hollow shell. You're going to learn far more about how to run your company from this document than you will about marketing. Why? Because it is the missing piece in the puzzle to building a truly great company. So you need more than marketing or every Abraham-Trained company would be so rich, you wouldn't be reading this right now.

Skill must be developed. Just like becoming who you are today was a process; You didn't go to a weekend seminar and magically emerge as an entrepreneur and business owner, You worked at it.

So, what this means is that you must work **on** your business, not just **in** your business.

Side Prologue

The Rub

I'll put my strategic mind against anyone in the world when it comes to finding the big breakthroughs that maximize your current business model. I originally started off this report with a big overview of my core concepts, giving you a real-world example of my materials in action.

But now I've decided to put that at the end of this report: See Attachment 1. "Jay Abraham 101." Instead, I'm going to bring you something you've never heard from me, my fear being that if this report began with "Abraham 101," some of you may have stopped reading right then and there. And that would've been a tragedy, because I really, truly, have found the biggest breakthrough any of my clients has ever received (at the end of this document, there's five pages of THEM telling you so).

Let me do a few paragraphs of critical set-up and then you can go right to rich, life-changing content.

"Mad As Heck And I'm Not Going To Take It Anymore"

After studying 10,000 professionals who've attended my events and many of them have come back several times, I have to liken myself to Albert Finney in that movie "Network," telling people to open their window and scream: "I'm mad as hell and I'm not going to take it anymore."

Well, I'm mad as heck that so many of my concepts have yielded \$5.5 billion increases, where they should've yielded \$55 billion in increases. Now I've really gone and done something about it.

When I first got together this time around Chet Holmes, whom I've endorsed on many occasions, we talked for several days about what makes the best run companies and what takes an idea from the thought to the maximum fruition. I was truly impressed with what Chet had learned from his work with The Fortune 500 and his work in the trenches.

Most entrepreneurs, particularly the ones I tend to attract, have a company that creates a lifestyle for them. They're smart, always looking for a better way, but they lack something that I found in Chet's materials.

And even though I've worked with Chet for six years now, I never fully realized the profound simplicity of what makes him so successful with his clients. Until now.

And the totality of my realization is in this document. But here's a sentence that captures the essence:

The Fortune 500 look at their company as an enduring asset, not a personal "job," like many entrepreneurs; But rather a separate and enduring entity that must be dealt with in a very calculating and systematic way.

Every concept worth doing is worth doing right, and that means, like a sculptor sculpts a statue to perfection, YOU must become an artist sculpting and designing your business with a thoughtful and methodical mind; Getting it to work hard for you rather than you working hard for it.

How I got my biggest breakthrough...

Chet and I took on some clients together to combine our approaches in a real-world setting. Chet is a sculptor of businesses. I gave a client a huge breakthrough idea. The wisdom of the idea was obvious and the business owner got it right away.

But my big breakthrough came when Chet went to work to actually implement the idea: He meticulously broke down all the aspects of the company necessary to see the idea manifested to the 100th degree.

I watched as he virtually forced the entrepreneur to force himself and his staff through each subtle and obvious step of implementation. And then he introduced more than 50 different proprietary methods for creating momentum behind the idea.

Slowly, like a newborn baby bird, I watched the breakthrough go from nesting to feeding to flights, to become complete reality. And in this case that I'm mentioning to you, this company will grow **six fold** over the next three years. A company that has been in business for decades and has never imagined growth like that. And it's clear exactly how and why that growth will occur (and we actually give that one away in the PEQ training program, but I promised education, not sales hype, so, back to my breakthrough):

And that's when it hit me: Wow, my material needs an infrastructure, a platform if you will. But it's not just MY material that needs infrastructure. It's your entire company that needs the kind of infrastructure Chet teaches companies.

When I really GOT what Chet adds, I organized one of my events. The PEQ. Performance Enhancement Quotient: A hybrid of my breakthroughs served over a complete set of concepts that have never been unveiled to my audience before.

The results are gifted to you in this report, but I want to say one thing before you read on: In the 10,000 companies I've worked with and in the hundreds of top

experts I've known over the years, I have never seen anyone or anything as powerful as what Chet brought to my clients.

In a sentence: **The secrets of success are in the details:** The ability to integrate, initiate and synthesize any concept or idea into your company on a constant and continuous bases; without killing yourself to do it. One hour per week is all you need, but when you understand HOW to spend that one hour, your entire company will begin to form its Fortune 500 structure.

Since I've endorsed Chet's programs on so many occasions, you may even have some of his materials, but you certainly don't have what he was forced to create at the PEQ. Here 55 businesspeople made him drill down like never before. So impressed was I, that I sent a gift basket to Chet's room at the mid-point of the conference. Something I've never done with any other expert at any event I've ever put on.

I also sent a heartfelt letter of praise and gratitude to Chet and it bonded us as a team of rare proportions. I have endorsed many other programs over the years, but not to this degree.

I feel it is my moral obligation to give you this report, but also to encourage you, for the good of your company and your lifestyle to take close heed to the strength of this particular endorsement.

This report truly has some of your most profound lessons. But only if you're serious about creating a great company. ***"Great companies are made, not born."*** So please, make your company great.

Now back to Chet and I collaborating for your benefit:

Lesson one: What is a "WORKSHOP?"

The first and most profound thing you need to understand is the process by which you will accomplish the biggest and best increases in performance in your company. You must have at least one "workshop" per week in your company.

One hour per week, spent improving your business. If you're a "one person" army or a large team of people, how serious have you been about improvement? Are you "working" at improvement like a pro or dreaming about it and not actually doing anything to create the improvements you *wish* you had?

So what is a "workshop?" And how does a pro conduct them in his or her company? First you put an idea on the board, something you want to improve in

your company. Some area you want to make run better, smarter, faster or more effectively.

It could be a marketing concept, a sales concept or a management issue. It could even be a product or service issue, but the bottom line is that you have a religious effort to work ON the business, improving each aspect of it. And just once per week is all you need, once you have the data offered in this report.

Involve your staff, if you have one, or do it yourself, but you need a step-by-step process exploring all the ways to make any and all areas work better, smarter, faster and more effectively (Chet walks you through this process in total detail, and it's remarkably powerful).

Then you turn the ideas into procedures and policies. Then you police this activity until it becomes habitual. If you're not doing this now, you're playing at business. You will NEVER have a company that runs without you. Never.

“Workshops,” group meetings designed for the specific purpose of causing systematic and constant improvement in your company, are the single most powerful way to harness every potential opportunity in your company. The questions are: “What should those workshops be focused on? How do you conduct them? And then what are the best ways to build in procedures so that the ideas are actually implemented?”

I now supply the answers to those questions: Questions I've never even asked before, let alone actually answered.

The Chet Holmes' Story --- and the lessons in it for you!

Chet Holmes did not grow up with the intention to get into sales. Probably no one does. And when he started, even with his first sales job, outselling the other salespeople three-to-one, he didn't think he was anything special, he just thought he kept getting lucky; Hired into companies that, for some silly reason, did NOT hire top producers; Top producers defined: People who love to bond, live to serve, respond to rejection as if it were a personal challenge and have an innate talent for finding the exact buttons to push to persuade and serve more clients than ever before.

Chet broke every record at every company he worked: Most sold in a month, most sold to a new client, most sold in a day, most sold in a week, most new clients, most sold in a year, etc... Every record.

Chet swore that when he got into a position of management, he'd hire nothing but top producers. Guess what he found out? Same thing you did. Top producers are

rare and elusive. Most companies do NOT understand them, don't have programs designed to attract them and wouldn't recognize them in an interview.

Just because you've been a top producer, doesn't mean you automatically make a great sales-leader. In fact, many companies wrongly promote their top producers into management, only to discover that they can't manage others, and now they've lost a top producer, because the relationship can never be the same if you try to demote them back into sales.

That said, there ARE those top producers who make great leaders. Born to lead. They have an uncanny ability to build the systems, policies and procedures that automatically duplicate their natural abilities down through an organization. Chet was just such a leader. He was diligent, in fact, adamant, and remarkably resourceful at finding more and more ways (now 50 proprietary ways) to implement at the tactical level.

Chet's Biggest Breakthrough

Chet was like a scientist looking for the methodology that creates an organization and approach that preempts every potential problem, every potential competitor and every pitfall that would otherwise slow down, stop or cripple most organizations. You would think that there is no approach that would do this, but there is and Chet discovered it.

As he applied his approach, he noticed that he was able to make his companies all number one in their field. He was able to consistently increase sales. In fact, Chet has doubled the sales of every company he has run, most within 12 to 18 months of taking the reins.

You too CAN double sales --- and here's how!

This report teaches you how to double sales in 12 to 18 months and you don't have to spend a penny to learn it (my gift to you, my loyal clients). Ultimately, after doubling the sales of more than nine companies and having had more than 50 Fortune 500 clients, Chet methodically tracked and perfected that there are only 12 competencies necessary for doubling sales.

And all of Chet's methods did not even take into consideration the non-linear approaches that I had been teaching. So you can imagine the results once Chet and I got together. No. You actually can't even begin to imagine the synergy and power of this remarkable team.

At the PEQ four-day event (business owners paid \$15,000 each to attend), we received a five-minute standing ovation. Five minutes doesn't sound like a lot, until

you're actually on that stage receiving five, long, full minutes of standing applause from grateful and breathless business owners. They had come with one expectation, and it was a big one (\$15,000 worth per attendee), but they had come away with so much more; Each had discovered more breakthroughs and more methodologies for instituting those breakthroughs than any of them would've imagined going in.

Sorry, I digress. Onto helping YOU get YOUR breakthroughs.

You don't have to spend \$20 million and twenty years getting the 12 competencies (like Chet did), we're going to give them to you for **FREE** in this report. *But first, let's talk about making those competencies worth their weight in gold.*

Chet Holmes has a black belt in karate. As he says it, one does not become a master of anything by trying 4000 different things. It's doing 12 things, 4000 times each that creates the master (how many ways can there be to kick and punch, yet a black belt is built with the repetition of a few core moves). There's only a few ways to swing a golf club or a tennis racket, but it's doing them 4000 times each that makes a master.

So, if you are going to become a master at managing and marketing your business, you have to work at it, like every other skill.

12 AREAS OF COMPETENCY (The Mother Lode)

We're going to give you 12 areas of competency for you to work on, on a regular basis. These will ultimately transform you into one of the best builders of business in your profession.

Your weekly growth meetings

A lot of companies have weekly meetings, --- but they don't have themes for those meetings, and often those meetings are more reactive than proactive. We're going to give you 12 themes that will constantly move your business/practice forward.

We want you to take each of these competencies and, once per week, focus on only one of these for about an hour. This hour per week is going to be totally proactive. The entire design of this one hour per week will be to improve various aspects of your business and to ultimately develop terrific skills for building a business.

Since there are 12 areas, it will take you 12 weeks, or three months to cover the 12 areas. For **FREE**, we're going to give you three months worth of training that will help you create a bulletproof business. But the real secret to what we're going to share with you will begin AFTER you are done with these first three months.

At the end of the 12 weeks, you are going to start again at the beginning, going back over the same competencies. In this way, you will run through the 12 competencies FOUR TIMES in the course of a year. THAT'S how you'll get great results. New skills and good habits only develop through a process.

The goal for you is to create what Chet calls: “Continuous and incremental improvement.” Each week your company begins to sell a little better, market a little better, manage a little better. All of this working ON the business begins to add up very quickly, generating a higher level of result than any other action you can be taking in your company. Again, you must be like a sculptor laboring over each detail of your business. Chet says he often goes into a company and finds things that have annoyed the owner for years, things that can be fixed within one hour of focus and then a few minutes each day until the new area/skill become habitual within the organization.

Do you understand everything so far? Do you agree?

The other important rule is to involve your staff in this *process*. Leader sets the pace in the organization. If you want a finely tuned team, you must include them in this continuous learning environment. If you are a one-person army, then work on the concepts yourself, just make sure that you stop everything once per week to work on each area and you will begin to see steady and miraculous improvement.

Okay, let's go through them; The 12 Competencies that Change everything

1) Goals

Take a blank sheet of paper and at the top, on the right, we want you to write down the word "GOALS." Under your goals we want you to write down the gross revenue you would like to be at three years from now. Under that, write the personal income you would like to be drawing from the business.

Now write down how many hours per week you would like to work while making that money.

Now write down how many weeks vacation you would like to take.

Now at the top of the page, on the left, write down “Current.”

Under that write down the current numbers for each of those things: **1) Gross revenues.** **2) Personal Revenues.** **3) Hours worked,** **4) Vacations taken....**

Now write: **ACTION PLAN.**

Which we're going to help you design over the next several pages.

Goals focus the mind. Studies consistently show that those who have goals and read them regularly, engage the subconscious mind to assist in achieving those goals. Do not underestimate the power of this. If your brain were a computer, it would be the size of Texas. It makes 8 billion calculations per second and can do amazing things if you focus it. So, do so. Set goals for each area of your company.

My most recent breakthrough came when I started looking at the drivers in any business. There are only eight things that drive any business. Set goals for each of these areas every 12 weeks and watch how you SYSTEMATICALLY improve your business. Here they are:

- **Marketing**
- Strategy (thoroughly explained shortly)
- **Capital (Human, Intellectual, and Financial)**
- Business Model (shape what you want it to be)
- **Relationships (Are you capitalizing on every relationship, from your clients to your vendors, to your friends, associates and business contacts)**
- Distribution Channels (this is an enormous asset, more on this later)
- **Products and Services (create constant improvement in this area)**
- Procedures and Processes, Policies (THIS is what makes a business that runs without you)

Once every 12 weeks, you and your staff are going to have a goal-writing workshop. In each of these sessions you are going to break down the steps to achieving your three-year goal into three-month action plans. So set goals for gaining clients, set goals for specific marketing efforts, what you'll do and when you'll do it, etc.

Set goals for improvement in each of these eight drivers above. But we're going to break it down even more for you. Keep reading.

The Biggest Secret in Doing a Company Turn-around

Chet has been hired to do "turn-arounds" on billion dollar conglomerates. He says that one of the biggest things he does with companies in trouble, is to get everyone focused on positive goals and solving problems: Whereas most companies in trouble focus all their energy on problems, rather than solutions. An entrepreneur in trouble will dwell so much on the problems (worrying), that their subconscious directs them more to problems than to solutions.

So if you're in trouble, let us give you the secret right now. Put a heavier focus on solutions than on problems. Goals are a powerful device in any company.

Okay, Next competency:

2) Time Management

You will never achieve what you want to achieve if you do not manage your time effectively. People get swept away, *reacting* to the life they created, and they stop creating a better and better life, or business. So once every 12 weeks, you are going to focus your meeting on maximizing and saving time.

Do you have list of things that each person is supposed to get done each day? Do you have special projects that you are taking on in small incremental chunks, and are there lists of how and when this time is going to be spent. You know what they are. The big things that will really make the difference, but aren't in process right now. Studies show that only 20% of your time is spent on the things that actually produce results. Hence, if you can focus 80% of your time an high-results-producing activities, you can virtually quadruple productivity.

So the first competency, *Goal Setting*, is where you set up a three-month plan, and the second competency, **Time Management**, is where you break down the big plans into daily plans.

You're reading this report because you are the type of person who wants to improve and grow. My question is, if the way were pointed out that would really make a profound difference, would you actually take the action to do it? This document lays it out for real; Based on real situations with real companies where this approach is producing profound results.

Do you agree with everything we've said so far? Does this sound like something you can do? Is it something that you will do?

Ray Watson built IBM into a \$50 billion business on one laser-like focus: He didn't sell; he worked on HOW sales would be made. He didn't program, he worked HOW to maximize the programming effort. He was like a sculptor, sculpting his business. That's what YOU need to be, if you're serious about building a bulletproof business.

If you read all this and do nothing, than you're fooling yourself, because this is all based upon what the best businesses do. If you want to continue to work hard for your business, instead of getting that business to work hard for you, then, by all means, ignore the things that have worked for every single company who has applied them.

To build a great organization, you have to start taking all the goals and plans and create structure in your organization. One of the key traits of very successful people is that they use what we call **The three P's**. That's the third competency.

3) Planning, Policies and Procedures.

MacDonald's in Harlem runs just as good as MacDonald's in Beverly Hills, because there is no area that does not have the procedures down to the letter. What's more, the employee turnover rate at MacDonald's is 200% per year, but it doesn't matter because everything is so well spelled out that new people can be put into the system and function at an optimum level very quickly.

If you ever want to have a business that can function without you, or replace staff with people who enter the business at peak performance, *right* from the start, you must have excellent policies, procedures and plans. So once every 12 weeks, you will take a look at another area of the business and see how well you can apply the three P's. We're going to give you a lot of ideas on this as we go, but certainly, you can already apply policies and procedures to time management and goal-setting.

We'll give you a standard procedure right now: It is now company policy that each person in the business must write a "to do" list at the beginning of the month, which will be broken into weekly action plans, which will end up as daily to do lists.

Make this a standard procedure in your business and watch the productivity double. We'll give you a way to create 52 different standard procedures that will give you a business that will lock out competitors, run like a finely tuned machine and give you quantum leaps in profitability.

The Problem you're going to have

Just to prove to you that we really do know what we're saying and we really have had to actually implement all of this data into real-world situations, we will predict the problem that you're going to have. The same problem you've had implementing my ideas in the past. You will introduce this new procedure (making "to do" lists, for example) and you will even see the impact almost immediately, watching it radically improve the results (because, for perhaps the first time in your company's history, you have everyone focused on RESULTS). Then, very quickly, perhaps within a week, no one will be doing any of it. You'll quickly lose steam on the concept and the monster breakthrough it could've created in your organization will be thrown on the pile with so many other great ideas I've introduced to you. Why?

THAT'S the biggest breakthrough I've been trying to tell you about. Chet teaches more than 50 different proprietary ways to create momentum. I've been telling you that I really, truly, have found the way for you to become the finest run company among your competitors, slaughtering them daily in every way, shape and form.

This is where we can help you, but we promised not to talk about that until the end of the document.

So please, read on. This next competency will do more for you becoming the preeminent leader in your market, than any of the other competencies:

4) Strategy Vs. Tactics

Now we're going to talk about marketing. But before we begin, we need to break down marketing into several categories. The first is to really understand the difference between strategy and tactics.

Strategy means that you have determined, in advance, an ultimate goal you would like to achieve for each tactic.

Tactics are the things you do to achieve your goal. A tactic is a marketing effort like; a yellow page ad, a newsletter, a speaking engagement, a sales call, a trade show, a newspaper ad, a meeting with a new client, etc.

But before you deploy one of these tactics, you have to determine the ultimate objective you would like to achieve. For example, if you have an interaction with a customer (like a sales call) and we ask you what do you want to achieve, most would simply say: "make a sale."

But we would challenge you that you can achieve a lot more. Maybe you want to build in a preemptive strategy for "disempowering" the competition. Maybe you want to build in an automatic referral program or plant the seed to generate more referrals.

Maybe you want to arm all your clients with better information; Every client you have is a potential salesperson for your organization. What do you want them to say and have you planted all the right strategic positioning into your tactical interface.

The point is that if you're not THINKING this one through, your tactics do not MAXIMIZE on the opportunity at hand.

Of course, once you "strategize" on what you expect from each tactic, now you need to create an actual *policy* or *procedure* to implement that idea with piercing effectiveness at the tactical level.

Also, your tactics *should* be working *together* to achieve the ultimate goal or outcome that you want. Most companies do not look at their tactics as an integrated program.

For example, let's say that I could put all of your best potential buyers all in a room all at once and then I could give you the opportunity to stand in front of them and

make your best presentation to these people. This one single opportunity, if properly executed, could forever change your life. Or ruin it, if you are not effective.

Imagine, that you had all the time you needed and this incredible opportunity to tell all your best potential buyers exactly what you want them to know about you and your business. What would you say? Here are some things you should think about before you get in front of this group:

- A) What is the long-term reputation you want and are you operating today in a way that is going to achieve that reputation?**
- B) Exactly how do you want to be perceived?
- C) What's different or better about how you do things over everyone else? Every company has something unique to offer, something that sets them apart... If you don't than you should have. You'd better think about it and make sure you are communicating it. So what's different about you?**

In other words, what is the ultimate position and perception you want the market to have about you and your products or services? And our question to you now is: Does your marketing today reflect the ultimate reputation or position you want in your market? Have you really thought about this?

If you have great strategies, great strategic positioning and your tactics are always deploying a little strategy, than all your tactics begin to add up to something. Your tactics work harder and smarter for the same money if they deploy strategy every time you use a tactic. *Same money, bigger result if you're THINKING and PLANNING before you execute.*

In order to really make marketing effective, you need to really sit down and think about what you want to say. So, as a subset of this competency, we want you to write down: "BUILD MY STORY." We want you to take a Saturday or Sunday afternoon and sit down and think through all the questions we just asked you so that you can tell your story to that big room of people and get the majority of them to want to do business with you.

The better your story is, the better all of your marketing is going to be.

Once every 12 weeks, you are going to look at all the ways you make contact with clients and potential clients. Look to see if you are deploying strategy with those tactics. Is part of your story, or all of your story, always being told in each of your tactics? Are you accomplishing the most you could accomplish from each of your tactics?

Can you see what we're saying? Do you get the full meaning of this? Does this ring true for you?

I think you'll see, by the attached testimonials, that this was one of the biggest breakthroughs as reported by the PEQ attendees.

Now you are ready for the next competency:

5) Get CUSTOMERS

Once you know what you want to say to your clients, then you are ready to expand the ways in which you get them. Once every 12 weeks, you need to sit down and think of new strategies and tactics for getting clients. How often do you do this now? Stop the world and work ON your business? Again, if you're serious about building a bullet-proof business, then do what I'm saying here. The results will amaze you.

Let us give you a strategy for getting clients, and then let us give you how that strategy might be implemented tactically. This will illustrate a few points really well, including the preceding competency.

WE HAVE A CONCEPT CALLED "*THE DREAM 100 SELL.*"

Write That Down.

Every society/market is geared toward paying attention to the leaders or high visibility people in the society/market. We want you to become the most popular, most trusted and respected business of your type in your community/market. That's an example of thinking strategically.

To simply think in terms of getting clients, is a very tactical approach. To think in terms of becoming the most trusted and respected company in your area of specialty is an example of thinking strategically. Here's how you'll become the most trusted and respected person in your field:

I want you to build a list of what we call, "Market Influencers." This means that you are going to target the people in your community or market who have the most influence: The leaders, the CEO's of your best client candidates; If you sell to consumers, who are the "Market Influencer" consumers who have the most influence over the other consumers you want to attract? Local politicians? Captain of industry? Community group leaders? Publication? etc... Meaning, if you were a financial advisor in Detroit, you would target the 100 (or more) most influential people in that community: Keep reading we'll show you what to do with them.

If you sell B2B, who are the best possible buyers you could target? Who are the biggest buyers, the companies that need what you have, will pay the best prices to get it and will put you on the map in a huge way if you get them?

The secret here is to target your marketing efforts where the best buyers are, or to those who wield a lot of influence. Your goal is to help this groups go from "I never heard of this company," to "who's this company I keep hearing about," to "Oh yeah, I've heard of that company before," to "That's my supplier."

Your Dream 100 might be only fifty, or it may be 250, or it may be 2500, depending upon the size of your market, but it's always cheaper to go after best buyers rather than all buyers. Your target group will now hear from you at least once per month.

Most of the people on the list will throw the letter away the first four or five times that they get it, but remember that you are committed to building a reputation, not just getting clients. Building a reputation is a *strategic* objective, not a *tactical* one. And if you want to build one on purpose, this means you must be targeting the people who will help you accomplish this faster. And who are they? "Market Influencers."

You are going to get something out to these people every month, even if it's only a letter or a flyer. And everything that you communicate to them will have pieces of what your "story" has to say.

The only way you are going to become popular to this group is to have a constant process. This process isn't going to cost you a lot of money (\$60 per month to send 100 letters), but it will be very, very effective.

The first thing you're going to do is to send them a letter introducing yourself and offering a free consultation in your area of specialty. Over the next twelve months, these people are going to hear from you each and every month. So you are going to commit to sending at least one letter per month to your Dream 100 list. This is just one concept about getting clients, but it has helped many of Chet's clients literally double sales in 12 to 18 months.

Chet and I teach "**66 ways to get clients**" at the PEQ (how many ways do you have?) as a way to help stimulate even more and better approaches for capturing these clients. If you end up getting this from us, great, then you'll have an expert to help you develop these concepts and a lot more. But if not, you need to work on this at least once every twelve weeks on your own, using this free report to guide you.

See how many different ways you can go about getting clients. Involve your staff in this process. Try to add a few more ways every 12 weeks. Eventually you will end up with a list that you and your staff continually refer to and use.

Think about it, most companies can't think of more than a handful of ways to get new clients. How many could you develop if you were sitting around once every three months with the sole desire to continually expand your methods?

Let's move to number...

6) Effective Presenting

You must keep focusing on your presentation skills and the presentation experience. Studies show that 85% of all motivation is optically stimulated. Can you build some visual aides that will help you communicate YOUR STORY more effectively? Build better and better communication tools. Even if you sell by phone, how can you get more senses involved? We have a client who has put his presentation on the web. SO now he can take clients through a visual experience while on the telephone. His closing ratio not only doubled, but he more than quadrupled the amount of the sale.

These are the kinds of ideas you've heard before, but the hard question is; "What are you doing about them?" Remember, it only takes one hour per week to work ON your business, resulting in remarkable improvements in all areas.

Once every 12 weeks, you're going to focus on the communication experience and how to improve it with another policy or procedure. When you improve communication skills to clients, all of your marketing improves, including word of mouth. The better you communicate to me, the better I can communicate about you to my friends and associates.

How often have you worked on this area? Now you're going to work on this at least once every 12 weeks.

Now that you have some idea of our material, let's take a minute right here to discuss how you make real progress in any company.

There is no magic trick that you're going to hear that will radically change your life. Let's take the DREAM 100 CONCEPT as an example. We've helped companies double revenues in 12 months flat by that one concept. But that concept requires constant attention. This is our whole point. You will not cause any improvement in your organization without a constant process.

We have tried to make this as simple as possible because we know that regular discipline is more difficult to achieve than spurts of determination. We've made it so all you have to commit to is one hour per week, and we just want to know right now, if you are going to do that?

One hour per week to work ON your business and you will see remarkable results. One hour per week, focusing on a different competency, a different driver, but religiously, you're going to work ON your business and we've given you the subjects, which is half the battle.

If you haven't been doing this and you keep coming to me for breakthroughs, you're doing yourself a grave injustice. Everyone at the PEQ realized this, and most with shocking realization. THIS has been the missing link to being a truly great entrepreneur. A person who builds a company that runs better and better, every day, week, month, year.

Okay, let's go to the next competency

7) Master The Telephone

The telephone should be used to get connect again and again with clients. It cost six times more to get the attention of a **new** client as it does to get the attention of a client who has already heard of you or used your services. We have a client who has a carpet cleaning business. He instituted an outbound effort to simply and politely remind his customers that it's time to clean again. For the first time in his long history, he has created the way to make his business more predictable. In the slow months, this effort has made all the difference. Once every 12 weeks, sit with your staff, just to talk about how the phone can be used to increase business.

How do you handle inbound new "call-ins"? Can you institute an outbound calling effort?

The best companies constantly use the telephone like a weapon to attract new buyers and best buyers. Break it down into steps, look for your ultimate strategic objective, and work on improving each aspect of what goes on involving the telephone in your office.

One of the things it can be used for, and the next competency is:

8) Get Appointments

The telephone can intensify your DREAM 100 SELL. Can you follow up your Dream 100 approach with a phone call? You're beginning to see how this entire program is a better integration of skills and the systems to drive them, than ANYTHING I've ever even dreamed of offering you. More learning curve;

Any sales organization must be focused, at least 2.5 hours per day, on getting in front of more buyers and best buyers. If you're in retail or sell B2C, then use this competency to hone more ways to get in front of customers on a regular basis.

Can you develop strategic Abraham-style endorsement relationships where other companies are helping you get to more buyers? Once every 12 weeks, you're going to look at this area and look to improve it.

9) Follow Up/Continue The Bonding Process

Too often you will get into an organization and then they never hear from you again. Or, you can wait too long after a meeting to follow up and they forgot your name while you were waiting. Once every twelve weeks, think about how you can better follow up with clients and with organizations to build a better and better relationship.

Continue The Bonding Process. You need policies and procedures in this area. Leaving the follow up process to the individual skills and moods of staff is an organization that will never be at the head of its market.

10) Traits Of Overachievers

We have a program called The Ten Traits Of Overachievers, which helps motivate yourself and your staff to behave in a way conducive to building a phenomenal reputation in your community. If you don't get our program, you must think about the kinds of behaviors and traits you would like to promote within yourself and your staff.

These traits must be posted for all employees to see, so that they know what behavior is expected of them. Once every 12 weeks you are going to further define, what makes an overachiever in your business. Have you done this? Is it clear to staff what you consider overachiever performance. Let them help you design it. You'll be delighted at what they help create. This leads us to number 11:

11) Hiring and Motivating

You should establish personality traits and behaviors that would be ideal for yourself and office staff. Through extensive research, we've discovered and developed an entire process for attracting the highest level of talent for each position within a company. Sales, marketing, administration, etc... There is a psychological profile that is ideal for each of these situations, and it makes background almost irrelevant. Determine the "type" of person who functions at peak levels in the various positions in your company.

That's what YOU need to do. --- AND involve your staff. Although, let me give you a warning: The weak staff members will try to help you design a program that will attract people that make them look good. One of our clients had a policy that

every potential new employee had to interview with at least six other employees and then they had to have a unanimous vote on whether or not to hire that person.

Sounds like a nice theory, but what happened was that every time a real superstar was found, someone in the six would think of a reason NOT to hire them. A bunch of minnows are never going to want to put a shark in the water.

Get yourself some high performers; they change everything. Each 12 weeks, look at the “ideal” candidates and slant your entire hiring approach to attract them. The PEQ attendees stated that this was their biggest area of need; But half of them didn’t even realize it until they came to the event and saw just how much more they could be doing. One week out of the PEQ, using what was taught there, one of the graduates hired three high-powered salespeople for no money down. All three of them have earned in excess of \$250,000 and this company owner has never made that much.

What do you suppose happens to your organization when you put that kind of horsepower into it? Even if you don’t get the PEQ program, which covers this in detail, you need to think about how you harness a few superstars and get them to help your company grow MUCH faster than you could ever grow it without them.

12) Understanding “The Sales Process”

If you analyze the steps that a client or group goes through in order to make a decision to purchase, and then you break down those steps, and focus on improving them, you will become better and better at the process. We teach that there are seven basic steps to every sale and we encourage that every 12 weeks, you work on improving one of those seven steps.

With or without our help, you need to constantly look to improve the sales process. What are the seven steps each person goes through in order to make a decision to purchase your product or service? How much time have you spent working ON that aspect of your company? How about spending one hour every 12 weeks, at the very least, constantly improving that area.

Would you like to know how we might help you really make this program work?

Now comes the part of the report where you can stop reading. We’ve laid out the ultimate approach to building a bulletproof business. If you just use this document as a template, you will run better than any of your competitors. **That’s our gift to you.**

But there’s SOOO much more you can do if you want to read on. Your choice.

How We Can Help You Achieve SOOO Much More!

Over the next twenty years you could work through these 12 areas and slowly develop each of them into highly effective sessions to groom and build your business. However, Chet and I have built this program for you better than you could ever do yourself. Our resources with which to build this program top \$100 million between the two of us.

More than 50 Fortune 500 companies funded the growth of these 12 areas of competency, and we have built a comprehensive, heavily researched and clinically accurate overview and training program on each of these areas. We have made it real easy for you to become the masters of your own business destiny.

And even if you were familiar with these competencies from previous exposure to Chet's training, the PEQ went much further. Studying the competencies without the practical application that resulted from the PEQ is like having the idea without the blueprints.

We've talked to many business owners who have gone to big events that are designed to teach them how to build their business. I have had countless events where business owners came and got hundreds, even thousands of breakthroughs. What has been missing, however, all along, was the nuts and bolts that we can now offer to any serious business owner.

“Event Training” Vs. “Process Training”

We've already talked about the only way to really build a skill and it's not by event-training, it's by “process training”.

When Chet first started his company he found that he could have a dramatic impact on a company by focusing on the 12 areas we just covered. When he initially developed these twelve programs, he sold the entire program to the Fortune 500 companies at fees as high as one million dollars per client. Chet found that the Fortune 500 companies were just as guilty of event training as any organization and that they would pay dearly to have a “*process training*” program like Chet's.

Times Mirror bought a program from Chet, Wells Fargo bought a program, Dean Witter bought a program, Thomson Newspapers bought a program, Pac Bell bought a program, and so on.

As Chet's ideas became better known and articles were written about him in The Wall Street Journal, Success Magazine and many a business journal, he would get hundreds of calls from smaller businesses that wanted to get their hands on his materials. But he didn't have a way to deliver a million dollar program to small businesses until Chet teamed up with me.

I persuaded Chet to take his very expensive insights and technology and bring it to a live program. Not just two days of data-dump, but **FOUR SOLID DAYS** of data, then workshops, data then input, data then practical examples, data, then audience participation, data then audience surveys to determine the level of understanding and see if there was more detail needed. Constant honing and tweaking over four intensive days with 55 very bright, fully Abraham-Trained companies—All of whom testify that this has been the missing ingredient in their companies all along.

The audience pushed us and we pushed them and the results are so astonishing, I'm spending more money promoting and offering this program than perhaps any other home study program in the history of Abraham Publishing.

Imagine the master of breakthrough thinking giving hundreds of ideas on how to have a profit windfall and then blending that with the competencies that make it all work. I was flabbergasted by Chet's material. Chet was a huge fan of mine. But this event forced both of us to boil down my ideas into tiny and digestible bites.

The PEQ Home Study Program

PEQ stands for "Performance Enhancement Quotient," a concept I created as a way to get you to measure and improve each aspect of your business, using all this tremendous material. You don't have to spend \$15,000 to get this information. What is more, this information has been put on video and audio and even a transcript, ALL designed to help you **WORK** through your business in highly digestible bite size pieces.

Remember, that when we use visual aides we increase retention and motivation. Chet built more than 3500 slides to help crystallize this material and present it in a way that stimulated maximum impact. 3500 full color slides at a cost of \$200,000, delivered at blinding speed, all integrated with my core concepts. All integrated with more than 50 attendees, who help your understand and work through the concepts with real-life practical examples of the greatest magnitude.

How To Use the Home Study Program

First, go through the same event that others paid \$15,000 to attend. Watch it on video, doing what they did: Create two lists as follows:

One list will have the big learning curves that you experience as stimulated by the material. The “**wows**” that get you excited about your business and the breakthroughs you’ve needed to get your company working better than ever before.

The other list will have the “**action items.**” These are the actual steps you’re going to take in your business to make it run like a finely tuned machine.

You don’t have to have fifty Fortune 500 clients to get their technology and methodologies, you can have a 20 year learning curve of a truly gifted implementer and highly successful entrepreneur all dropped RIGHT in your lap and for a fraction of a fraction of pennies on the dollar.

You don’t have to take our word for it. At the end of this report, we’ve put 30 different testimonials and comments from attendees stating the breakthroughs they’ve experienced from this event. (See Attachment 2)

So the first time you go through the program, do it just like everyone else. The second time, you will now take each of the twelve modules, with \$20 million in research on developing those 12 competencies, and they will be used as your foundational information for the transformation you will receive.

What has never been sold before

Chet discovered something quite profound when put into a room with 50 plus businesspeople who demanded nuts and bolts application. He discovered that his content has always been rich, providing what my clients have always needed. But the thing that has never been sold before, not by me and not by Chet, was the actual breakdowns or application at the tactical level with live examples.

The Mother of All Bonuses --- 52 Workshops, an \$80,000 bonus!

If you understand that you have to work ON your business in order to really make it great (and we surely hope you do by now), and you understand and agree that you will spend only one hour per week, doing so, and you even completely accept that the 12 competencies are exactly the thing that will make your business great (and they WILL make your business great), then the only other thing that could REALLY make your business great is rich and thoughtful content of how to completely integrate this material into your business.

So Chet took the 12 competencies and spent “*days and days and days*” building “**52 Workshops for transforming your business.**” The man actually built an entire year’s worth of subjects for you to focus on in your business: All bite size

pieces of the 12 competencies. This bonus alone, all by itself, is worth more than ten times the investment of the PEQ Home Study.

Chet's company has studied overachievers in business for 20 years. One of the key ingredients, and it's not common in most people, is that successful executives make those important decisions when they have the most information they are going to have. Actually studies show that truly successful executives make decisions based upon instinct, more than fact.

Why? Because most great breakthroughs come from vision, rather than proof. Meaning, you don't KNOW that another company is going to endorse you to their list, you have to accept the concept first and then take the actions to achieve it.

Well, most successful executives have both vision and a certain percent of logic in their thinking. In this report we've tried to ignite both. If you don't have the logical perception to grasp all the lessons in this report, you are probably unlikely to take the next step. Additionally, if you don't have vision, then you are even less likely to take the next step.

The Next Step

Right now, if you've read this report, you have the most information you're going to have to make a decision to move forward. Relatively speaking, this is a small decision, with potentially huge gains, for most businesses. Our studies show that if we can help you make the decision, then this material pays for itself many times over.

This is one of those times when a decision can change your life, --- AND get you committed to a program of constant improvement. A Nabisco study of training programs like ours, that offer a way for continuous training, return **20 to one for every dollar spent**. With ours, many companies receive a **100-to-one** return. We believe that we only succeed by helping others succeed. If we can help you make the decision, we can help you succeed.

So here's how we're going to do that.

PEQ Home Study Program Description

Almost all of my past programs and home studies, are only audio programs. --- And don't worry, you get that too. But you also get the full video experience, so you can get the amazing stimulation that comes from viewing THREE THOUSAND, FIVE HUNDRED visual aides. Slide after slide, thousands of them presented at a rate of two or three per minute, each building upon the one before, each adding another shade of the rainbow that will become your life.

Visual aids dramatically illustrate and motivate every single point. Studies show that the vast majority of your brain is set aside JUST to deal with the impact of your visual experience. In fact, 80% of all motivation comes from things we see, rather than what we just hear.

Go through the entire experience as if you were there, getting the same “wows” (read some examples at the end of this document) that everyone else got and watch as Chet and I hit homerun after homerun. In the comfort of your own home or office, be slammed into the homerun zone yourself, as you take your business higher.

The specific program components are as discussed below:

- **The entire four-day program on video tapes. With a different tape for each subject, so you can go over and over the appropriate parts with your staff as required --- and as discussed above. Unlike so many of my other programs where you're hunting for the good points, this one directs you, by title, to the exact segments and their content.**

So if you really need help on the sales process, you can go right to that module. If you really need help on time management, it's clearly marked, etc... Everything is spelled out and organized like no other home study in the past.

- 30 hours of audio, so you can review the more complex material again and again in your car. Or so you can pass around these audios to staff to cover particular points you want them to learn. Of, if you just want the same type program in the same way as you've always gotten from me, it's here on audio.

You get the information in easily digestible bite size pieces which you can go over and learn while you are “on the go.” These tapes are also highly organized and clearly marked.

- **More than 500 pages of transcript, so you can use this information to create memos, procedures, reports of your own.**

- As yet another bonus, I threw in “**93 Ways to Generate Referrals.**” Even if you have this program (it was a big seller), it will have ten times more impact now. It's one thing to hear an idea, it's another to have that idea integrated into the fabric of your organization. The PEQ Home Study pounds away, for four solid days, forcing you to integrate action steps into the fabric of your organization. NOW try (with all the steps you've always needed) to implement referral programs and watch the transformation.

- **The PEQ 100 Question Questionnaire which is emailed to you as soon as you enroll. This is 20 years of Jay and Chet, each covering every aspect of business improvement.**

The typical comment from the PEQ Workshop attendees, when they filled this out, was something like: “Well I can see I don’t’ take my business half as seriously as I should.” And you probably don’t’ either. This will help you, and we’ll email it to you within minutes of you signing up for the PEQ Home study.

Chet sells his Fortune 500 audit (included in its entirety, for \$80,000 minimum). This bonus is yours for the asking the moment you invest in your company and get this program working for you.

- The Mother of All Bonuses --- 52 Workshops, an \$80,000 bonus!

I had to wrestle this one away from Chet, who was initially unwilling to do this. “Jay, this is my intellectual property, twenty years of my hard labor. I do NOT want to give this away and sure don’t want to give it away if they don’t keep the rest of the program.”

I persisted and persisted and I wore Chet down (you’ll see me wear him down on this point at the PEQ. I worked him over for four days on this one, but I get it for you.

The Cost of the Most Power Business Growth Home Study Of All Time

If you invest in this program today, for only one third of what the live attendees paid, That’s \$5,000 instead of \$15,000, we’re going to give you the two \$80,000 bonuses with no strings attached.

If you don’t think this program is worth every penny, if you don’t want to give it a five minute standing ovation like the participants did, then you can send the entire program back and KEEP the \$80,000 bonuses. This pains Chet, because he worked very hard on the “*52 Workshops for transforming your business,*” And his Fortune 500 Audit, the 100 best questions you’ve never asked yourself, is the second \$80,000 bonus. This is 20 years of learning curve and blood sweat and tears, developed exclusively for the PEQ attendees. This has NEVER been sold or offered before anywhere, ever.

Once you really understand the value of the superb content of the PEQ, and the supreme improvements derived from working ON your business, you can use Chet’s *52 Workshops for transforming your business* to take you to a level you never before imagined possible in your business.

For example: have you worked on rapport skills? Studies show that 40% of why someone buys from you is based upon rapport.

Workshops include:

- **Streamlining your internal procedures**
- Improving follow-up procedures.
- **Improving the flow of information in your company**
- Improving reactive traits and turning them into proactive traits
- **Improving your ability to get in front of new clients**
- Improving internal training to maximize all your resources
- **Maximizing each tactical interaction**

Chet also lays out 52 in total, workshops for helping you improve your business in 52 critical areas. And all these workshops come with detailed instruction how to conduct them, maximize them and then utilize the information within them to grow your company like wild.

Are you destined for success?

Studies show that the thing that makes a very successful business person, versus one who is at the mercy of the moment, is that the successful executives make those important decisions that change their lives, whereas unsuccessful executives procrastinate, putting things off until they never actually take the action. The most information you will ever have on this program is right now.

Just like any “event training” experience, your memory and enthusiasm about the information goes down dramatically within only 24 hours. Our experience shows us that if you can't make the decision to purchase, right now, while you have this information in front of you, and while you have the highest level of understanding about the program, you are likely to procrastinate until you actually do nothing. So are you a person who takes action or are you person more likely to do nothing?

Even having the meetings with your staff on the themes we covered will be a weak experience compared to what it could be if you had the \$100 million of combined Chet and my experience to guide you through the process.

So if you're truly ready to transform your life, please call and get this program working in your business. Make the decision to change your life while you have the most information you're ever going to have.

If you need even more motivation, attached are testimonials and lists of breakthroughs from the other attendees. (See Attachment 2)

Otherwise, if you're ready to transform your life and your business, call right now and get your home study PEQ. Payments plans are available, as are bonuses to "incentivize" you to pay all at once.

In the scheme of your life, this is a small expenditure with a HUGE upside. If you take your business seriously, you NEED this program to change everything.

Warmly,
Jay L. Abraham

Attachments: 1. How Did Jay Abraham Get To Be Arguably The World's Preeminent Marketers (Also Known as Abraham 101 for those who need a refresher course)
2. HERE'S WHAT OTHERS SAID ABOUT THE PEQ PROGRAM

ATTACHMENT 1.

How Did Jay Abraham Get to Be Arguably the World's Preeminent Marketer

By Chet Holmes

Attachment 1.

How Did Jay Abraham Get To Be Arguably The World's Preeminent Marketer

By Chet Holmes (*Also Known as Abraham 101 for those who need a refresher course*)

(Caveat: This report is being used outside Jay's customer list, so we're going to have to lay some foundations, but we will bet, even if you ARE totally Abraham-trained, that you'll get some surprising ideas out of this particular way of presenting the information. If you have been foundationally exposed to Jay's methods and principals, this is going to tie it altogether like you've never imagined. If you are NOT Abraham-trained, you are in for a mind-expanding experience of enormous magnitude. We promise!).

Jay didn't get his breakthrough ideas from Wharton School of Business. He didn't get his ideas from books (no one was teaching Jay's ideas when he first entered the commercial landscape, creating an enormous change in how almost everyone looks at business today.

Most people look at their business as a linear extension of the products or services they sell. Jay's mind was unique and completely non-linear. When he looked at a business, he saw assets no one else saw, he saw opportunities no one else saw. Even better, he felt that business owners had a moral obligation to capitalize on all the assets laying around them.

Playing out a scenario as way to teach you how make more money than ever

So you go to Jay and show him your business, and (just for illustration purposes) it's a personnel business, where you place secretaries into companies for a fee. In the ten years you've been in business, you've built up a tremendous reputation. Many companies trust you and many secretaries are grateful because you've found them gainful employment.

So you look at your business as a personnel business, and it makes you a good living because you work hard and you do good work. What Jay sees, when he looks at that same business is at least 24 more opportunities to make income from that business than you do. And most of this additional income is more profitable than the income you earn now from the core business. Seems impossible?

Because of this more expended way of seeing the world, Jay has been able to get thousands of business owners to pay \$5,000 just for an hour to sit in front of him and have him point out all these assets. It is because of this mindset that thousands more business owners have paid as much as \$25,000 to go to a weekend seminar

and bask in his mindset; Watch him slice and dice businesses into a "bizillion" pieces, each generating more undiscovered revenue. In fact, Jay has generated more than \$80 million in the past ten years alone, from business owners eager to discover how their businesses can be "maximized."

Making Your Personnel Business (as an example) A Pure Profit Machine

So the first thing you need to lose is the attitude that you're in the personnel business. You're in business to make money and to serve clients. When you look at your business THAT way, it opens up vast opportunities you've never seen before. So how can this attitude revolutionize your cash flow, maximize your profits and give you a living previously unimagined?

Helping the Secretaries

Since your database contains more than 3000 secretaries you've placed into jobs, and another 10,000 you've tried to place, all of whom have had a relationship with you to some extent, you've built an enormous asset that you're not capitalizing on now.

What else do these secretaries need? Training? (from personal development, to skills training) Professional clothing? Computers? Office supplies? Certification in some new or current area of competency? The ideas are limitless.

Your Greatest Expense

The most expensive investment you will make is in getting clients. In fact, it costs you SIX TIMES more to get a new client than it does to sell something to an existing client. And, of course, Jay would not necessarily suggest that you now go into (for example) the professional training business. No.

But you CAN get a professional training company and be a conduit for them to gain secretaries who need training. You CAN go to clothing stores, and be a conduit for them to gain access to thousands of customers. And you can even negotiate on your client's behalf, getting your secretaries free consulting on their wardrobe, special discounts on the clothing.

You could probably get any clothing store to put on fashion shows, or seminars on how to dress for success. You could get them to give you a percent of every dollar they make, and, if you do it right, you can get them to pay for your efforts to promote them to your list of loyal clients.

Using these ideas, Jay has been able to document billions of dollars in increased revenues and profits for his clients. But it gets better.

How You Can Maximize Every Relationship --- Profitably!

When you look at your business as something through which you MAXIMIZE every relationship you already have, it suddenly becomes a profit machine. THINKING through how you would maximize each aspect of your assets, is why 200,000 business owners have flocked to Jay's materials, seminars and live consulting.

These events focus your mind and stimulate ideas. Not just the ideas you might get from Jay, but the ideas you get from others and from Jay helping others.

But there has always been something missing in Jay's materials and ideas, something he recently filled, and in a way, beyond the breakthrough thinking he has spawned in the world today. And we're going to give you the entire breakthrough for free, but think a little more first.

Now what about your clients where you place these secretaries? What else could they use, that you could make more available to them? What else do they need that you could help bring to them, and even with a better discount than they are getting now?

THINK about this: If it cost six times more to get new customers, and an office supply store/service realizes this, and they know that they have to spend \$600 in marketing and advertising for every new customer they get, they might be willing to split the difference with you and the client for whom you are negotiating.

Meaning, a wise office supply provider, might say, "I'll give YOU \$300 for every client you give me, and I'll give THEM \$300 in free supplies with their first order." In this regard, they get many new customers at a faster pace than normal, because your endorsement and access makes every thing work better.

Lifetime Value of a Customer

This needs more education, for those of you unfamiliar with Abraham 101. "*Lifetime value of a customer;*" While almost every company thinks about this now, Jay was the pioneer of the concept. If an office supply store, or YOUR personnel business, gets a new client who uses you regularly, what is that relationship worth to you over the course of the lifetime of that customer?

Have YOU calculated what Jay calls "the marginal net worth" of your clients? If an office supply gets a new client who spends \$400 per month with them (and that's probably a small client), and the average client stays with them for five years, that

customer is actually worth (400X12X5=) \$24,000. The wise office supply service should hope, EVERY DAY, to give away \$600 to get more of these clients.

Partner or Perish

This way of thinking has spawned a revolution in business today, including major features in magazines like Forbes, who said: "Partner or Perish." In Japan, your partners are more important than your products.

The Hardest Part of an Abraham-style deal

The hardest part of putting together an Abraham-style deal, is convincing a non-Abraham-trained company of the value you can bring to them. When you go to that office supply service and ask them to give you \$600 per customer, they will look at you like you're crazy.

If they are Abraham-trained, then they will be grateful to get your endorsement to YOUR customers and realize how profound it can be to get 50 new customers just because of the respect you add to them when they are presented to your clients.

We'll do the work for you. This \$300 Report You Need Is Our Gift to You!!!!!!

But now you don't have to convince them. We've actually done the work for you.

Give them this \$300 report as your gift. Let them read the ideas in here, where we tell them that we've helped companies secure more than \$7 billion in increases using these methods.

If someone gave YOU this report, it would really wake you up!

You're leaving money on the table every day that you don't get more and more companies endorsing you to their lists and helping you get clients faster, better, smarter than any amount of advertising or cold calls could provide.

ATTACHMENT 2.

Here's What Others Said About the PEQ Program

Attachment 2.

HERE'S WHAT OTHERS SAID ABOUT THE PEQ PROGRAM:

Now you can read the breakthroughs and endorsements of those who attended the PEQ event. Read these. There are things said here that have never been said from any event or program ever offered through Abraham Publishing.

Truth or Lie – You Decide For Yourself After Reading These Letters!

You've just read a breakthrough report on the most effective system I've found for getting your business engineering and implementing all of the powerful sales, marketing and management strategies Chet Holmes and I have pioneered.

The 33 pages of proprietary information you just read are certainly stimulating. **But does it really cause the growth and dramatic profit improvements we claim?** Also, is the PEQ program really worthy of your time, attention and investment, given all the previous programs or products you've gotten from me?

The best (and only) answers worth considering are to read, firsthand, the actual written responses the live program attendees expressed and were eager to directly share with you. We told them we were sending you this short course primer, along with an invitation to try out the home study version of PEQ at my risk. They volunteered to send us firsthand perceptions written (in their own words) to provide you an objective, balanced sense of what PEQ really holds for your business.

The important point to remember is that almost every one of these business owners or professionals (who paid \$15,000 and traveled up to 8,000 miles to be part of this experience three weeks ago) – had already invested between \$5,000 and \$70,000 in my previous programs or materials. *Their perspective about why and how PEQ is so vital, yet critically different, and why it provides the missing link to the “fast track” growth your business deserves --- is essential reading!*

Their contact information has been deleted to protect their privacy. However, each one has told us that they'd gladly chat with you privately by phone--- if that were the final determination left in convincing you to go forward and try out the PEQ home study program totally at my risk.

The 19 testimonials that follow span the gamut from large “30 million dollar a year” industry leaders to tiny \$200,000 a year (or smaller) “up and comers.” Each had four things in common:

- 1. They were passionately devoted to my methods and mindset.**

2. They'd already applied some of my concepts and reaped significant windfall results.
- 3. They hadn't figured out how to pull all my best ideas together into one powerful, integrated operating system.**
4. They'd been frustrated trying to get all their other team members or outside resources fully committed and enthusiastically "enrolled" in my methods.

Each of the participant's, as you are about to read, found the solution and answers they were searching for (and far more) in the four days and nights Chet Holmes and I shared with them.

You'll discover the answers, solutions and systematic approach you're after here too – if you "test drive" the home study version for 90 days in your business, totally at my risk – not yours.

Read each of the following 19 testimonials because I think you'll find them utterly fascinating.

More importantly, you'll relate closely to each one of the real world entrepreneurs you'll meet in the testimonials that follow.

Now if you want to experience the same "transformativ" changes each one of these 19 men and women just reported, call now.

If talking to any or each of these attendees is the last hurdle to getting you to say yes, we are only too happy to make those connections for you.

Jay L. Abraham

Testimonials Follow Starting On The Next Page

Here Is What Others Have Said About the PEQ Program

Within the first 24 hours of the P.E.Q. seminar, Chet showed me three markets that were bigger and more profitable than the markets we're in now. Not only that, he showed me how to write the ad, interview the prospect, and hire the right candidate to penetrate those markets.

His insight on workshops and how they train companies for success was truly amazing. We started workshop training in my company immediately upon returning from Los Angeles and my staff now enjoys our weekly one hour sessions. We have found new cost saving methods within our production department which have saved us time and money in just a few weeks. But, the biggest breakthrough for me was how to raise the bar (buying criteria) so that we are the logical choice among the competition. I didn't realize how much we offered our clients until we wrote it down. Now I mention them as often as I can when talking to a new or existing clients.

John Prete
President
Thank-U Thank-U Plaque Company
Pawtucket, RI

When I came to my first Jay Program, DPS was a company that sold all of its products through a single distributor – with their logo on our products! Not only that, but they were putting the squeeze on us to sell our product line to them for virtually nothing – and if we did not agree they would stop moving our products. We thought, “How in the world do we market our stuff directly?” Being engineers (darn good ones) we did not understand how marketing worked, additionally we did not really believe that we would be able to do that “soft stuff”. However, we took the company from \$600K/yr to \$10M in 5 years.

During BOOM times, the larger companies have the advantage; they can spend more on marketing, new product development and achieve levels of innovation that few little guys can match for any period of time. However, during the tough times, the large guys are more likely to pull back and wait – that means that RIGHT NOW is the chance of lifetime for an entrepreneurial company to get out and MOVE AHEAD OF THE PACK! And the key to being successful in such a move is to completely understand how to market your products and tell your story in the way that is most compelling to your customers. Jay & Chet, your material does EXACTLY that.

When I tell my story (which is often) about how an engineer with products to sell, no sales staff and no idea how to market, became a \$10M/year success with INSANE profits; I talk about Jay Abraham.

Thanks to your latest PEQ program and the effect that it had on my staff – I expect that we will dominate our market space before the economy begins turning around. And when it does – WATCH OUT WORLD, HERE WE COME.

Bob Berry
President
DPS Telecom
Fresno, CA

We are a fast growing company, with huge successes and the huge organization, structure and performance issues that seem to go hand in hand with fast-track growth. We came to the PEQ workshop to acquire additional organization skills plus structure and performance methods to design and implement our solutions.

We came away with solutions for both our short and long term goals, specifically: Solutions to achieve our short-term goals for streamlining the current organization to achieve maximum performance. Solutions to achieve our long-term goals to template the El Gaucho concept as a "business in a box", to successfully expand to multiple additional markets.

Paul Mackay
Owner, CEO
Mackay Restaurant Group
Seattle, WA

In 1999 our sales were \$2.7 M. In 2000 our sales hit \$5M and we are still on a fast track. When you are growing fast you have a tendency to short cut important things like setting up policies and procedures, etc... As small business owners we found ourselves wearing so many hats (because we hadn't empowered others to wear some of them) that we were becoming worn out. We love building our business, but we were searching for "the plan" to transform our business into an "enduring asset" (Jay's brilliant words).

It is true that if you don't pay, you won't pay attention. I have to admit writing that check made me reeeeeally pay attention! As a result I feel like we have information that can take us from \$5M to \$20M in sales Abraham style!

Rhonda Polhill
VP of Sales
Healthcare Partners, Inc.
Suwanee, GA

There is a critical distinction to be made between receiving incredible information, becoming motivated and inspired, and actually being able to implement the ideas presented to you. Yet, somehow, you two managed to synthesize and synergize all three this weekend in a way that, perhaps, only your two skill sets could. The result? The most actionable, step-by-step, abc's of strategy, tactics and marketing I have EVER been

exposed to. And, yes, as you probably know, I have spent hundreds upon hundreds upon hundreds of dollars on your programs previously, Jay. I have also easily spent well over \$10,000 on marketing books, videos, audio tapes and seminars over the past five years, and NOTHING has come even close to making this much immediate impact on my business - which means on my life.

What I would say to anyone contemplating attending your next PEQ event is that it does NOT matter what industry you're in, or what product or service you sell, you will never invest a better dollar in your business than those you invest in attending this awe-inspiring weekend.

Change your life, and make the commitment to attending this event today.

David Dean, MBA, President
DDC Internet, Inc.
Los Angeles, CA.

Previous experience with Jay Abraham was the Market Domination Program-this program help analyzed our company and we made many improvements. The bottom line concerning this program was that our market is in a downturn but are sales are 28% ahead of last year.

The home study course will be excellent because the material was taught in a systematic method that used a lot of overhead slides to summarize the important points. Doing home study is less than effective than being in the live presentation, but the material is so rich in principles and ideas that this will be a very worthwhile course.

The value for Orion is unlimited. The immediate value is we are making corrections that will increase our success rate for now. The long term is that we will be able to push Orion's marketing to the next level. This will grow Orion. The value of this seminar over the next year is probably an over a million dollars.

Paul Burck
Orion Registrar
Arvada, CO

From Jay, we've gotten a zillion great ideas to grow our business. >From Chet, we've learned the discipline that allows us to get those great ideas implemented and integrated throughout the company.

It's not easy growing a 50-year-old firm in a flat economy. But, using some of Jay's and Chet's strategies, we increased our revenues by 26% last year and are on pace to meet similar growth targets this year, as well.

Howard J. Wolff
Senior Vice President and Worldwide Director of Marketing
Wimberly Allison Tong & Goo
Honolulu, HI

I could probably think of 50 different and profitable things Jays techniques have impacted my business with.

- A. Find your Dream 100 and then build, build, build that relationship
- B. Create a powerful story that sells your product
- C. Why hire mediocre salespeople when you can instead hire a Top Producer or champion racehorse that can give you 5-10 times the results. (How to hire the best, most powerful salesperson you'll ever want to hire. This was a very new and mind expanding insight to everyone I talked to.)

I can't put a price on this one. It was invaluable. If I truly apply these the way I'm planning on -- it will change my life, my business and those I love.

Mike Fry
Fancy Fortune Cookies
Indianapolis, IN

The time management section was brilliant. I can see how easily it will increase productivity, even beyond the 20% you mentioned.

I'm also confident that the combined insights gained in strategic alliances and developing our 'broadest possible view' will (once again) double our revenues.

The program combines marketing and business growth strategies, and frankly is information that no business should be without. Call me narrow minded, but I can't think of any business that wouldn't benefit from the information you gave.

I haven't calculated (or even estimated) what this course will mean to us over the long term. However, we expect to double or triple our profits in the next 60 days from just a few components of the program (I only say such a bold statement because we've done so in the past). It will only go upwards from there!

Blair Gorman
Performance Based Marketing
Christchurch, New Zealand

The most valuable things I came away with were how to locate, attract and hire "superstars" and weekly team member training programs, both of which we implemented the first day back. I kicked off our search for a superstar on Monday and by Friday I think I found him. The process was fun and exciting! and worked like a charm! It was amazing. It showed me the total waste of time our last effort was. All this at an affordable price for a program that pays for itself.

Jerry Bowers
Bowers Fencing & Fencing, Inc.
Klamath Falls, OR

Our challenge in the past was that we considered so many factors and variables in each client's situation, that templating the process seemed difficult. Now we know how to hire the sales superstar, how to revamp the sales presentation, how to train the staff... down to the fine details, and enable us to double or triple our business in the next 12 months!

This program is a step by step guideline on how to refocus your business from the top down. You will learn how to manage your time effectively, how to shape your company presentation so that you are the only game in town, how to hire a superstar sales person (none of this is done by any of the employment agencies in my town – Las Vegas), key steps to gain control in a presentation, and how to implement and get results for constant training to make your company run without you!

Bottom line, if you are going to enroll in one course in the next 10 years, this is the one! If you are not a person that will take action, once you get materials like this, then don't. But you will have to live with the fact that you will be working longer hours and earning less money because you didn't participate.

Scott Letourneau
CEO
Nevada Corporate Planners, Inc.
Las Vegas, NV

The time management techniques were sensational. These techniques are simple, quick and easy to implement. The entire business model was broken down into bite sizes and methodology to monitor, repair and move on. The ways to make simple market research drive your sales. The forced application of each of the steps as we went through them caused us to have a marketing plan worked out before we left.

If I were to advise the reader of this letter on whether or not to take advantage of the PEQ Live or at home program; I would say if you are serious about being successful in your business and not just playing being in business, jump at this chance! You have nothing to lose because of Jay's Risk Reversal.

The program was about taking small steps in a process to get big returns.

I expect this year to generate a minimum increase of \$500,000 as a direct result of this experience. This is easily calculated by using the model's step-by-step approach to each facet of the business and these small incremental changes will yield massive results. I am very impressed and excited about this experience.

James D. Means
The Marketing Masters
Tulsa, OK

It was worth our time, financial investment and travel. We put out a lot financially, time-wise and work-wise, but we believe we will get it multiplied back to us within the next twelve months.

I would encourage Jay and Chet to introduce the PEQ to businesses that are just starting. It would help them start with excellence and save them from having to “re-invent the wheel” or getting messed up when they start and as a result needing to get “fixed up from their mess-up”.

Dr. E. Jean Thompson
Wisdom Life Institute
Mitchelville, MD

It is my goal to add \$4 to \$6 Million to my company's current revenue within the next three to five years and I always realized that, to achieve such results, we need to be more pro-active in our business dealings, which we have not been able to do in the past. With Jay and Chet's programs, however, we now have the tools to change our re-active activities into more goal oriented activities that we can control.

Chris Doerschlag
ALB Klein Technology Group, Inc.
Westerville, OH

I attended my original Jay Abraham event five or six years before the PEQ conference. While most of my peers thought I was insane for spending \$5K for a weekend conference, I took the pre-conference material, studied it and turned one of Jay's ideas into a \$30K profit before the conference even started! Since then that one change has profited me in excess of \$100K per year.

Attachment 2 to The Ultimate Market Domination Report - 11

The PEQ conference is a liberating experience for the business owner who would like to take their business beyond themselves. Chet Holmes actually puts the "how to's" into Jay's concepts. You learn about the why's, the how's, and the psychology of them all.

I realized during the PEQ conference that I (the CEO/President) have been the road block to excessive growth. Chet and Jay have shown me how to create the processes, hire the right staff, and set the goals that are beyond what this ONE man management team can produce.

Mickey Lavender
CEO/President
Lavender & Wyatt Systems, Inc.
Little Rock, AR

The PEQ Program is designed for those who want to be successful or maintain their successes. I feel it would also help struggling businesses if they act ASAP.

As always, I feel I got my money's worth. Thanks for a great event!

Dan Bantley
Pennsylvania Institute of Taxidermy, Inc.
Ebensburg, PA
