



We Deliver Profitable Customers, Guaranteed.

Products and Services

Our experienced team and network of quality partners allows us to provide a full range of business services, whether you need one or every service.

Direct Marketing

Direct marketing is the key to building sales, from both existing and new customers. We have proven programs for turning prospects into customers and quickly building sales.

A successful direct marketing campaign includes several elements: mailing, telemarketing, face-to-face meetings and e-mail. We'll evaluate your current sales and direct marketing activities to develop a plan that results in achieving your sales goals and putting more cash on the bottom line. This may sound overwhelming but we've got you covered from designing direct mail pieces to preparing for sales meetings.

Technology

Technology can often deliver efficiencies that can increase profits, grow sales and help retain customers. While all major corporations leverage their technology investments to hammer the competition, small and mid-sized business rarely take full advantage of the software and hardware available to them.

Sales Training

An outside sales effort — usually marketing, telemarketing and a salesperson working together — can add new customers, increase the amount of revenue existing customers generate and help retain customers longer. In fact hiring a salesperson can usually significantly increase sales and the bottom line.

But hiring a salesperson is far from easy. Knowing how to hire, train and manage a salesperson can be challenging and intimidating. We can help.

Search Engine Optimization (SEO)

Search engines can drive a significant amount of traffic to your website. In fact, search engines can account for up to 50% of new visitors to a website.

Designing your website to appear near the top of specific searches takes more than adding keywords to your website. It takes a search engine strategy that incorporates specific keywords, meta tags, links, promotions and cross links. Our search engine optimization (SEO) programs are designed to meet the needs of any size business, with three options to choose from.

Online Marketing Support

We're not just website designers, we're marketing and sales professionals. We can help you create a website that brings in sales, communicates with your customers and helps you better understand the needs of your customers and prospects. We can work with your employees or developers, or we can complete the project on a turn-key basis, delivering a final, ready to function website.

We also develop the tools to help you market and drive customers to your website, all the while helping you collect sales and information to grow your business.

Public Relations

Want to build the credibility of your brand? Want to form opinions about your products or services in the minds of your prospects and customers? Public relations is the most cost-effective discipline for building brand awareness and differentiating your business from competition.

Our experience in helping small businesses generate news releases, press kits and getting media coverage is delivered through our comprehensive public relations services.

Business Planning Support

Developing a business or marketing plan is critical to your business, but it shouldn't be a chore.

We can help you ask the questions you need to develop your plan, budget and implementation schedule, or even write the plan for you. Your needs determine the services we can provide.

Corporate Video Services

Video is a highly effective medium for communicating messages to your target audiences. Your bigger competitors already have discovered these benefits, now it is affordable for almost any size company.

We'll help position you as a sophisticated and impressive company- without spending a fortune. Our experience in broadcast and corporate video production will help you write, produce and edit a professional, yet affordable, video using the latest technology.

Event Planning

Whether you're ready to introduce a new product, a new location or host an open house, the right type of publicity will get the word out to the right audience. We have the experience and the know-how to help you develop a strategy, budget and execution for a successful event. And when the attendance of members of the media is desired, the situation requires a professional approach.

Employee Training

You know that your company is only as effective as each of your employees, but how do you have time to motivate and manage employees while being the CEO of your business? We can help with developing and presenting training programs to employees, as well as offer you one-on-one management support for employee issues. We'll discuss your goals for each employee, meet separately with those employees to determine their goals and create a plan that marries both into a single, measurable strategy.

Speeches & Presentations

Your presentation style is critical to shaping a positive impression about you and your company. While most people dislike presenting in front of groups, our experience in corporate and broadcast environments will help develop your confidence and skills. Whether it's presenting to a group of investors, media, employees, prospects or customers, we'll help you write and prepare a professional and impressive speech.

Franchise Support

Are you in the franchising business? We can help. Our team has years of experience helping franchises train, motivate, support and market to franchisees. We can help in almost every facet of your business.

- Marketing support — we can help you design, create, implement and manage a range of cost-effective marketing tools to help your franchisees sell more. Our tools can be designed to be on-demand, meaning you create and print only what your network needs, when they need it, saving you money and time, while giving you a better idea of what works and what doesn't.
 - Training — from sales presentation, to online video training, manuals and training materials, we have the proven track record and experience to supplement your current efforts. We can get your mission-critical projects through to completion on schedule, and on budget.
 - Online materials — from a turnkey marketing materials ordering program, to a complete Intranet, to innovative ways to deliver online training, we can implement and manage your online programs. And every program can be purchased outright, or on a pay-as-you-go basis, meaning you never have to invest in expensive software or hardware.
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- Strategic planning — from marketing, to financial to employee management, we can help you design a plan to keep franchisees and help you increase sales. We can help you brainstorm, or listen and develop a plan or a strategy for you. Our team consists of executives from some of the top franchises in Southern California.

We have more than just ideas; we have a proven track record helping franchises get off the ground and increase the sales of their franchisees.
