

EXECUTIVE WORKBOOK

# 5 ALARMING BUSINESS TRENDS THAT COULD PUT YOU OUT OF BUSINESS OR SEND YOU SOARING



BY ROGER BAUER

<http://x2Sales.com>

# 5 ALARMING BUSINESS TRENDS THAT COULD PUT YOU OUT OF BUSINESS OR SEND YOU SOARING

Congratulations for registering to attend Roger Bauer's special Executive Briefing: "5 Alarming Trends That Could Put You Out of Business or Send You Soaring."

You will receive an email with your "credentials" and special link to use to attend the event.

Before you arrive at the event, print out this workbook and answer the questions now so that you can follow along during the event to find out how you did along with getting the correct answers.

We're faced with more and more marketing clutter today than any point in history. That number is projected to increase exponentially moving forward. For that reason, plan on eliminating as many distractions as possible when you arrive for the briefing.

## Quiz

It is estimated that we now receive \_\_\_\_\_ commercial messages per day.

- A. 30,000
- B. 3,267
- C. 2,500
- D. 500

True or False? In 1990, the average number of commercial messages received was estimated to be 15,000 per day.

What percentage of your desired target audience is actively buying right now?

- A. 68%
- B. 8%
- C. 4%
- D. 16%

## **5 ALARMING BUSINESS TRENDS THAT COULD PUT YOU OUT OF BUSINESS OR SEND YOU SOARING**

What percentage of your desired target audience is indifferent or not thinking about your offerings today?

- A. 64%
- B. 3%
- C. 4%
- D. 16%

What percentage of your desired target audience will never buy no matter what you try?

- A. 68%
- B. 3%
- C. 4%
- D. 16%

True or False? In the 1990s, it required 7 exposures to close a deal.

True or False? In 2010, it was estimated to take 9.3 exposures to a prospect to close a deal.

What percentage of deals close after 5 or more exposures to a new prospect?

- A. 68%
- B. 81%
- C. 2%
- D. 5%

How much more expensive is it to acquire a new customer versus selling to an existing one?

- A. 50x
- B. 30x
- C. 6x
- D. 10x

## **5 ALARMING BUSINESS TRENDS THAT COULD PUT YOU OUT OF BUSINESS OR SEND YOU SOARING**

What percentage of the deals you consider “dead” today will buy within the next two years?

- A. 80%
- B. 67%
- C. 41%
- D. 12%

What percentage of businesses or organizations persist past 4 or more rejections by a prospect?

- A. 68%
- B. 5%
- C. 2%
- D. 16%

What are your odds of closing a deal with a new prospect if you run a “typical” organization today?

- A. 0.96%
- B. 2.7%
- C. 68.1%
- D. 97.3%

How many businesses live to see 10 candles on their birthday cake? \_\_\_\_\_ in 25

Since 1990, a business closes every \_\_\_\_\_ minutes on average.

- A. 6:49
- B. 90:32
- C. 72:27
- D. 3:15

## 5 ALARMING BUSINESS TRENDS THAT COULD PUT YOU OUT OF BUSINESS OR SEND YOU SOARING

How many new products are introduced each year on average?

- A. 1,250
- B. 16,000
- C. 1,030,018
- D. 26,000

Of those new product introductions, it is approximated that \_\_\_\_\_ fail.

- A. 7%
- B. 75%
- C. 68%
- D. 33%

True or False? From 2002-2010, there were fewer annual business bankruptcies filed (on average) than there were from 1985-1993.

What percentage of franchises fail?

- A. 17%
- B. 2%
- C. 8%
- D. 33%

How much more likely is a franchise to succeed compared to a “regular” business?

- A. 5x
- B. 23x
- C. 12x
- D. 200x

What one major thing does Roger attribute for the success of franchises?

---

# 5 ALARMING BUSINESS TRENDS THAT COULD PUT YOU OUT OF BUSINESS OR SEND YOU SOARING

Entrepreneur Magazine attributes business failure to what five things?

1. Bad \_\_\_\_\_ Relations
2. Bad \_\_\_\_\_
3. Lack of Staff \_\_\_\_\_
4. Failure to Anticipate \_\_\_\_\_
5. Poor or Inconsistent \_\_\_\_\_

What are the 8 strategies that compose Marketing's Interrelationship?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

## TRUE OR FALSE

1. Educating your prospects about your industry, products and services is a waste of time and resources. T F
2. You should aim to target every prospect instead of ideal ones. T F
3. Developing a "superior access vehicle" helps you get in front of more prospects that make up 84% of the buying diamond. T F

## **5 ALARMING BUSINESS TRENDS THAT COULD PUT YOU OUT OF BUSINESS OR SEND YOU SOARING**

4. Your typical prospect likely knows about 80% of what they should know to make an informed buying decision. T F
5. Your website should be an extension of your brochures, and it isn't helpful for it to generate leads. T F
6. Sales and marketing automation can help you deliver a consistent experience to your prospects. T F
7. Establishing a favorable buying criteria with your prospects involves highlighting your strengths and your competitors' weaknesses. T F
8. Most ad and marketing firms are not strategic which means they toss tactics haphazardly at business problems. T F
9. You should have a lead capture "device" on every web page. T F
10. 92% of businesses now employ some form of SEO on their websites. T F
11. SEO services typically cost between \$100 and \$500 per month. T F
12. SEO is a nice to have luxury but isn't that important to a business' growth strategy. T F
13. By properly educating prospects, you can justify charging premium prices. T F
14. A quality sales and marketing partner should thoroughly understand Marketing's Interrelationship and how it can impact your business and sales processes. T F