

# HMA

**HIDDEN MARKETING ASSETS**

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**INTERVIEW SERIES**

The Benefits of Making an HMA Alliance:

**How These Two HMA Partners  
Earned \$80K on One Client Alone**

Dear Student,

I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://HardToFindSeminars.com).

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

*Michael Senoff*

Founder & CEO: [www.hardtfindseminars.com](http://www.hardtfindseminars.com)

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Any perceived slights of specific people or organizations is unintentional.

## **The Benefits of Making an HMA Alliance:**

# **How These Two HMA Partners Earned \$80K on One Client Alone**

When Brian signed on to be an HMA Marketing Consultant, he asked if there were any other consultants in his area.

Brian lived in a small town of 15,000 in New York and did not want to worry about competition. He thought the chances were pretty slim but was stunned to find out another HMA consultant named Frank lived just minutes away.

But instead of looking at Frank as a detriment, Brian decided to introduce himself to see if they could work together.

And the two HMA Marketing Consultants have been nonstop ever since.

In this interview, you'll get to hear all about their partnership.

You'll hear how everything works and how everyone gets paid, how they leverage off each other's skills, how they get their clients, how they divide the work, How they outline expectations and more.

But most of all, you'll hear exactly how they made \$80,000 on their first client.

### **You'll Also Hear...**

- \* A step-by-step walk-through of the first meeting they had with their \$80K client: what their goals were and how they closed
- \* Exactly what Frank and Brian did to change their prospect's mind when he said that he hated marketing consultants
- \* The one area the HMA System excels at – that both Frank and Brian are sure was the reason this client decided to buy.
- \* A complete look at the steps of Frank and Brian's auditing sales

system (they charged \$48,000 for) and a quick look at the \$32,000 in extra services they sold him on too

- \* The magic phrase to use in all your first meetings with prospects because it piques interest every time
- \* The absolutely critical areas you must iron out if you're thinking about partnering with another marketing consultant
- \* The key to a successful direct mail campaign and how to get a more cost effective response rate from three D Mail.
- \* The pros and cons of partnership and some clear and straight-forward advice before you tie the knot.

Frank says it's so easy to have a "scarcity mindset," where you look at everyone as competitors and worry that there's only so much of the pie that can go around.

He and Brian didn't do that. With "abundance mindsets," they examined their strengths to see what each could bring to the table and ended up forming a powerful HMA alliance with a shared list of leads and skills.

And in this audio, you'll hear how they did it.

Hi, I'm Michael Senoff, founder and CEO of HardToFindSeminars.com. For the last five years I've interviewed the world's best business and marketing minds. Along the way I've created a successful publishing business all from home, from my two car garage. Now my challenge is to build the world's largest free resource for online downloadable MP3 audio business interviews. I knew I needed a site that contained strategies, solutions, and inside angles to help you live better, to save and make more money, to stay healthier, and to get more out of life. I've learned a lot in the last five years and today I'm going to show you the skills you need to survive.

**Frank:** Hello, Michael.

**Michael:** Hi, Frank. How are you?

**Frank:** I'm terrific, how are you?

**Michael:** Wonderful! I've got Brian on the other line. Brian, say hello!

**Brian:** Hey, Frank.

**Frank:** Michael, before you start. Just to let you know, I don't know how to introduce this, but one of the things we've done is we put together a sales system just like the marketing system. I'll just mention it but I wanted you to be aware of that. We've got a marketing system opportunity analysis and we've got a sales system opportunity analysis, too, now.

**Michael:** Alright, so, let me ask you this. Is this something that you guys want to start selling, kind of like selling the consulting thing?

**Frank:** Yeah, we've put a lot of time and effort into this and this is the first part of what we're doing for our clients. Then we're going to come in with the marketing.

**Michael:** Ok, so you guys have put a system to help your clients sell better. More specifically, in the sales arena?

**Frank:** Yes, that's correct. That goes beyond sales trading, Michael.

**Michael:** Ok. Thank you for letting me know. I kind of did get a little bit of an idea with some of the questions. I'm sure we can pull some good, valuable information for everyone involved. Don't you agree?

**Frank:** Sure. Absolutely.

**Michael:** Alright. So, Brian, tell us about yourself. Give me a little bit of background on your career. What have you been doing all these years?

**Brian:** I basically started in the field since I was seventeen years old. I opened up a company by the name of Target Promotions and that's a promotional product company or a specialty advertising company. Through the years it pretty much evolved into more of a performance-based company because we took on so many different avenues, we changed the name to The Target Group. We started focusing a little bit more, Michael, on implementing programs that have major impact with clients. Employee years of service programs, employee performance programs, safety wellness programs, and customer incentive retention programs. We really can do just about anything that will help attract and help retain clients. Our main philosophy is putting together what we call "high value creative marketing piece designs" for our client.

**Michael:** Give me an example. Is that something like three dimensional mail or "one-d" mail that maybe some of our listeners are familiar with?

**Brian:** Yeah. Usually what happens, Michael, when we're dealing with clients, they usually have two groups of people they want to connect with. Either their top say, hundred prospects they want to do business with, or maybe they have a bunch of inactive account they want to do business with again. What my team and I do is we come up with some ideas, we build what we call a creative marketing piece, to add some wow factor and get the attention of the group that they're trying to do business with. Many times before a customer actually has time to call the customer and follow-up on the piece, their phone is already ringing.

**Michael:** So, is this a piece that's usually mailed through the US mail or Fed Ex or UPS?

**Brian:** Any one of the three will work. To give you a quick example, one for a tennis center, their goal was to add new members. They were currently spending about five thousand dollars on postcards for a certain demographic around the tennis center that would give them normally about two new members. The cost per every new member came out to be about twenty five hundred dollars. To bring down their ROI, what we created was a creative piece design targeting people, not only in their demographic area of the tennis center, but in this certain income bracket as well as they had to like tennis. We knew that because we did some research and found out that these particular people actually bought a certain tennis magazine that they

subscribed to. The creative piece that we designed was box and on the top of the box it said the name of the tennis center and their logo and it said that they were serving out a great offer. Inside the box was all the benefits of the club and we did a printed tennis ball with their logo on it and a gold membership card that gave these people free use of the facility for a full week to really enjoy themselves. The result was three hundred and fifty of these creative pieces found about seventy five new members and we dropped their cost from twenty five hundred dollars per down to about fifty two dollars per. Not only that but the exponential growth was pretty amazing because most of those people ended up bringing a family member or friend to join them.

**Michael:** That's a great example. When you started with target marketing into specialty advertising industry I can only assume that you learned about this with your experience in the special care advertising. Going to the trade shows, looking for the unique items that catch your attention, and gain response.

**Brian:** Absolutely. Then we tie that together with the right copy and the right packaging and put it all together and go after the clients they most want to go after. It really turns out to be quite a success.

**Michael:** Alright. A little later I'd like to get some more examples of some of the more successful promotions that you've done. But let's move on to your partner in crime, that's Frank. Frank, we've interviewed you before once but why don't you provide our listeners with a brief overview of your career.

**Frank:** Thank you, Michael. I'm essentially a performance consultant. My goal is to help individuals and organizations through their performance. I've done over thirty four hundred and fifty engagements throughout the United States and Canada and I've worked with over twenty fortune five hundred companies in that respect. Most recently I wrote a book with Denny Strigl, the former president and CEO of Verizon Wireless, called "Managers, Can You Hear Me Now?" which is now available in over sixty countries. Again, very high performance organization. They just develop the mindsets, the skills and the behaviors. I think that this whole process is so important that success and performance is a result of mindsets, skills and behaviors.



**Michael:** Thank you for that, Frank. What attracted both of you guys to the HMA system? We'll start with you, Brian.

**Brian:** Well, Michael, the HMA system made it real easy to approach a business at a different level. Not only are you trying to sell them something but to be able to approach a client with the ability to increase their business without having them spend any more money on advertising really piques interest. After understanding the client's team points, we can put together and organize proposals for projects so we actually can get paid for our time in addition to the other things we actually sell. That's really great for our business.

**Michael:** Frank, what attracted you to the HMA system?

**Frank:** I think it's the word "system," Michael, initially. You see a lot of marketing programs and the word system really attracted me to your offer. The reason being, I was exposed to someone from Advanced Engineering Studies at MIT, his name was Doctor Myron Tribus. He made one of the most incisive remarks I've ever heard that applied to both marketing and sales. He said that systems is the reason we succeed. The results that we get, good or bad, is the result of the system that you have in place. The word system meant a lot. When Brian and I started working together with small businesses we discovered that a lot of what they do with marketing and selling is random acts. Sales are down? Let's do a sales blitz. Marketing is down? Let's buy billboards. What we sell now is the fact that we have a system for marketing and a system for selling as well.

**Michael:** How did you guys get introduced to each other?

**Brian:** Well, Michael, what happened is, after I received my HMA materials, it wasn't long after that I actually gave you a call and asked you if there was any other licensees and HMA consultants in my area. At the time you didn't think so but then you gave me a call back and said, "Well there's a guy in a small town called D-E-P-E-W New York." What you didn't know at that time is that's exactly where I'm located. Frank and I only live a few minutes away from each other in an office. After finding that out, I initially reached out to Frank by email to see if he was open to meeting and

of course Frank, being not only a great guy but a true professional in every way accepted and here we are today.

**Michael:** Didn't you guys see each other as maybe competitors that you were going to cut in on each other's pie or piece of the territory?

**Frank:** This is what I really admire about Brian is, I think it's so easy to do that, Michael. To see a fixed pie and to come from a scarcity mindset, Brian came from an abundance mindset, and he said let's take a look at what each of us do and how we do it and see if we can't leverage what we do to grow a new business here. So what I discovered that Brian was in the design and promotional field, it's the very tiny clients that would lend themselves to HMA system. We wouldn't have known that if we didn't get together. We maybe would have seen each other as competitors and each of us starting to worry about, "Gee, where am I gonna get my business? Someone is cutting in on my territory." All that kind of thinking that I think takes you down the road of scarcity.

**Michael:** Tell me how it all started? When was your first face-to-face meeting? Where did you meet and what did you see after that meeting as an opportunity to possibly join forces?

**Frank:** We met at Horton's coffee shop on Transit Rd in Depew, New York.

**Brian:** [laughing] Is that specific enough for you?

**Michael:** That's good! Had you both frequented that coffee shop before?

**Frank:** Yes! Many times. It was interesting because once we met, we were both excited about the fact that we were both HMA consultants. Then, very quickly when Brian recognized that I was doing a lot in the sales arena and that he had a lot of small business clients that he was selling his high value promotional items to, it was almost an instant click.

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**Michael:** Before you met, had each one of you implemented any of the steps of the HMA system for any of your existing clients? Or were you both just kind of getting going at that time?

**Brian:** I was doing some of them randomly. I can't tell you how many hours I spent with clients before I got the HMA system, how many creative hours spent-unbearable hours. I just didn't really have a system for that. Unless I ended up making a sale, I wasn't making any money off of it. I was certainly doing parts of it but not the way that we're doing it now. That's for sure.

**Michael:** After that first meeting at the coffee shop, did you leave each other with an agreement? Or just kind of leave that up in the air and got back to each other? What happened after that?

**Frank:** Well, there was a handshake, Michael. We shook hands and said, "Let's start to move forward. Let's think about clients that you have and perhaps I have that we can join forces." The nice thing about this, Michael, is that we still have our own businesses. He still has his high value promotional business and I still have my speaking and seminar business, so this is a whole new source of income for both of us. We agreed to start meeting. We were looking basically for clients in the thirty million to one hundred million dollar range and that's what we're focusing on. We found a client who is a person that Brian knew that owned an industrial product distributor company and he said, "Let me make the approach and let's see what happens." So we met in September and in October we were sitting in a potential client's office, at the time.

**Michael:** So, Brian, this client was your contact?

**Brian:** Yes, it was.

**Michael:** Was it someone you sold specialty advertising to in the past?

**Brian:** No, he actually is in a specialty type business as well so that wasn't really much of a fit. It was more of a customer that I would sell years of service programs to like more employee related.

**Michael:** Ok, so you had the contact, so did you make a call to him to do a warm referral for Frank to go in and meet him?

**Brian:** Yes. That's exactly how it happened. I told him I had some ways that we can increase their business without having to spend any more money on advertising, he gave us the appointment and that was pretty much it.

**Michael:** Did he know you were going to come in too? You guys came in together? Or were you just endorsing Frank as the consulting expert and you just kind of stayed out of it?

**Brian:** He didn't at the time know that we were coming in together. When we both went in together it was a pretty warm feeling right from the beginning, so it worked out well.

**Michael:** Is this the client story that you shared with me that generated over eighty thousand dollars in six months?

**Brian:** Yes it is.

**Michael:** For the existing HMA consultants and the listeners, let's get real specific about how this all occurred from the very first client meeting. Take me and the listeners through the steps of how the ultimate business occurring. So, you met on that first day. Both of you were there in front of him and, how did you work it? Did you

take him through an opportunity analysis? Was it a casual meeting? What was the goal of that first meeting with him?

**Frank:** We wanted to generate interest at the first meeting and obviously determine the state of the business. The owner let us know pretty quickly that he hates consultants.

**Michael:** Tell me, how was it done?

**Frank:** Well, he just said, he hates consultants. He didn't think they brought any value. Using objection techniques we pulled the objection and we discovered that he did have an experience with a consultant where the consultant laid out what they should do, laid out the problems, laid out the recommendations and then simply walked away. One of the things we did- and I think it's a suggestion for all of the HMA consultants is that, we will not only lay out recommendations but we will lead in the implementation. I think that piqued his interest.

**Michael:** This past experience, he paid for that service- for them to lay out the steps of what he needed to do, but the consultant did none of the execution. He paid for that, and never ended up executing?

**Brian:** Right. That's correct.

**Michael:** Did he share how much he invested?

**Brian:** I don't recall.

**Frank:** I don't think so.

**Brian:** He was pretty obsessed so it must have been a pretty hefty amount.

**Michael:** Alright, so what else did he reveal during that meeting? Were you able to learn about some of his hidden marketing assets? Were you able to take him through any kind of the opportunity analysis? Or was it a little bit more informal on that first meeting?

**Frank:** What we tried to accomplish and what we tried to sell at that first meeting is a marketing audit which is essentially the opportunity analysis. We shortened it up. Then also a sales audit. We take a look at everything he's doing in the sales arena other than sales training. As we got through that he kind of was more interested in the sales audit piece. He felt that he had some operational issues that they were not aligned, that they were not organized. The more questions we asked and the more things we asked to see- as an example, let's take a look at your job descriptions for sale. Let's take a look at your training program. Let's take a look at your on-boarding process. The more he recognized that they were really lacking in his system that produces sales. In fact, he turned to his national sales manager and he turned to his vice president of sales at one point and said, "These guys gotta think we're morons!"

**Michael:** How many outside sales people did he have in the firm?

**Frank:** Thirty five.

**Michael:** Thirty five outside. Nationally, all over the country?

**Frank:** Mhm. About two hundred forty employees.

**Michael:** Wow. So, your strategy going in was to sell a marketing audit or to sell a sales audit. What were you guys going to charge for that?

**Frank:** The sales audit alone- so he said, "I have problems on the sales side. I'd like for you guys to concentrate on the sales side." We said, alright. We put together

an auditing the sales system program. We charged them forty eight thousand dollars for that.

**Michael:** What was he going to get with that? What is this auditing sales system that you guys put together? Tell the listeners a little bit more about that and how that was structured to help him.

**Frank:** Ok, when we started asking questions, we asked, as an example, "Let's take a look at your job description." The job description for sales people was outdated, it was outmoded, it was not results oriented. That's the first step of our nine step system, to examine the sales job description and make it a sales results oriented job description so that when a sales person takes the job, he knows what is expected of him in clear terms. The second thing we look at was how they recruit sales people. They had some pieces in place for this so we just had to tweak this a little bit. The third is how they actually hire sales people, which has to do with streaming and has to do with follow-up. Again, they had some pieces in place here. One of their real weaknesses was step number four which is the onboard sales people. A lot of small businesses just throw a sales person into the field with very little training, very little background, so on the on-boarding process we asked them, "What does a sales person need to know, do, or use to be effective one they're in the field?" Then we got into the sales training process. They had not had any sales training in years. We designed a sales training process for them which we conducted for them. Then we took a look at how they managed the sales process. Are there goals? Are there metrics? Is there coaching involved? The next three steps we'll be looking at is how they compensate sales people, that's step number seven. How do they motivate and recognize sales people? Step number eight. And then how are the sales managers effective in managing the sales performance of sales people? That's step number nine.

**Michael:** Alright. Very good. How long will it take you to work through the sales system with this particular client in months?

**Frank:** We are practically done with the seven steps. We are going to wait until the end of their year, which is in August, for the sales compensation process. This week, actually. This Friday we're meeting for the motivation and recognition process. That should wrap up this piece. We haven't even gotten to the marketing. The nice

thing about when you go into the sales process, Michael, is you discover opportunities- where they need marketing in the marketing process.

**Michael:** I see. I'm curious, how did you conduct the company-wide sales training? Was that done virtually? Did they bring everyone in on a sales convention?

**Frank:** They brought everybody in on a sales convention and we got them for two and a half days. We trained the sales managers first for two and a half days and then we brought the sales team in for two and a half days.

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**Michael:** Wow, so both you and Brian were there doing all the training.

**Frank:** Yep. That was a separate piece, too. That was beyond the forty-eight thousand.

**Michael:** So they paid extra for that?

**Frank:** Yes, they did.

**Michael:** What kind of money did you make on that?

**Frank:** Thirty something.

**Brian:** Yes, about thirty.



**Michael:** That's fantastic. That's a whole other element of getting the whole company in there. That's not something they had to do. They didn't have to bring everyone in. Did you offer an alternative to do sales training virtually, using technology like the internet, conference calls, things of that nature?

**Frank:** This is very important. Once a client has trust with you, they recognize that you know what you're doing, they trust that you have their best interest in heart, they started simply asking us what we thought and accepting our recommendations.

**Michael:** My question is, this particular client- when he told you he hated consultants and it was because his last consultant didn't offer the integration, do you think if you guys went in there with this sales system and didn't offer to do the execution for him, he would have written you a check for forty grand?

**Frank:** No.

**Brian:** No he would not.

**Michael:** This is what separates the HMA system. We teach our consultants. You learn how to do the integration of all the steps in the system. That's a big part of it. Wouldn't you agree that businesses don't have time to do it themselves? They want someone to do it all for them. Would you agree with that?

**Brian:** Absolutely.

**Frank:** Absolutely.

**Brian:** That's exactly it. They go from one problem to another problem, the business owner, they go from one crisis to another. They don't have the ability to sit down and actually do these things. That's not their background, that's not their experience. So when you can show them that you not only suggest what to do but

you'll help them integrate it, you'll help them execute it. We tell people we'll stay with them until they see results. That seems to be very powerful.

**Michael:** That brings me to another question. Did you guys have risk reversal? Did you have a guarantee on your services?

**Frank:** What we said to them is they have a very ambitious sales goal and that we would stay with them until they develop momentum towards their sales goal. When you say that, I know it sounds a little vague. But right now we have the owner saying, "I love consultants."

**Michael:** Yeah, because you made them money.

**Frank:** Once they trust in you, Michael, and once they have rapport with you, the guarantee doesn't become as important. I think it's more up front that it's important in terms of making the decision. But as you show and demonstrate what you can accomplish and what you can do for them it becomes less important.

**Michael:** I would agree.

**Brian:** Michael, if I could just add just one other thing, too. When you think about how many sales people they have- I think they're going to be up to forty pretty soon because they are doing some hiring- whatever they spent with us, when you divide that between forty sales people, it really isn't that much. They are going to increase their sales so much it's incredible. They're looking to go up from about sixty five million to two hundred fifty million in the next- they say about ten years; I think we can do it in seven.

**Michael:** That's going to be phenomenal. I can't wait for a year from now to hear from you guys and to learn how much their sales have gone up because of your sales system. Hopefully by that time you've integrated a USP with them and done some marketing. We should do a follow-up interview on that.

**Frank:** Absolutely. It's a classic example of what we've discovered. They've been in business since the 1970's. The father started the business, the son has not taken over the business. We discovered that they have a lot of dormant customers and they have a lot of prospects but they just haven't been able to get to them, which now gives rise to a marketing solution- not a selling solution. We're going to be concentrating on that piece next. The sales system piece, the marketing system, the marketing system piece, the sales system.

**Michael:** Yeah! You use the put the marketing system, use some direct mail and use some creative ideas from Brian, you've got the sales system going so you can train the salesmen to take inbound calls from the leads that are produced from the marketing. It is all cohesive. Absolutely. So, bear with the listeners... what kind of results, feedback, have you received from the client as far as increased revenues, increased sales, closing ratios- what kind of results are they seeing from your training?

**Frank:** Well, what we've discovered is that this is a real change in their sales culture, Michael. So they've actually started the process as of March 1st. What they're doing with their sales people is identifying the specific sales activities that each sales person has to do to reach their sales goals. We developed activity worksheets; we've worked with the sales managers making sales and such; that's what they do, they're right along with the sales people. It's only the first week that we're into and we're meeting with them every two weeks with the sales managers to gauge results. We probably won't have a good handle on that for several months. What we're focusing on first is we are seeing an increase in appointments with dormant customers, with prospects, and with existing customers. At our last sales meeting only one sales person out of all of them did not meet their activity targets.

**Michael:** That's excellent. Brian, on your end, are you able to bring your target marketing with creative promotional expertise to the table to help that company generate more qualified leads that these well-trained sales people can make the calls on?

**Brian:** Yeah, absolutely. One of our steps is sales and motivating and the recognition process. That's also in our sales system but the greatest thing is we haven't really even focused on the marketing side of their business yet. Just from a quick overview, there's some things that they're having severe challenges with that we know we can help through the HMA system for sure.

**Michael:** Ok, now I know there's HMA consultants thinking about this, and I'm thinking about this, and we all know how important the unique selling proposition is and why in the HMA system the unique selling proposition and developing one that's right for the company first is so important so it can be integrated in all the sales messages. Is that something you took into consideration or did you think about maybe getting that part of their marketing done so it could be integrated in the selling through the sales reps and internal sales channels?

**Brian:** On the marketing side, Michael, I can't stop thinking about it to be honest with you. They don't have a unique selling proposition yet. The client really wanted to focus on the sales side of the things first, so we just can't wait till we really dive into the marketing side.

**Michael:** Alright, so you went with what the client wanted. It may have been smarter to get a unique selling proposition developed first for the client so it could be integrated to the sales but he wanted sales and you just delivered what he wanted, which is smart.

**Frank:** Yes. They do have a unique selling proposition of sorts which they've been using and it's been in existence for a while. It's simply, "Whatever it takes." That's the phrase they've been using. "Whatever it takes to get you the products. If it's us driving overnight to get it to you, whatever it takes." We haven't talked about it but there is something there that is part of the culture of the organization. We haven't done any word spitting at it.

**Michael:** For the consultants, how did you get the money? You charged them for the sales system... remind me, forty grand? Forty five?

**Brian:** Forty-eight.

**Michael:** Forty-eight thousand. How did they have to pay? Was it all up front? Was it in payments? Was it after each step? What was the strategy there to get your money?

**Frank:** When they signed the contract it was sixteen thousand. We thought it would take about four months. In the middle of the contract, another sixteen thousand and at the end of the four months another sixteen thousand.

**Michael:** Alright. You have here you've generated eighty thousand in six months. Where did the additional forty-something thousand come from with this client?

**Frank:** We had forty eight plus we did the sales training, plus they've bought management training now and customer service training for their customer care staff. You add that all up and it's going to be well in excess of eighty.

**Michael:** Wow. That's wonderful. I want to congratulate you both on this client. That is excellent.

**Brian:** Thank you.

**Frank:** We've got others in the hopper which is very exciting about this. I think part of the key is when Brian and I got together, and as you know, Michael, being a consultant can be a very lonely job. You have a bad day and you got nobody to talk to, you have a bad day and you got nobody to talk to! It really helps that we have each other to bounce ideas and motivate and kind of be an accountability partner. I think that's important. I think the other thing that's really important here for HMA consultants is the alliance. We have an alliance. This alliance is so strong and that we both bring something to the alliance that we're going to keep it alive. I'm suggesting to HMA consultants, take a look at people who sell products or services to small businesses that are not your competitor. As an example, in Brian's case it was high value promotional items. Or maybe it's somebody who sells billboards to small

businesses. Give them a call. Buy them a cup of coffee. Get together with them and see if you can leverage each other. I think there's a great opportunity in alliance building.

**Michael:** Absolutely. I mean, with the HMA system, alliance is the third step of the system. Join ventures and every HMA consultant should be their own first client. You gotta ask yourself, where are your own alliances in your consulting business? Both of you guys accomplished that beautifully with this specific example. What other stuff do you have in the works that you can share that you're excited about?

**Brian:** We have quite a few manufacturing plants that really are in desperate need of promotion and just building a system. They're losing a lot of their business to overseas and we have a lot of appointments set up for April.

**Michael:** How were you able to generate these appointments? Are these through cold prospecting or did you have some connection with them, Brian?

**Brian:** These are some of our clients in the promotional realm that we just basically told them that we bought the licensing rights to a multicolor HMA system and this is what we do and we can help them increase their sales and profits without spending any more money on advertising and give us a shot to meet and Frank and I will go in there and we'll do all the rest.

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**Michael:** I want to bring up something that may be a little uncomfortable. But you know, with partners there could always be problems when it comes to partnerships. In your specific example, how did you two, working together, set the expectations so both of you felt like one wasn't doing more work than the other? Is that something you guys have discussed openly about your partnership and what you're going to do, Brian, and what you're going to do, Frank? What each one's responsibilities are going to be? Because you know how it is when the money starts flowing in, sometimes attitudes change and partnerships can be in jeopardy. How have you two discussed this to make sure you have a long lasting and mutually beneficial and understanding

of your partnership? I think that's important for anyone considering getting a partner for them as marketing consultant.

**Frank:** I think the very first step is you have to believe in your partner; you have to trust your partner. I knew a little bit of Brian's background after we met and I touched base with a number of people and you know, Brian is a family person. He has children- he cares about his children. He's active in his community. Brian knew my background. I think you gotta start with that. You gotta start with a strong feeling about the person. I think that you have to communicate. At the beginning of any partnership, you don't know what is going to come up down the line. So you need to be able to simply talk it out. I know of an example of with this client that we have, I took the lead on the sales side. That's my expertise. Now we move to the marketing side, Brian's going to take the lead on the marketing side. We know it's going to work out. We talk things through.

**Michael:** Good. How do you set it up, legally? Do you do an LLC or are you just operating under sole proprietors? Who's the check made out to? How do you split the money?

**Frank:** I am actually on the payroll of Brian which is an entirety group and we bundle everything to the entirety group and then Brian writes checks made.

**Brian:** We both have our own companies. The clients that we are talking about currently are clients of the target group currently so we're now getting into the HMA system. Those all funnel through my company and Frank was the higher end, I guess, in this case.

**Michael:** Alright, that's perfect. So are you going to go back to this client and is he open to a marketing system for his existing business?

**Brian:** Absolutely. He can't wait to get into it. Especially after we totally complete the sales system.

**Michael:** If we have a listener listening and they really like the idea= maybe they have a client or someone they know with a large company in the million dollar range that you described earlier in the interview, who needs a detailed selling system for their sales force, what would be the best way for them to contact you guys if they wanted to get some more information, and is that something that you can offer one of our consultants out there who may have a client interested in that?

**Brian:** Anybody that wants to give us a call can at 716-871-1111 at the target group.

**Michael:** What's the best number?

**Brian:** That number is 716-871-1111. Frank and I have an extension.

**Michael:** Let's say the client is in California. Are you able to work with them just as effectively even if they're cross country?

**Brian:** I think so. Yeah. One of the things we want to do is actually develop a manual, put a lot of time and effort into this, and have a manual that will take you through each of the nine steps. Pretty much like the manuals that you have for the HMA system, Michael.

**Michael:** Yes.

**Brian:** We'd like to develop that and take it through and actually have a program that they can buy.

**Michael:** I think that's excellent. You would be able to share that with them. I definitely don't want to stop the interview without getting back to Brian. Brian, I would love to hear maybe two or three of maybe some of your best promotional successes using some of the unique promotional items like the story you described was wonderful earlier in the interview. What are some other types of mailings, maybe low



cost mailings, that you could possibly put together and mail for some of the HMA consultants to a number of potential clients? Say it's five hundred or a thousand leads. What's some low cost mailers to use that really get attention that you've seen work in the past, maybe from what you've learned in the promotional industry? Any ideas on that?

**Brian:** Well, I definitely would want to give that some thought. I can give you two quick examples of some things that we've done for some other companies that might stir up some ideas.

**Michael:** Sure.

**Brian:** We did one for a collision shop. All we were looking for was a promotional items like a magnet to stick on people's refrigerators. The idea behind it was, after talking to them we said, "What part of your business are you really looking to increase by doing this?" He said, "The collision shop, we make a lot of money in collision and we really want to increase that part of the business." I'm sitting here doing a business card magnet. What I did was I created a magnet that looks exactly like a Band-Aid. On it was printed, 'Sorry to see you had an accident but we can make your car look like new again. Stop in for a free estimate. We'll give you a free loaner.' Each one of these magnets, Michael, were printed in a different color ink. Green would be for John, red would be for Steve, and blue would be for Bob, and these were the people that worked in the collision shop. They were told anytime they go out to the mall or where ever they go, if they see a car that was damaged, just go pop 'em right on the booboo, type of thing, and then when the person came out from the store and their car was already damaged, they saw a creative way to market and to go to this particular auto dealer. They got a ton of business and what happened is, the reason that the Band-Aid magnets were in different colors, so you could tell which one John did and which one Bob did and they each got a stint every time a car came in so that was one example that worked out really well and increased their business quite a bit.

**Michael:** That's a great idea. I like that a lot.

**Brian:** Another one is actually being used by- I have a division of my target group company called Echella Target. It's a way that we can help businesses reduce their

bills on gas and electric and overcharges and things like that. What I did was I put a really neat box together, it's kind of hard to do this over the interview but ultimately I met up with Jim Kelley who's obviously the hall of fame quarterback for the Buffalo Bills and he endorsed this box. Inside the box was a little garbage can and it basically said, "Don't let leaks in your gas and electric bills drain your profits," kind of a thing. Jim endorsed it. We put a two dollar bill in each one so when we sent it out to CEOs, they were already positive by knowing us. We got quite a few leads before we even got a chance to follow up on these particular marketing pieces. We got quite a few leads from them just calling us up and saying, "That was great. How can you help us save money?"

**Michael:** One of your divisions was to help large companies reduce their utility bills?

**Brian:** Right. Correct.

**Michael:** And this was the lead generator... How many did you send out on that promotion?

**Brian:** Probably sent out about fifty to seventy five. That's the great thing about this. You don't have to send out a ton of them. What you want to do it send them out in smaller amounts and really follow up on them.

**Michael:** I see. The quarterback who endorsed it- did you have to pay him to do the endorsement? How did you work that out? Does he get any kind of the percentage of any sales that result?

**Brian:** No, he's actually a friend of mine. He will get a piece of all sales that come in.

**Michael:** That will be nice. What was the average roundabout cost of that mailing including postage, the box and the little garbage can? Was it a plastic one or one of the little silver ones?

**Brian:** It's one of those galvanized silver ones that look like little metal ones. He autographed each one of those. It not only became a useful piece, one that was sent, but it became a piece that people would put on their desk and maybe put their pens or pencils in or something like that. It's kind of a neat reminder of our company. The total cost was probably about twenty five dollars a box.

**Michael:** Twenty five bucks a pop. But look at the return on a mailing like that compared to a piece of junk mail that say, 'How would you like to reduce your utility bills?' where most of them end up in the garbage.

**Brian:** The key is, Michael, not to send it to everybody. The key is to develop exactly who you want to send it to. Who you really want to get business from. If you do get business it would be well worth the whole promotion in total.

**Michael:** Do you remember how many accounts that brought in?

**Brian:** We brought in three different accounts with that. We easily surpassed what we spent on the promotion.

**Michael:** You've been in specialty advertising a long time. Are calendars still hot? I mean, calendars seem like the main stay in promotional advertising. But with cell phones and iPhones and digital stuff do people still like getting personal, paper calendars?

**Brian:** You know, I gotta tell you, it's slowed up for quite a while on the calendars, Michael. But then all of a sudden in the last two year, I don't know what it is, but they picked back up again. I think it's people like to write things down on their calendar on their wall. I know Frank uses his calendar. I use totally electronic. Different strokes for different folks, I guess.

**Michael:** After you introduce your sales system you will follow up with some of these unique dimensional mailers for the marketing system for the company. It's a natural fit. If you've got a guy who's invested in sales and you've brought him great ROIs, hey! The marketing is just going to exponentially grow that.

**Brian:** Absolutely.

**Michael:** That's a great follow up.

**Frank:** What's important there, Michael, we're kind of circling the field on this, but it's targeting your audience. Instead of sending out the five thousand pieces at the tennis club, they targeted who they wanted as their clients. Once they targeted then success came because then they were willing to spend about the same amount of money but to get a greater return on investments with the targeting of the prospects.

**Michael:** Yeah. Did you guys catch Sixty Minutes- the story on the data brokers, by any chance?

**Brian:** No.

**Michael:** Go get on YouTube or get on Sixty Minutes and watch last Sunday's story. It's about the data brokers. When we talk about target marketing, you're going to be flabbergasted because the data brokers, with the internet technology, with cell phones and with Facebook, and LinkedIn, you can target so specific now it's unbelievable. The Sixty Minutes story does about a fifteen minute piece. What I'll do, I was so impressed with it I re-watched it online and I took notes and I took the names of all these specialty data brokers that you can get lists- I mean, this is kind of gross, but you can get lists of people with venereal diseases. You can get lists of people on any kind of medication you can think of. By prescription. You can get a list of people who have cancer, who have diabetes, who have any ailment you can think of. It is so specific now and all that data is right there, available on the internet through a lot of companies. There are about eight or nine of the big boys that Sixty Minutes featured. I'll send you me notes on that. I think you'll find it very interesting. From a marketing standpoint you can target now like you wouldn't believe.

**Frank:** That's so important. As opposed to just going out there and sending stuff out. I can't tell you how often Brian and I will be in a place or talking to someone and we'll mention maybe direct mail. "Oh, I tried that and it didn't work," is their response. Well, look at what they tried! You can see twelve reasons it didn't work!

**Michael:** Exactly. Alright, well we're going to wrap it up. I'm going to give both of you the chance to leave with some parting words of advice for our new and green HMA consultants. Any advice you want to leave them with.

**Frank:** One of the things we are discovering, Michael, is that small businesses have huge problems. Huge operational problems. Most of them are not in the marketing or selling business. They have products that they sell or they have services that they sell. There's great opportunity for HMA consultants in small businesses. Just in this one business we're working with now. If we had a list of all of the breakdowns they have in their marketing and sales system there are probably fifty two or fifty three breakdowns that they have in their system. So, it's a wonderful opportunity. Do not be discouraged if people say no. One of the problems are timing and a small business will start small. Real small. Maybe one or two people. Then they'll grow and grow and grow and they put this hodgepodge together of how they market, a hodgepodge together of how they sell, but it's never integrated and it's never aligned. I think that the real benefit of the HMA system and now with our sales system is we show them how to align and how to integrate everything that they do so that one piece of the system supports another piece of the system. There's great opportunity out there for HMA consultant.

**Michael:** Alright, Brian. Any last words?

**Brian:** Yeah, Michael. Just work together, HMA consultants. They can kind of keep it light when they go out there; ultimately with the HMA system, they have the ability to increase pretty much any size business's profits and reduce their costs. They just need to get out there. That's pretty much it.

**Michael:** I appreciate you guys sharing with me.

**Brian:** It's been a help to both of us and we wanted to extend that help to all the HMA consultants.

**Michael:** Alright gentlemen! Thanks for the time. Have a good rest of your afternoon and we'll be in touch.

**Brian:** Thanks Michael.

**Frank:** Continue in your success, Michael.

**Michael:** You too. Bye-bye.

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