

# READY, SET GROW

Increasing sales and growing your business is definitely a race. But just running fast doesn't guarantee results. Before you lace 'em up, and climb into the blocks, be sure you are in the right race, you know the rules, and you can quickly identify and clear each hurdle.

At the Nicholas J. Webb Consulting and Sales Group we are experts at delivering U.S. markets. Our turnkey solutions and fast-track methods are designed to achieve one thing: Growing sales by creating customer value.

The race for sales isn't just a sprint. In order to sustain growth and ensure the long-term success of your business, you do have to act fast, but you also have to implement the systems that foster the prediction of need and the creation of future customer value.

If you're ready, visit our web site, or better yet, call us directly.

Then get set, to harness the power of value-centric thinking.

And if your goal is to grow, then we'll help you increase sales now and work toward market dominance in the future.

THE  
**NICHOLAS J. WEBB**  
CONSULTING & SALES GROUP

800-991-9941 • [www.nickwebb.com](http://www.nickwebb.com)

- Fast and Significant Sales Growth
- Rapid Identification of New Profit Centers
- New Product and Service Creation
- Product Launch Strategies
- Market Domination Through Our Customer Value Continuum Program
- Building Sales Programs that Work within Distinct Channels
- Organizing and Managing Sales Networks

## Nicholas Webb

A Certified Management Consultant and inventor, Nick has twenty-two patents to his name, he founded two successful medical industry companies, and commercialized dozens of products that continue to generate millions in revenue.

Nick specializes in helping companies to gain a competitive edge through planned innovation and invention. His value-centered approach has produced dramatic results in sales and marketing, customer service and research and development.

Leading the consulting group, Nick combines his own personal experience of "having been there" with a proven strategy for increasing profits and market share through the use of invention programs.

### Services

Increase sales and start on the path to market domination. Learn about:

*"Business success is simply a matter of identifying and delivering on customer value through applied innovation."*

~ Nicholas J. Webb

### • Value-Centric Selling

If you don't invent the solution, your competition will. Become a Solution Specialist.

### • Re-Inventing Customer Service

Bullet-proof your company against competition. Why you must give customers more than they expect.

### • Out-Invent The Competition

Why innovation planning jets you to the cutting edge. Making new product and service development everybody's business.

### • Fast-track Invention

You're only as good as your last great idea. Jump-starting new product and service development.

### • The Baseline of Current Customer Expectation

Most companies are at or below the baseline. This creates tremendous opportunity.

### • Customer Punitive Programs and Policies

Avoid the common pitfalls that end up punishing rather than servicing the customer.

### • The "Success Triangle"

The 3 secrets to business success and the cornerstone of fast-track invention.

## The Nicholas J. Webb Sales Group

800-991-9941 • www.nickwebb.com

## Martin Fortier

Years of sales and marketing experience from multiple, diverse industries has given Martin a comprehensive, "frontline" perspective on bringing products to market. He's successfully commercialized products in the industrial and retail channels, negotiated multi-million dollar licensing agreements with Fortune 500 companies, and managed various sales forces that called on everyone from mom & pops to mass merchants.

Directing the sales group, Martin excels at identifying customer demand, positioning products, and developing distribution systems to maximize sales.

### Services

The members of the sales and marketing team are experts at:

*"... your competitors are waiting for you to slip up, slow down, or get sloppy. Product introductions, market share acquisition, and market domination must be carried out swiftly and systematically."*

~ Marty Fortier

- Developing product launch strategies.
- Strategy based creative services, including pre-interface promotional material.
- Identifying and honing the distribution channel.
- Building sales programs that work within distinct channels.
- Organizing and managing sales networks based on our proprietary Q.U.E.S.T.<sup>TM</sup> formula.

**Query** - Question everything, learn to anticipate

**Urgency** - Take immediate action

**Entrepreneurial** - Pursuit with the passion of ownership

**Solutions** - Anyone can present the problem, solutions take effort

**Tenacity** - Failure is not an option, results only