Time Profit Maximizer

Making ***MORE*** Money by
Spending ***LESS*** Time With
Customers and Clients

by
STEVE ROSENBAUM

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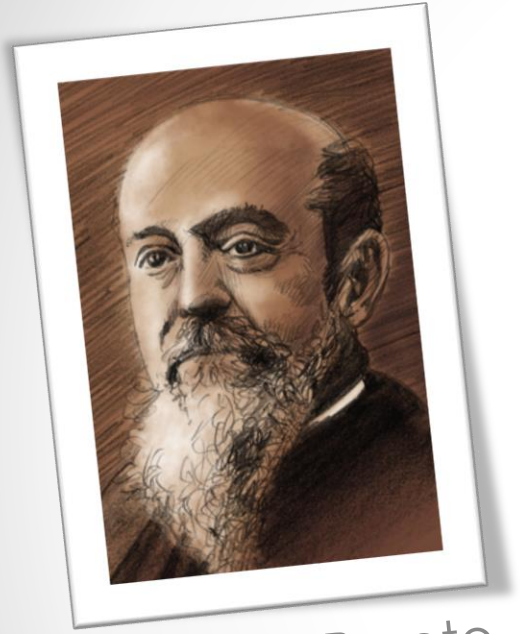
Making *MORE* Money by Spending *LESS* Time With Customers and Clients

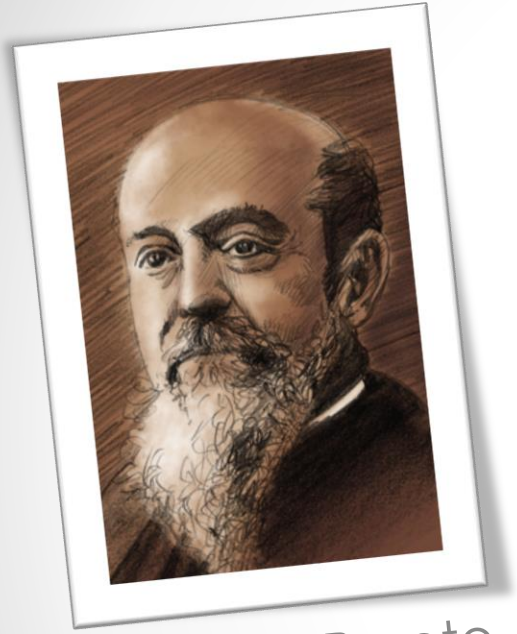
Today, You Will Get:

- A New Understanding Of A Well-Known Principle
- Advanced Client Management Techniques Cultivated by Me over 25+ Years
- Controversial Account Attraction Strategy
- A Glaring HOLE in your Business That You NEED to Fill
- Time Management Secret That Will Make You "Super Productive"



Vilfredo Pareto

"20 percent of focused effort results in 80 percent out come of results!"



Vilfredo Pareto

Paraphrase:

Most Of The Outputs Will Result From Few Of The Inputs

80/20 Applies to:

- You
- Your Clients
- Customers
- Products
- Customer Service
- Your Work

Critical Concept…

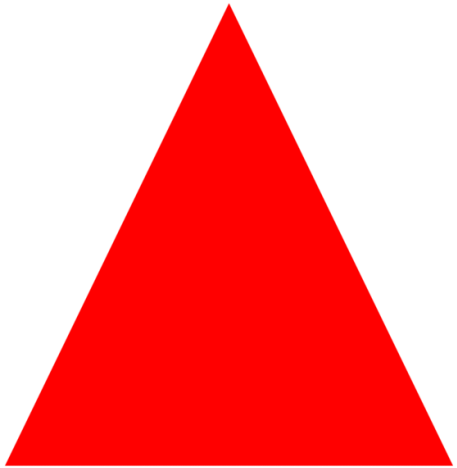
…

Critical Concept…
The 80/20 Rule is “Fractal”

…

Critical Concept…
The 80/20 Rule is "Fractal"

A fractal is a never-ending pattern created by repeating a simple process over and over in an ongoing feedback loop.



Example: $1,000,000 Business

$1,000,000 Business

Customers	Sales	Average
1,000	1,000,000	1,000

$1,000,000 Business

Customers	Sales	Average
1,000	1,000,000	1,000
200	800,000	4,000

$1,000,000 Business

Customers	Sales	Average
1,000	1,000,000	1,000
200	800,000	4,000
800	200,000	250

Top 20% Are 16X Greater!

4,000 / 250 = 16

Top 20% Accounts

Customers	Sales	Average
200	800,000	4,000

Top 20% Accounts

Customers	Sales	Average
200	800,000	4,000
40	640,000	16,000

Top 20% Accounts

Customers	Sales	Average
200	800,000	4,000
40	640,000	16,000
160	160,000	1,000

Exponential ROI!

40 Accounts = $640,000

4% of Accounts = 64% of Sales

Top 20% of 20% Accounts

Customers	Sales	Average
40	640,000	16,000

Top 20% of 20% Accounts

Customers	Sales	Average
40	640,000	16,000
8	512,000	64,000

Top 20% of 20% Accounts

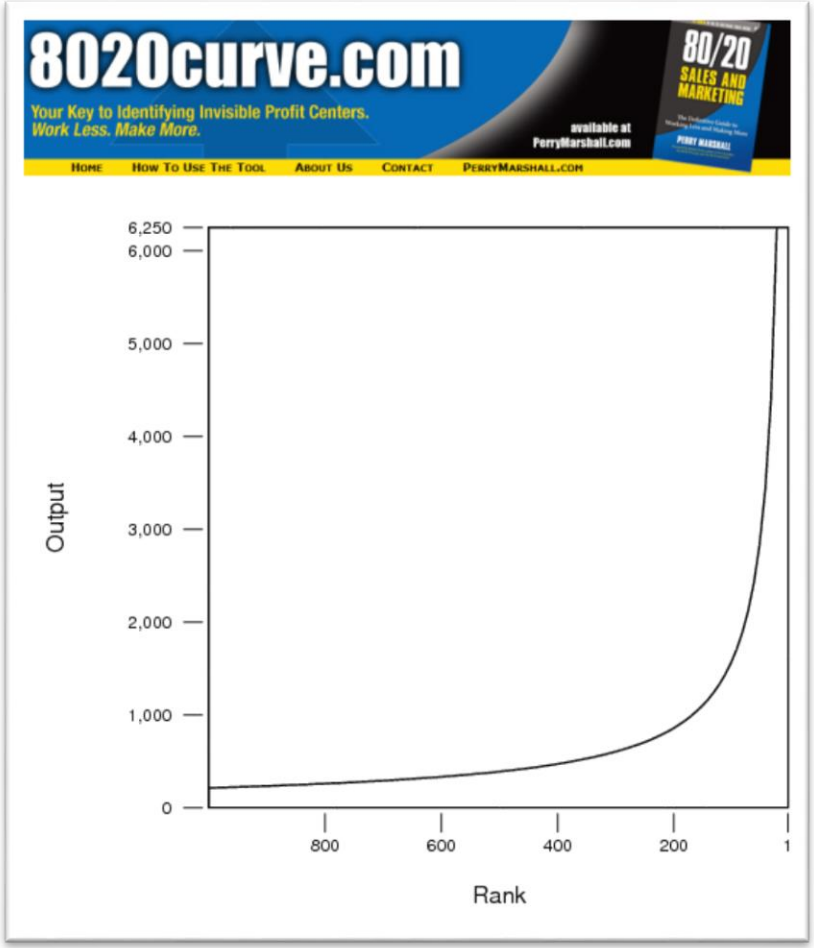
Customers	Sales	Average
40	640,000	16,000
8	512,000	64,000
32	128,000	4,000

Exponential ROI!

8 Accounts = $512,000

.8% of Accounts = 51.2% of Sales!

.8% of Accounts = 64X Average!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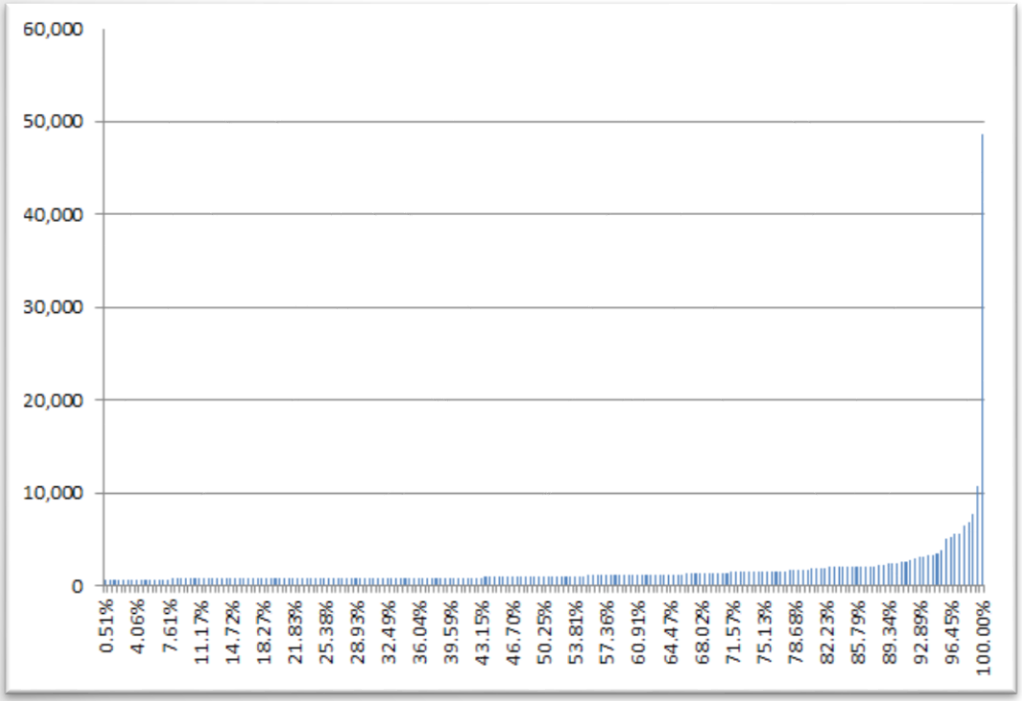
Your Key to Identifying Invisible Profit Centers.
Work Less. Make More.
available at
PerryMarshall.com
80/20
SALES AND
MARKETING
HOME
HOW TO USE THE TOOL
ABOUT US
CONTACT
PERRYMARSHALL.COM
6,250
6,000
5,000
4,000
3,000
2,000
1,000
0
Output
800
600
400
200
1
Rank

Actual Sales Data



- Average = $427
- #1 Account = $48,950

Focus on Large Accounts

- Easier to Grow
- Success Breeds Success
- They Understand Your Concepts
- They’re Hungry For More
- Influential

Automate Your Bottom Accounts

- Make Them Self-Sufficient
- Broaden Your Offering
- Affiliate Commissions
  - LeadOutcome / ZapPowee Campaign Kits
  - Hosting
- Subscriptions
  - Membership Site
  - Newsletter
- Fire the bottom 10%, and the most demanding clients every year.

Critical Concepts…

- Stop Looking For Businesses That NEED Help and Start Putting Yourself In Front Of Businesses That WANT Help!
- Target Successful companies that want to be MORE SUCCESSFUL!

Critical Concepts…

Of the hundreds of things on your mind…

Critical Concepts…

Of the hundreds of things on your mind…

only a few really matter and deserve your attention

2 Things You Must Do

2 Things You Must Do

- LeadOutcome
  - http://zaplink.us/leadoutcome
- More Back End Training – BEFS
  - http://zaplink.us/befs97