



Small Business Marketing Secrets Increase Gross Profit Margin 25% in 90 Days Even if You Feel Helpless With Your Marketing

Small business marketing and advertising has been a money-pit to a large number of local business owners, but Richard Johnson makes it simple and profitable with proven strategies and a performance guarantee. His approach helps boost gross profit margins by 25% in as few as 90 days for any small business. Johnson will be interviewed by Ramon Dees, the only Atlanta-based licensee of Johnson's system, on April 29, at 1:00 pm EST during a live teleseminar. Johnson and Dees will answer questions and share several tips and strategies on the live call. Completing one simple survey question at www.IncreaseSales25Percent.com gets you registered.

Atlanta, GA (PRWEB) April 22, 2010 -- Small business marketing and advertising has been a money-pit to a large number of local business owners, but Richard Johnson makes it simple and profitable with proven strategies and a performance guarantee. For the last 20 years, his approach has increased gross profit margins by 25% in as few as 90 days for many small to mid sized companies. Johnson will be interviewed by Ramon Dees, the only Atlanta-based licensee of Johnson's system, on April 29, at 1:00 pm EST during a live teleseminar. Johnson and Dees will answer questions and share several tips and strategies on the live call. Completing one simple survey question at www.IncreaseSales25Percent.com gets you registered.

According to Johnson, "Companies must now 'create their own' economy in this challenging economic time. We will show you how on our upcoming teleseminar. It is widely known that marketing in a slow economy is the best time to take market share away from your competitor!"

"The great American dream has always been to own a business, but just last month 8,162 of the 149,979 bankruptcy filings came from businesses, according to AACER (Automated Access to Electronic Court Records). The credit crunch and a reduction in spending can be overcome by superior marketing and being innovative in other areas", explains Ramon Dees, the only Atlanta-based licensee of Richard Johnson's small business marketing system.

James E. Bowie Jr., of Water King, Inc., increased quarterly sales from \$168,000 to \$450,000 in one year. He said of Johnson's marketing system, "...your 7-step system is not hype. It gave us a structured process to the effort I knew we needed to make to be successful. I found it effective and efficient."

Dees says he likes to give small business owners an "unfair advantage" by loading them up with insider secrets proven to be effective for more than 20 years, but largely unknown by a lot of entrepreneurs. "If you want to increase gross profit margin, you need strategies that are superior to what most small business owners are doing today. The vast majority of small business owners have never been exposed to these tactics. I chose Richard's system because of its simplicity and the successful 20 year track record increasing the gross profit margin. Our system is the premier sales and marketing system on Dell and Select IBM Channel partners' online management learning system."

Ramon Dees will interview Johnson on a live teleseminar Thursday, April 29th at 1:00 pm EST and cover the following topics:

- What's the best way to create an effective small business marketing plan?



- The three preferred ways to attract new customers to a business in a down economy.
- How to leverage this proven seven-step process to achieve 25% gains in any industry.
- How to create loyalty with past, present, and prospective customers in order to keep them from going elsewhere.
- How to cut advertising costs while increasing sales and revenue.
- Identification of the most critical business growth skill and the quickest way to develop it.
- The three areas to focus on (in any industry) in order to achieve a 25% increase to the gross profit margin.

To be empowered with these and other small business marketing strategies, simply complete the one question survey found at www.IncreaseSales25Percent.com. Many questions will be answered on the live call.

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