



Mr. Messer is the founder and President of Messer and Company, Inc., an international management, marketing and training services practice headquartered in San Diego.

Wade is the chief consultant to thousands of businesses worldwide. He understands areas such as cash management and projections, human resource, strategic planning, succession planning and marketing. He has trained thousands of professionals in management and marketing techniques who are currently experiencing success in their business.

Wade attended the U.S. Military Academy at West Point, and the University of Colorado. He has served in numerous trade organizations, corporate Board of Directors and is a nationally recognized speaker and innovator in business management.

A practical business man who has served as a controller and vice president of finance for two large corporations and has managed the consulting divisions of large public accounting firms in Phoenix, Arizona, Los Angeles, California and in Tennessee. With over 35 years experience in management and marketing, innovation and effectiveness are common elements in his achievements.

He knows where you are in your business.

Welcome!

Are You Ready for Recovery?

Presented by:
O. Wade Messer



MESSER & COMPANY, INC.
Management • Mapping • Training

We assume you are here to improve your business!

- We do not have to convince you to try new ideas
- You have come with an open mind
- You are looking for something new to get your business through the recession
- You want to do more than survive, you want to build and prepare for the recovery

The rules of business have...

...CHANGED

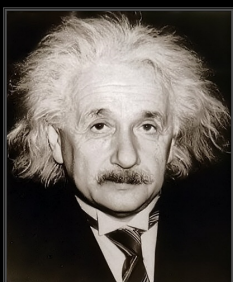
- Dramatically & Permanently
- How should businesses respond?
- Is it going to be easy?
- There is a “New Normal!”

The rules have changed...

- Credit
- Advertising
- Sourcing globally
- Inflation
- Public relations-Social networking

Biggest winners: Now & in the coming years

- Continually evolve
- Continually improve processes
- Focus on the fundamentals



Insanity:

“doing the same thing over and over again and expecting different results.”

Albert Einstein

Why do we need to market?

“A good reputation is no longer enough to attract new business.”

The New York Times



Today's Opportunities

- Current clients
- New clients in same market
- New markets



Marketing vs. Selling

Marketing

- Who are we?
- Who/what is our market?
- How do we communicate?

Measure success by the number of **leads generated.**

Selling

- Creating new clients from the leads generated in the marketing effort.

Measure success by **new revenue.**



How to get results

- Marketing requires **commitment**
- **Everyone** in your company markets... some just don't know it!
- Develop your **strategy**, put your annual marketing plan in **writing**
- Set your marketing goals
- Define your tactics and assign individuals specific action items



Marketing Success

“It's not about telling and selling. It's about **starting conversations and solving problems**”

Jim Stengel
Chief Marketing Officer
Procter & Gamble



Your Business

- Clearly indentify your **value drivers**
- What do you do well?
- What makes you **different**?
 - Our people, products & services
- How do you want to be perceived?
 - Is your message clear?
- Understand your competition



“We are not in the **coffee business** serving people, we are in **the people business** serving coffee”



Howard Schultz – CEO
Starbucks Coffee



Your Market

- Current clients
 - Have their needs changed?
- New clients in the same markets
 - Have you accurately identified them?
- New markets
 - How can your current skills and services be leveraged?



Your Market

Understanding the generations:

- Baby Boomers 1946-1964
- Generation X 1965-1979
- Generation Y 1980-2000



Some Statistics

Median age of a...

- Twitter user is 39
- Facebook user is 38
- LinkedIn user is 44

Source: thenextweb.com 9/2010



Your Market

- Who needs what we offer?
- Understand your target market
 - ▣ What do they want?
 - ▣ How will they find it?
 - ▣ What will motivate them to take action?



Your Market

- How do you determine what they want and how they'll find it?
- **Ask** and **listen** (research)
 - ▣ Analyze your current clients
 - ▣ What are new prospects asking for?
 - ▣ Use social media tools for feedback
 - ▣ Market research
- Develop a detailed client model
 - ▣ Be specific



How do we communicate?



A word cloud containing various communication methods. The words are arranged in a roughly circular pattern. The most prominent words are 'books', 'pay-per-click', 'blogging', 'articles', 'optimized-website', 'telemarketing', 'email', 'viral-marketing', 'public-speaking', 'banner-ads', 'advertising', 'social-media', 'direct-mail', 'newsletters', 'brochures', and 'print'. The words are in different colors (red, blue, black) and sizes.



How do we communicate?

- Things to keep in mind when selecting your communications tools
 - **YELLING** is no longer effective!
 - People want the opportunity to **communicate**.
- Top 3 reasons people buy:
 1. Referred - Reviewed - Recognized
 2. Specialization
 3. Proactive

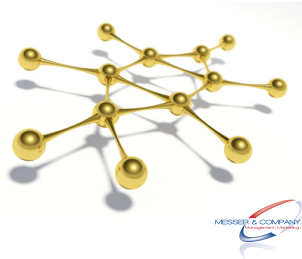


How do we communicate?

- Leverage partners and affiliates
- Be consistent
- Be recognizable
- Provide value associated with your brand
- Measure the results
- Maintain balance



Interact **within** the network, both **online** and **offline**



The Law of the Few

10% influence the purchasing behavior of the other **90%**



91% of people are likely to buy based on a **recommendation**



Message development

- Differentiate or Die!
 - Offer something different
 - Area specialty



Message development

Why is your service
different and **useful...**
not just better?



Your brand

“A brand is a **name** or **symbol**
used to identify the **source** of a
product or service.”



Your brand

- A strong brand can add significant **value** when it is well recognized and has **positive associations** in the mind of the consumer.
- Consumers are drawn to buying a strong brand and **often happily pay more** over a “generic”





Act on your plan

- Acting on the plan separates the **dreamers** from the **doers!**
- Develop goals and measure your success
- Set deadlines
- Have a system to monitor activity and results



Where to start!

- LinkedIn
- Facebook "Fan Page"
- Twitter
- Tweetdeck
- Ping.fm
- Yelp.com

Start with your clients

- Best source for profitable new/repeat business
- Have them be a part of your company
 - Get feedback ask for input
- Viral Initiatives up and running
 - E-mail
 - Newsletter/blog and social media integration

Leverage your own expertise

- Get out of the office!
 - Business networking events
- Tout your successes!
 - Industry awards
 - News announcements/blog and social media posts
- Be a resource for others!
 - Speaking opportunities
 - Media expert source

Two more recovery items

- ❑ **Your Management Team is Critical!**
- ❑ **What are you (the owner) focusing on in the recovery?**

Your management team is critical

- ❑ You will need others to help you succeed
- ❑ Hire sales and service oriented individuals!
- ❑ Stop complaining and start training
- ❑ Delegate responsibility

Your management team is critical

- ❑ Develop compensation programs that reward excellence
- ❑ Create an atmosphere where thoughts and ideas are welcome
- ❑ Use Job Descriptions
- ❑ Do regular employee reviews
- ❑ Put all management employee agreements in writing

Are you working in the business or on the business?

- What is your current role?
- What will your role be?
- Determine what you want
- What is your plan to build the value of your business?
- Ensure implementation of your Strategic and Marketing plans

Questions?



Thank You!

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A Few Words from Our Clients:

Your insight and Strategic Planning skills have given us an exciting vision and road map for future success for years to come.

— *Kortman Electric*

Both training programs were very well received. They were professionally presented, clear and concise, were fact-based and applicable to our company's specific needs and concerns. We look forward to our follow-up sessions.

— *Image Craft*

One can only judge the effectiveness of an event like this by long term results. I am pleased to report that the outcome has far exceeded our expectations.

— *Hewlett Packard*

The interaction that both Wade and Dean had with the class was professional, no-nonsense and practical. The class helped me to truly assess and modify my current sales practices... The homework they issued helped me understand the steps learned and digest it all. I appreciated the workbooks for a quick reference and the little cheat cards they provided us... on a recent sales call we tried to implement the sales steps we learned, suffice it to say we were successful.

— *Torrey Pines Bank*

Mr. Messer is a tremendous teacher and encourager, helping our company realize even more than we expected. It is my opinion that the firm of Messer & Company will add much to any company that's willing to invest time and resources into achieving greater financial stability within their market.

— *Scooter Lift Manufacturing*

Your level of professionalism, impartiality, and no-nonsense approach were instrumental in developing a very practical and useful plan.

— *CORE Construction Services*

Your insight & experience provided tremendous benefit in working through all the issues we identified. The program you assisted us in outlining will be very successful in bringing us new business relationships to our bank.

— *National Bank of Arizona*

Some of the Clients We Have Assisted:

Hewlett-Packard Company, Ft. Collins, CO	Turner Construction Company, San Diego, CA & Phoenix, AZ
Five Elements, San Diego, CA	Cumberland Electric Membership Corporation, Clarksville, TN
Singer Lewak, LLC, Los Angeles, CA	CORE Construction Services of Nevada, Inc., Las Vegas, NV
Kortman Electric, Inc., Phoenix, AZ	NOBEUS Property Management, Phoenix, AZ
Campbell, Lauter & Murphy, San Diego, CA	R.C. Thornton Financial Group, PLC, Phoenix, AZ
Torrey Pines Bank, San Diego, CA	Swirenton Inc., San Diego, CA
Image Craft, Phoenix, AZ	Rowan Electric, San Diego, CA
Capital Growth Properties, San Diego, CA	Colorado East Bank & Trust, Lamar, CO



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Taking Business To
The Next Level

MANAGEMENT

Our management services help our clients increase profits by setting the direction & achieving the goals of their organization.

STRATEGIC PLANNING

- A Strategic and Tactical approach to planning.
- Research:
 - Client interviews or focus groups.
 - Competitive analysis & market research.
 - Management interviews.
- Planning session.
- Regular review.

HUMAN RESOURCE SERVICES

- Job descriptions.
- Employee handbooks.
- Assessment tools.
- Employee review systems.
- Policy & procedure manuals.

OPERATIONAL EVALUATION AND DEVELOPMENT

- Tactical operational and systems review.
- Process improvement plan.
- Documentation of procedures.

SUCCESSION PLANNING

- Exit plan development.
- Leadership development.



MARKETING

A good reputation is no longer enough to attract new business. Generating new revenue begins with developing a marketing strategy that will produce results.

MARKETING PLANNING

We help our clients develop a systematic approach to generating leads through research and planning.

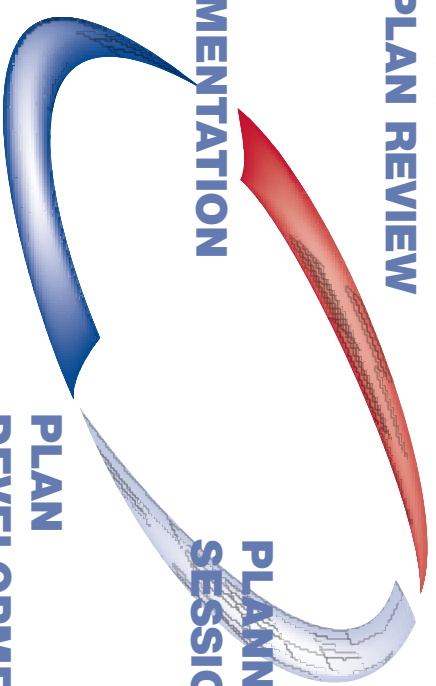
REGULAR PLAN REVIEW

RESEARCH

PLAN IMPLEMENTATION

PLANNING SESSION

PLAN DEVELOPMENT



MARKETING SERVICES

- Marketing plan implementation.
- Market research.
- Competitive analysis.
- Marketing collateral development.
- Social media and online marketing.



TRAINING

Training employees improves their productivity which increases company profits.

We take the time to listen to our clients & customize each training module to meet their specific needs.

TOPICS INCLUDE:

- Effective Management
- Communication - Making It Work for You
- Managing Time & Having Fun Doing It
- How To Deal With Those Difficult People
- Hire Right - Hire Once
- The Employee Review - A Motivational Tool
- Marketing For Success - What You Need To Know
- The Psychology Of Buying - Sales Training
- Outrageous Customer Service - "Kiss 'Em Til Their Lips Are Chapped!"

**"Stop Complaining
& Start Training!"**

