

BUILDING PROSPERITY

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BEST PRACTICES IN MARKETING

Why Creative Marketing is Like Apple Pie: A List of Delicious Parallels

Creative marketing, much like a perfect apple pie, requires the right blend of quality ingredients, meticulous preparation, and an understanding of what resonates emotionally with the audience. By embracing these parallels, businesses can craft campaigns that are not only effective but also delightful and memorable. So let's run this list down.

Classic and Timeless Appeal

Apple Pie: A beloved dessert that has stood the test of time, cherished across generations.

Creative Marketing: Utilizes strategies and principles that remain effective over time, ensuring campaigns remain relevant and impactful.

Quality Ingredients Matter

Apple Pie: Success depends on using fresh, high-quality apples, a flaky crust, and the right blend of spices.

Creative Marketing: Relies on high-quality content, innovative ideas, and strategic execution to create compelling campaigns.

Balance of Flavors

Apple Pie: Achieves the perfect balance between sweetness, tartness, and spices.

Creative Marketing: Balances creativity with clear messaging, ensuring campaigns are both engaging and understandable.

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DELICIOUS PARALLELS

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Attention to Detail

Apple Pie: Every component, from the crust to the filling, must be meticulously prepared for the perfect pie.

Creative Marketing: Success hinges on meticulous planning, precise targeting, and fine-tuning every element of the campaign for maximum effectiveness.

Customization and Variations

Apple Pie: Can be customized with different types of apples, toppings, or crusts to suit various tastes.

Creative Marketing: Tailors campaigns to different audiences, platforms, and market segments, allowing for personalized and targeted approaches.

Preparation and Effort

Apple Pie: Requires careful preparation, time, and effort to create a delicious final product.

Creative Marketing: Demands thorough research, strategic planning, and dedicated execution to achieve successful outcomes.

Emotional Connection

Apple Pie: Often evokes feelings of nostalgia, comfort, and warmth, connecting people through shared experiences.

Creative Marketing: Seeks to build emotional connections with the audience, fostering loyalty and a deeper relationship with the brand.

Presentation is Key

Apple Pie: A visually appealing pie enhances the eating experience and entices people to try it.

Creative Marketing: Emphasizes strong visual elements and design to capture attention and make campaigns memorable.

Satisfying Results

Apple Pie: Provides a satisfying and enjoyable experience for those who eat it.

Creative Marketing: Delivers satisfying results for businesses by meeting objectives, such as increased sales, brand awareness, or customer engagement.

Consistency Leads to Success

Apple Pie: Consistently good pies build a reputation and keep people coming back.

Creative Marketing: Consistent branding and messaging reinforce the brand identity and build trust with the audience.

If you want to cook up an appealing marketing campaign, contact Tim Votapka, VP and Director of Marketing at Prosperity Plus. 631.610.1445 or tvotapka@prosperityplus.com



MARKETING BEST PRACTICES

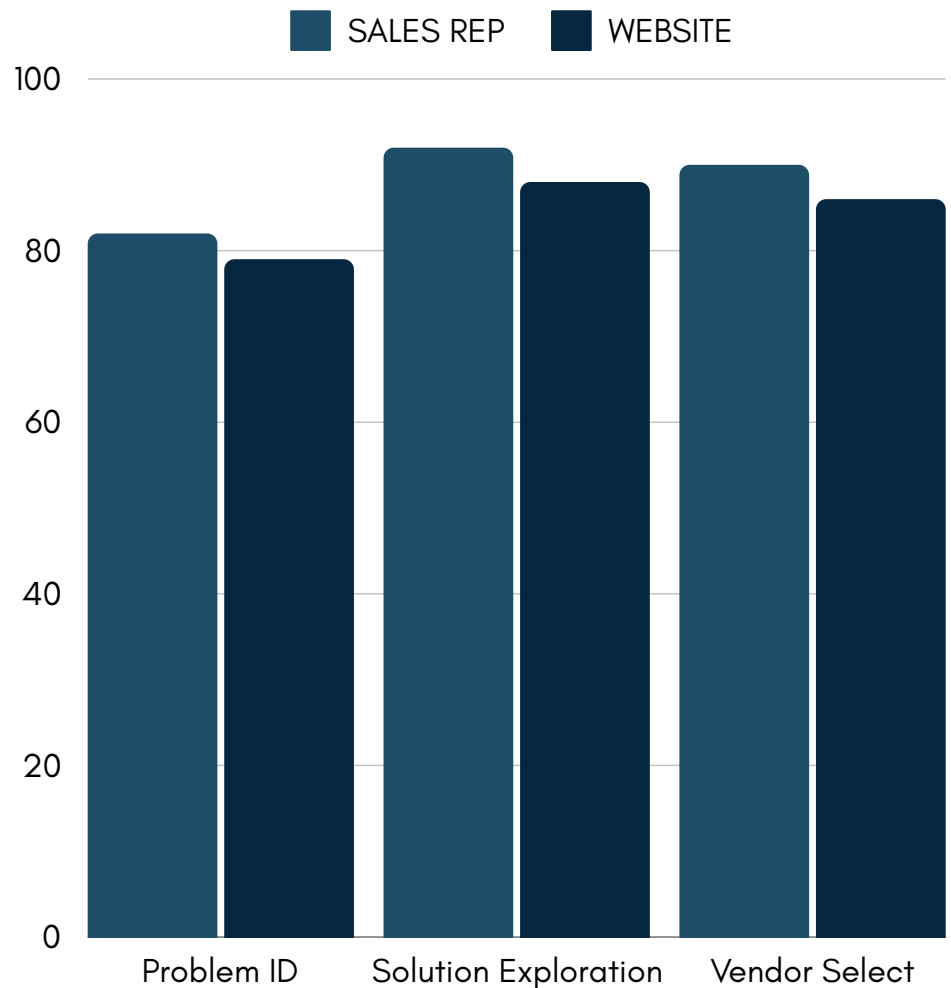
AUDIENCES ARE INCREASINGLY CONSUMING DIGITAL CONTENT

2X

CONTENT VISITS HAVE DOUBLED IN RECENT YEARS, BUT LOOK AT THIS - WEBSITE CONTENT IS NOW NECK-AND-NECK A FAR AS INFLUENCING DECISION MAKING VS. CONVENTIONAL INTERACTION WITH SALES REPS.

INTERNET USERS SPEND 1/3 OF THEIR TIME WATCHING VIDEOS. YOUTUBE SAYS VIDEO CONSUMPTION RISES 100% EVERY YEAR. IN 30 DAYS, MORE VIDEO CONTENT IS UPLOADED TO THE INTERNET THAN THE MAJOR US TELEVISION NETWORKS PRODUCED IN 30 YEARS.

THIS IS WHY WE KEEP BRINGING THIS UP! IF YOU'RE NOT CREATING ENGAGING CONTENT, YOU'RE JUST LETTING YOUR COMPETITORS DRAW MORE ATTENTION TO THEMSELVES. WHY WOULD YOU DO THAT?



REACH OUT FOR A FREE ASSESSMENT. [EMAIL TIM VOTAPKA](#) OR CALL 631.382.7762



PROSPERITY PLUS ASSISTS ANDERSON BUSINESS TECHNOLOGY IN SALE TO ADVANCED IMAGING SOLUTIONS

We believe this is a win-win for everyone involved.

Anderson Business Technology (ABT) has been acquired by Advanced Imaging Solutions. Prosperity Plus acted as an advisor to David Anderson, ABT's president, throughout the transaction.

ABT, located in Pasadena, CA. It is a dealership with a rich heritage dating back to 1912. This acquisition allows AIS to expand its operations further and extend its high-quality services to the Pasadena and greater Los Angeles region while integrating ABT's experienced team members.

"This acquisition marks a significant milestone in our journey towards achieving our long-term business objectives," said Gary Harouff, President of AIS. "We are thrilled to welcome Anderson Business Technology and their esteemed customers into the AIS family. ABT's loyal customer base will now have access to an expanded suite of technology solutions and services. We believe this is a win-win for everyone involved."

"We are excited about this new chapter as part of the AIS family," said David Anderson.

"AIS shares our commitment to exceptional customer service and innovative technology solutions. AIS' acquisition will ensure the continuity and growth of ABT's business base built in Pasadena over three generations of family ownership. Our customers will continue to receive the same great service they have come to expect, now with additional resources and support from AIS."

To ensure a seamless transition, Anderson Business Technology customers will continue to use the same contact information and work with their familiar ABT team members. AIS is dedicated to making this integration as smooth as possible for all clients and staff involved.

Prosperity Plus offers a full range of merger and acquisition services. The consulting group may represent either the buyer or the seller in a transaction. If you are thinking of selling your business or looking to buy another give us a call. For more information please contact Jim Kahrs at [Prosperity Plus 631-382-7762](tel:631-382-7762) ext. 101 or email jkahrse@prosperityplus.com.



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THE MISSING INGREDIENT

FROM L. RON HUBBARD

There has been a missing ingredient in the technology of public relations for as long as the subject has existed. This omission has been one of the key factors that has rendered public relations incomplete as a subject and, consequently, something of a potential liability to its user.

This ingredient is *reality*.

The things which we perceive with our senses are real. Reality is essentially agreement upon perceptions and data in the physical universe. It is the degree of *agreement* reached between people. You are either in agreement with your fellows or in disagreement with your fellows, and as you agree or disagree, thus is your reality.

Those things upon which you and your fellows agree are real. Those things upon which you disagree are not real.

It was discovered that reality is interconnected with two other components: affinity and communication.

The term *affinity* is fairly close in meaning to the word *like*. However, affinity is a two-way proposition. Not only do you *like* something but you feel that it likes you. Affinity is also very much like the word *love* when *love* is used in the universal sense. It includes both *love* and *like* and is broader than both.

Communication is the interchange of ideas across space. A man's impact on the world has been directly proportionate to his development of a means of communication.

Continued on next page

A handwritten signature in black ink, which appears to be "L. Ron Hubbard". The signature is fluid and stylized, with a long horizontal line extending to the right.

THE MISSING INGREDIENT

From previous page

Communication in its broadest sense, of course, includes all the ways in which a person or thing becomes aware of, or becomes aware to, another person or thing.

These three components - affinity, reality and communication - form the ARC (pronounced A-R-C) triangle and together these form the component parts of understanding.

If one corner of this triangle (say A) is raised, the other two will rise. If one corner is lowered, the other two are as well.

Thus with high affinity, one also has a high reality and a high communication. With a low affinity one has also a low reality and a low communication.

With a high or low R one has a high or low A and C.

And so it goes. The whole triangle rises and lowers as one piece. One cannot have a low R and a high A and C.

Public relations is supposed to be a *communication* technique. It communicates ideas. Suppose one were to try to communicate an out-the-bottom R. In such a case the communication would possibly at first reach, but then it would recoil due to its R.

This whole interrelationship of affinity, reality and communication is of course an advance in the technology discovered. It was not available to early pioneers of PR. So they talked (and still talk) mainly lies.

Older PR practitioners *preferred* lies. They used circus exaggeration or covert attacks using slander and falsehoods on persons' reputations. They sought to startle or intrigue and the easiest way to do it was with exclamation point "facts" which were in fact lies.

"Mental health" public relations men dreamed up out of whole cloth the "statistics" of the insane. "Nine out of every fifteen Englishmen will go insane at some period of their lives" is a complete lie. Streams of such false statistics gush from PR lobbyists to get a quick pound from Parliament.

The stock in trade of public relations people, whether hired by Stalin, Hitler the US president or the International Bank, has been black, baldfaced lies.

A US president once gave two different figures of the percentage of increased government cost per year in two months. His public relations man was trying to influence Congress.

The "Backfire 8" as the "Car of the Century" and the parachute exhibition "record delayed drop" and the ambassador's press conference on "Middle East Aims" are all public relations functions - and salted throughout with lies.

You pick up a newspaper or listen in the street and you see PR-PR-PR-all lies.

A battle cruiser makes a "goodwill visit" to a town it is only equipped to crush and you have more lies.

The tremendous power of newspapers, magazines, radio, TV and modern "mass media" communication is guided by the PR men of special interests and they guide lies.

Continued on next page 11.

THINK YOU CAN FIGURE IT OUT ON YOUR OWN?

HERE'S WHY YOU PROBABLY WON'T

When asked why they won't work with an advisor, a business owner will sometimes say "I can do it on my own." In this video, John Warrillow provides an owner with the reasons why they should seek out an advisor like Prosperity Plus, a certified ValueBuilder.

VIEW OUR VIDEO NOW



 Certified ValueBuilder™

THE MISSING INGREDIENT

From page 9

Thus public relations is corrupted to “a technique of lying convincingly.”

It makes a cynical world. It has smashed idealism, patriotism and morality.

Why?

When an enforced communication channel carries only lies, then the affinity caves in and you get hate. For the R is corrupted.

Public relations, dedicated to a false reality of lies, then becomes low A, low C and recoils on the user.

So the first lesson we can learn that enables us to use PR safely is to KEEP A HIGH R.

The more lies you use in public relations the more likely it is that the PR will recoil. Thus the law:

NEVER USE LIES IN PR.

The trouble with public relations then was its lack of reality. A lie of course is false reality.

The trouble with PR was R!

In getting out a press release on a new can opener that opens cans easily, and you want to say “A child could use it,” find out if it’s a fact. Give one to a child and have him open a can. So it’s true. So use the line and say what child. Don’t call it the “Can Opener of the Century.” It won’t communicate.

Just because radios, TVs and press pour out does mean they communicate. Communication implies that somebody is reached.

Any lie will either blunt the C (communication) or end the C off one day with revulsion.

So there is a technique known as public relations. And it has the high liability of abuse through lies and the degrade of its practitioner.

But if one strictly attends to the values of truth and affinity, he will be able to communicate and can stand up to the strain.

Knowing this, public relations becomes a far more useful and mature subject.

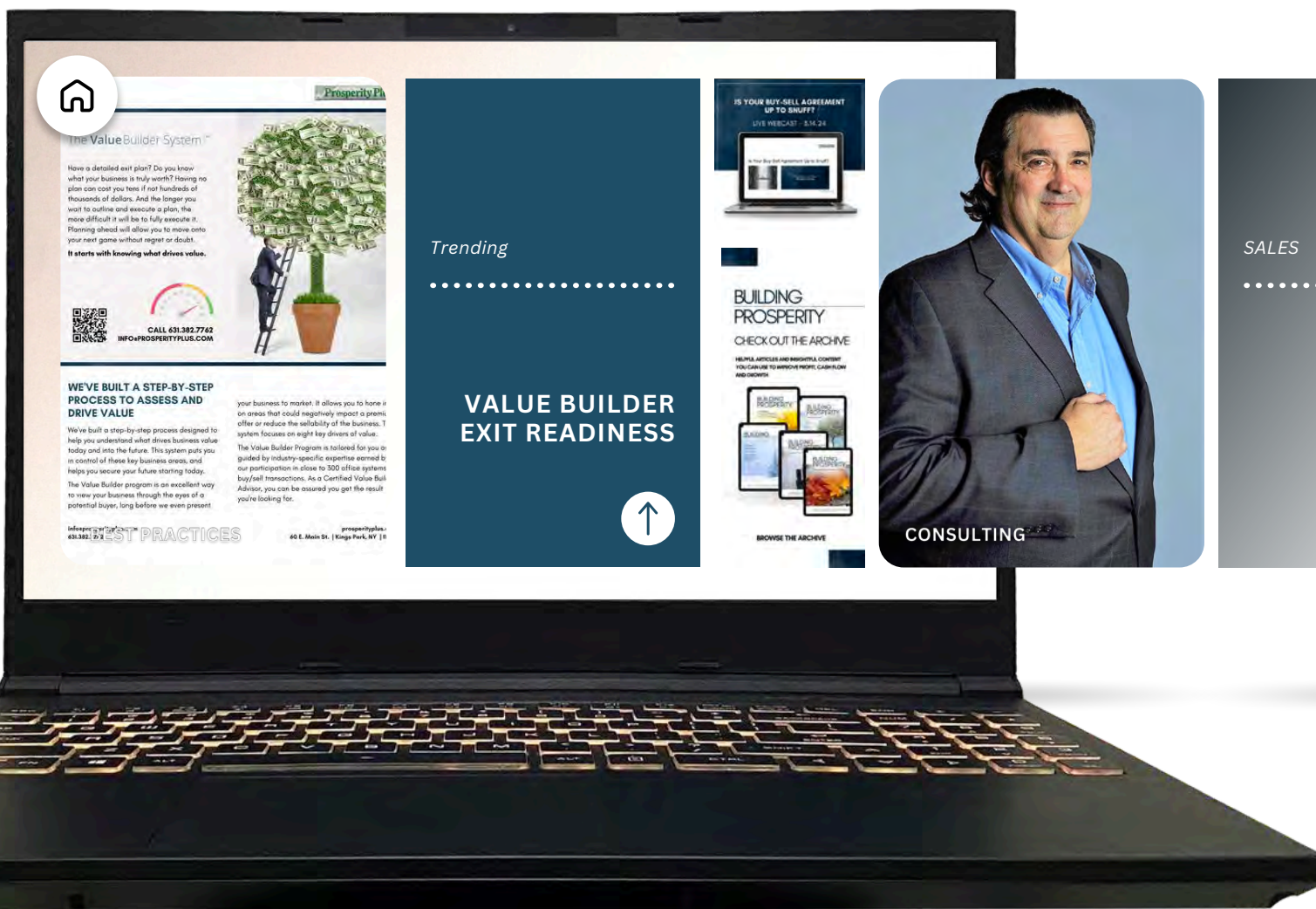


‘Public relations is supposed to be a *communication* technique. It communicates ideas.’

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LESSONS LEARNED FROM FOOTBALL

BY JIM KAHRS

As the fall season gets into full swing, many of us spend our Saturdays and/or Sundays watching one of America's favorite pastimes, football. Whether a college or National Football League fan, most people who are into football have their team and have pretty strong desires to see them make it to the big game. Making it to the new College Football Playoffs or the Super Bowl is a great goal but might prove a little lofty for some teams. However, every team, no doubt, has its own goals and measurements of success. In measuring the level of success throughout the season coaches and players will be evaluating an abundance of statistics. The hope is that if they measure the right things and make the right adjustments, they will be able to achieve the goals set at the beginning of the season. Running a dealership or reseller can and should borrow a page from the playbook of the sports world. This article will take a metaphorical look at how a dealership compares to a football team.

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LESSONS LEARNED FROM FOOTBALL

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Almost every team, and certainly all successful teams, set their goals before the season starts. The goal may be to make it to the championship game or it might be something short of this. For example, a team might have the goal of getting more wins than they had last year, or having a record over .500, or winning their conference, etc. Regardless of what the goal is there is one important point; it must be something the team and coaches can rally around. Setting a goal that is unrealistic typically results in little or no effort or “push” toward the goal as it can be seen as unachievable. The net result here is a de-motivated team.

So how do we translate this to the dealership world? I suggest that you start with setting a revenue goal for the company. This is one of the key statistics of a dealership. You want the goal to be a stretch but one that the team will rally around. Very often the goal is set as a growth number relative to the previous year. For example, our goal is to grow the business 25%. This is a goal that can be easily made visible to the team and one that the team can affect. Of course, the coaching staff needs to also look at the profitability of the company as another key statistic. If you have an open-book policy where the team sees profitability this goal can be public. If not, you’ll need to have the senior management team keep a close eye on net profit, as increasing total revenue while eroding net profit is a big mistake and one that must be avoided.

If you’ve ever been to a football game you’ve seen people in the crowd with signs designed to motivate the rest of the crowd as well as the

players on the field. These signs act as a reminder of the goals the team is expected to be working toward. You can replicate this in the office by posting signs and reminders of the goals you’ve set. For example, if you’ve set a goal to grow 25% then you can have 25% signs posted all over the office. They will act as a constant reminder to your team.

Having team goals is critical but by no means enough. A football team has three distinctly different groups or sub-teams; offense, defense and special teams. Each of these groups has their own coaches and their own sub-goals. This is easily replicated in the dealership world. I would match them up like this; offense is sales, defense is service and special teams is admin. Closing sales is where the majority of our revenue, or scoring, comes in. Keeping customer systems up and running and providing outstanding support is the best way to defend our business from the other team that is always looking to score their own points. Our ability to administer the business with proper billing, cash and asset management, collections, etc. is the special teams answer to turning revenue into profit. So, let’s take a closer look at each.

When looking at a football offense you’ll hear statistics like; yards running, yards passing, number of complete passes, number of interceptions, etc. When looking at these key statistics you get a good idea of the level of success of the offense and can easily predict their scoring ability and very often the results of the game. In a dealership we need to track things in a similar way. Key statistics here will be things like, number of prospecting calls, number

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LESSONS LEARNED...

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of appointments, number of demos, etc. If you set targets for these key areas you will be able to predict where you'll be successful and where you won't. Telling a sales team to simply go out and sell more without tracking these key actions and improving on them would be like telling a football offense to go out and score points without giving them a game plan or the sub-goals necessary to determine success. If a quarterback has a low completion percentage in a game the coaching staff will spend the following week working with him to determine why that is and then make the necessary corrections.

We should be doing the same thing. If a sales rep has, for example, a low appointment to prospecting call ratio he or she should get the coaching needed to correct the situation. Is the rep calling the right prospects? Is the rep saying the right thing? Is there something else off? A low statistic points to an area that needs attention. Unfortunately, I see too many dealerships that do not take the time to make the corrections on a regular basis and thus their reps don't improve their skills or their results.

The defense on a football team is charged with stopping the opposition from scoring. The key statistics you'll see here are things like number of forced punts, yards gained by the opponent, interceptions/fumbles caused, points scored by the team, etc. Just as we saw with the offense, the level of success in the defense can be tracked to the key statistics. For a dealership you have key statistics like first-call efficiency, response time, contracts and supplies sold, sales leads, etc. A good first-call efficiency percentage means that we are fixing things quickly the first time and thus keeping customers happy. This is the equivalent to forcing the competitor to punt, as other dealership salespeople

who try to get into this account will be turned away. Converting a lead into a sale is the equivalent of an interception or a forced fumble allowing our offense (sales team) to get back on the field.

The special teams units on a football team are expected to put the offense and the defense in the best position to succeed. It is their responsibility to kick or punt the ball deep into the other team's territory giving our defense more room to work with or to return a kickoff or punt as far as possible into the opponent's territory or to kick a field goal when the offense gets close but can't get the touchdown. In a dealership the admin team takes on much of the special teams' role. The first piece of this comes with marketing. Marketing is an admin function. It is intended to put the sales team (our offense) in the best position possible with prospects. Where marketing is non-existent the sales team must work much harder. It's like starting every drive from your own two-yard line. The admin team also makes it easier for the offense and defense by managing inventory well. Having the items we need when we need them is crucial. The admin team can also score points like the football special teams unit. In a dealership, admin scores points by doing things like selling service contracts, selling supplies, collecting on unpaid invoices, securing vendor discounts and rebates, etc. These all add to the bottom-line profitability.

If you haven't noticed this already, business is very similar to sports. In effect, we are playing the game of business. Knowing this and thinking this way can not only make you more successful, it can also bring a new level of fun to work. When you view it as a game to be won it is easier to get enjoyment from the day-to-day activities that can, at times, seem like a grind. So, the next time you settle in to watch a football game, or any other game for that matter, look for the similarities to your business and how you can bring the fun of the game to your workplace. If you can do this successfully you'll reap significant rewards both personally and financially

BUILDING PROSPERITY

CHECK OUT THE ARCHIVE

HELPFUL ARTICLES AND INSIGHTFUL CONTENT
YOU CAN USE TO IMPROVE PROFIT, CASH FLOW
AND GROWTH



BROWSE THE ARCHIVE



2024 BEST PRACTICES 02 WEBCASTS

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HAPPY & LUCRATIVE EXIT

BUY/SELL AGREEMENTS

FINANCIAL STATEMENTS

BUSINESS SALE STAGES

COMPANY VALUE DRIVERS

INCENTIVES FOR
ADMIN/SERVICE

BUSINESS VALUE/SELLABILITY

EXIT STRATEGY

TAX PLANNING

PRODUCTION

BUDGET PLAN

