



the **Quantum**
organization



Quantum Offers Your Business
The World's Most Powerful
Strategies For Making **Maximum
Profits In Minimum Time** To Leap
Over Your Competition And
Dominate Your Market

Quantum Leap To Business Success



Quantum's methodology increases the turnover, profit and capital value of your company by:

- Creating windfall profits and steady streams of income *through...*
- Proven low or no-cost methods that result in massive growth of bottom line profits *which...*
- Gets your business working smoothly, effectively and on 'automatic pilot' *thereby...*
- Giving you the money freedom and time freedom to do the things you want to do instead of the things you have to do... *After all...*
- Isn't that why you started the business in the first place?



...By definition, a business is an entity that should operate itself.



Building A Business Is A Serious Business



Quantum's success strategies are primarily designed and work best for M.D.'s and Business Owners who are active, dedicated and serious in their efforts to:

- Capture market share by winning new customers and wallet share by fulfilling their needs to grow customer loyalty.
- Making a consistent and continuous effort towards improving their business.
- Enjoying the time, lifestyle and income their business has the potential of providing them.
- Create a business that provides a fun and secure work environment.
- Develop a business that will run and flourish without you having to be there.
- Build massive equity in their business to make it more attractive when it's time to sell.



...One company made over £35 Million using Quantum methodology.



How Quantum Has Helped Other Businesses Soar



What a few of our clients say...

'As a direct result of our association with the Quantum Organization we have been introduced to an entirely new distribution system for our products and have seen immediate results with 5 new installations throughout the UK.

Alan Bridge, Airtan

'Within 3 weeks of being introduced to Quantum we saw our sales increase by an impressive £120,850.00 for the month of July alone. We look forward to a long mutually beneficial relationship.'

Sean Higgins, Gerald James Limited

'We have seen tangible results with systems coming together and an improvement in staff morale.'

Paul Papworth-Smith, PPS Chartered Accountants

'Quantum has helped us to make significant advances that would have taken us years instead of weeks. The business is running extremely well at the moment and with the advancements in customer service we have improved our customer retention from 46% to 94%!!!! This is absolutely amazing.

With the seasonality the business has to endure we would normally be at an extremely quiet point in the year but instead, turnover is increasing and we haven't suffered the usual dip.

In a word it's FANTASTIC!'

Martin Ibbotson, Angelo's Takeaway

'Abacus Express Couriers had most of its business with one client. Today with Quantum's help, strategies and ideas our clientele has increased by 20 fold in the last 6 weeks and is still growing very fast, the work environment is much happier... Abacus Express Couriers are extremely satisfied with the strategies and more importantly so are our new and profound customers'

Bill Gascoyne, Abacus Express Couriers

'You've transformed our business! When we sat down in June this year and set ambitious sales and profit targets (e.g. an extra £10,000 sales per month within 6 months) I would have said then that it was nearly impossible to achieve them in less time. However, here we are after less than three months and we have achieved over double the expected levels of sales and profit! That's more than double the target in less than half the time.....

With your assistance we now have a product so desirable people quite literally send money to us through the post after just one telephone conversation... But you know what the best part is... I'm having fun.'

Sunil Jaiswal, JamServo Limited

'Our attitude has changed in terms of focus... The response to our marketing has increased phenomenally. As a result we have attracted 10 new fee paying clients, which in our business of graphic design, is very significant indeed.'

Peter Banks, EM5 Limited

'Since working with Quantum, the advice and help I have received has helped me focus on what is important for the business and has helped me to develop a more profitable business. New business has increased and existing clients have all reported improvements in the service we offer.'

Graham Molyneux, BMRK Solutions

'This is not your normal run of a mill consultancy and strategies, this is fantastic. I was marketing a new product and was not sure how to... The Quantum Organization showed me how... My business success is enough to prove that the strategies really do work.'

Richard Aryes, August Consultancy Solutions Limited

'We have landed one of our biggest contracts since introducing some of the things we have learned.'

Ian Cattermole, Z Cars

Why Do Businesses Fail Or Struggle To Get By?



80% of businesses fail in their first 5 years. Over a 10 year period 24 out of 25 businesses fail... WHY?

...Because they don't have enough customers buying from them regularly!

- They don't attract a sufficient number of qualified prospects.
- They fail to convert their prospects into profitable customers.
- They let their current customers slip away to do business with their competitors.



...The best way to predict the future is to create it.

The success of any business is dependent on how effectively it markets its products and services to its current and potential customers.

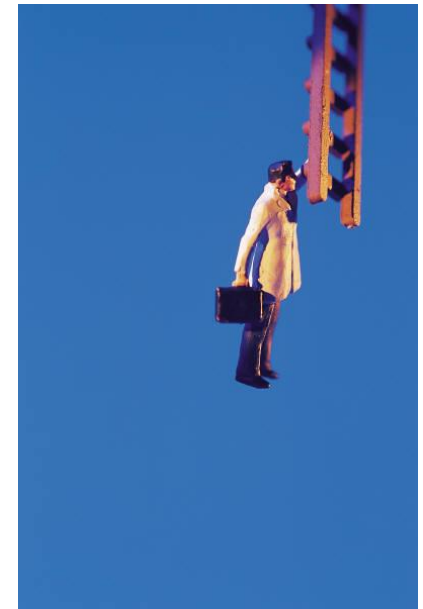
The Symptoms Of A Struggling Or Failing Business



When asked what their biggest problem or challenge is in their business today, a massive 92% of business owners gave one of four replies:

1. Difficulty and/or high cost of acquiring new customers.
2. Not enough orders or sales.
3. Profit margins being squeezed.
4. Too many competitors.

Does your business suffer with one (or more) of these challenges?



Quantum provides the solutions...





**How To Solve One Of Businesses
Biggest Headaches And Out-Sell,
Out-Market & Out-Smart Your
Competitors Before They Know
What Hit Them...**

The Alarming Cost & Ineffectiveness Of Getting Your Message Across



Customer Acquisition costs have increased



By comparison to the late 80's - the cost of getting in front of a customer has tripled.

Effectiveness has fallen dramatically

Late 80's

NO
NO
NO
NO



Now

NO NO
NO NO
NO NO
NO NO

In the late 80's it took 4 attempts to get in front of a buyer.
Today it takes 8.4 attempts to get the same result.

It now costs three times more to get half the result!

The Biggest Challenge Facing Business Today



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The 'Clutter Factor'...

The average consumer receives over 3,000 commercial messages every day. *(In 1990 it was only 2000 messages).*

Here's the crunch...

Your marketing is part of someone else's clutter!

Major Question:



“What are you doing to rise out of the clutter?”

Tired Ineffective Marketing Methods



Attracting More Customers

Most businesses have either stopped marketing altogether, drastically cut back, or are still using the same age old, worn out methods to gain customer attention – Just like their competitors:

- Mail Shots
- Promotions
- Advertisements
- Door To Door
- Brochures/Leaflets
- Telemarketing



Incorrectly used... Regardless of the format, it is still perceived as 'junk marketing' or 'clutter'...

The proof is on T.V., radio, every desk and in every newspaper, magazine and journal.

...Too many businesses play follow the follower.

How To Conquer The Clutter Factor To Succeed



Attracting More Customers

Quickly, simply and easily get the attention your message deserves and rise out of the 'clutter' by using AICDA...

The AICDA Formula for better results:

A	-	Attention
I	-	Interest
C	-	Credibility
D	-	Desire
A	-	Action!



Plus, use Quantum's clutter busting 'SAVi' Solutions (Superior Access Vehicles). Quantum has more than 40 powerful and proven direct response attention getters.

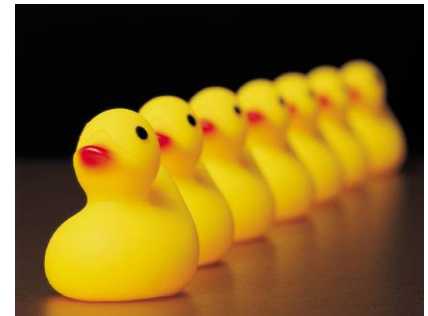
...If you change nothing, then nothing changes!

How To Gain Advantage In The Market... Positioning



Three strategies that you need to maximise your business...

1. If You Are Not First Then Be Different Than Everyone Else.
 - *Example:* If you created the market, i.e. Xerox, Hoover – then you are first.
 - *Example:* Federal Express, Dominos Pizza became different - Reposition and differentiate yourself by creating a Unique Selling Proposition.
2. Add More Value Than Your Competitors.
 - *Example:* Supermarket loyalty cards.
 - Give more than your competitors.
3. Operate More Efficiently Than You Are Now
 - *Example:* Use the 7 Quantum Keys.



...Success doesn't come to
you, you go to it.

Skyrocketing Your Business Growth



The 7 Quantum Keys to massive business growth...

Increase the:

1. Annual Number Of Leads.
2. Conversion Rate.
3. Number Of Transactions Per Year.
4. Average Transaction Value.
5. Profit Margin.
6. Annual Number Of Referrals.
7. Average Buying Lifetime (Years).

Increasing each of these Quantum Keys by just a small margin will skyrocket your bottom line profits!

Quantum Business Growth Calculator

Quantum Keys	Business Multipliers	Your Business	Increase	Results	Cummul. Increase
1	Annual Number of Leads	1000	0%	1000	
2	Conversion Ratio	20%	0%	20%	
	Number of Customers	200		200	
3	Number of Transactions Per Year	2.0	0%	2.0	
4	Average Transaction Value	£100	0%	£100	
	Annual Turnover	£40,000		£40,000	100.0%
5	Profit Margin	50%	0%	50%	
	Annual Profits	£20,000		£20,000	100.0%
6	Annual No. of Referrals	5	0%	5	
	Annual Turnover From Referrals	£1,000		£1,000	
	Annual Profits From Referrals	£500		£500	100.0%
	Total Annual Turnover	£41,000		£41,000	100.0%
	Total Annual Profit	£20,500		£20,500	100.0%
7	Average Buying Lifetime (Years)	3	0%	3.0	
	Lifetime Value of Cust. (w/o ref's)	£60,000		£60,000	100.0%
	Total Lifetime Value (w / referrals)	£61,500		£61,500	100.0%

Commercial Value of the Increase in Your Business			
Current Value of Business	£100,000	4	£164,000
			164.0%

Guaranteeing Your Success With The 7 Quantum Keys



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How To Grow Your Business

*Here's 444
Strategies For
You To Gain
Explosive
Bottom Line
Growth...*

1

**Number
Of Leads**

- Host/Beneficiary Relationships
- **Direct Mail**
- Advertising
- **Telemarketing**
- Special Events
- **Qualified Lists**
- Direct Sales

110 METHODS

Single Channel Of Distribution



REVENUE

Direct Sales

**Many businesses rely on just one
method of generating income.**

This is the diving board philosophy.

Multiple Channels Of Distribution



Look what happens when a business
uses multiple distribution channels...



REVENUE

Direct Sales

Endorsements

Advertising

Direct Mail

Referrals

Telemarketing

Joint Ventures

Back End Sales

Internet Marketing

Guaranteeing Your Success With The 7 Quantum Keys



How To Grow Your Business

**Here's 444
Strategies For
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Bottom Line
Growth...**

1 Number Of Leads

- Host/Beneficiary Relationships
- **Direct Mail**
- Advertising
- **Telemarketing**
- Special Events
- **Qualified Lists**
- Direct Sales

110 METHODS

2 Conversion Rate

- Improve Sales Skills
- **Make Irresistible Offers**
- Guarantees
- **Package Products Together**
- Questionnaires
- **Educate**

63 METHODS

3 Number Of Transactions

- Develop a 'Back End'
- **Frequent Buyers Programme**
- Cross-Sell Other Products / Services
- **Endorsements**
- Price Inducements
- **Upgrades**

55 METHODS

4 Transaction Value

- Up-Sell To Bigger / Better Product
- **Offer Larger units**
- Package Products Together
- **Increase Price**
- Change Product Profile → Upmarket

53 METHODS

5 Profit Margin

- Reduce Overheads & Expenses
- **Increase Prices**
- Outsourcing
- **Use No Or Low Cost Distribution**
- Efficiency & Productivity

68 METHODS

6 Number Of Referrals

- Reward Programmes
- **Use prompters**
- Two For One
- **New Customer Thank You Letters**
- Referral Fees
- **Customer Recommendations**

57 METHODS

7 Buying Lifetime

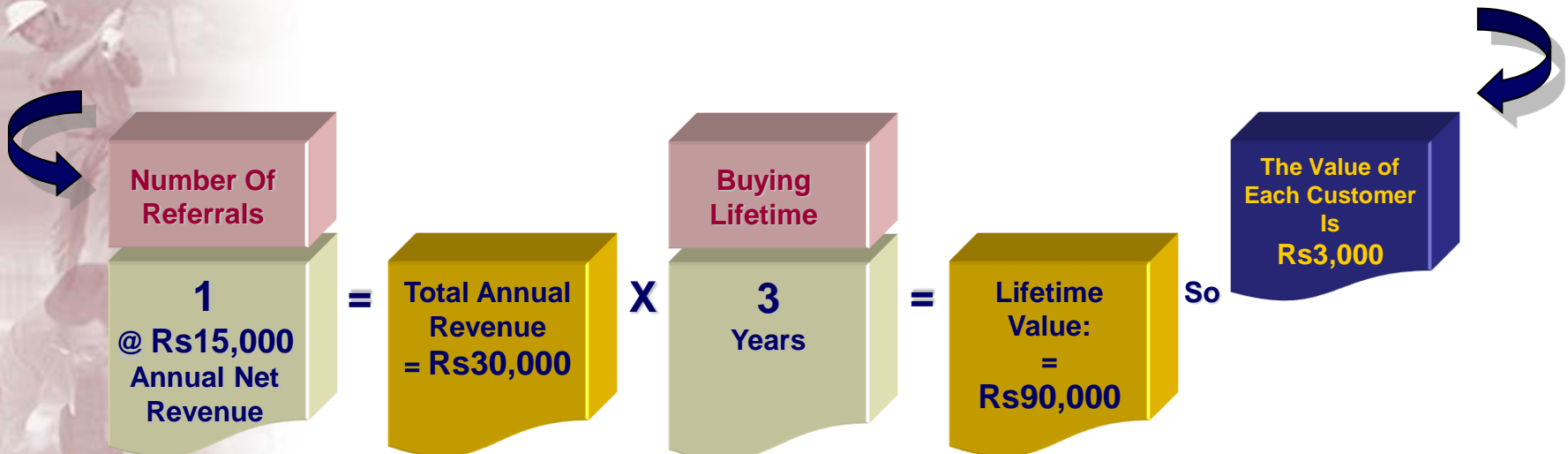
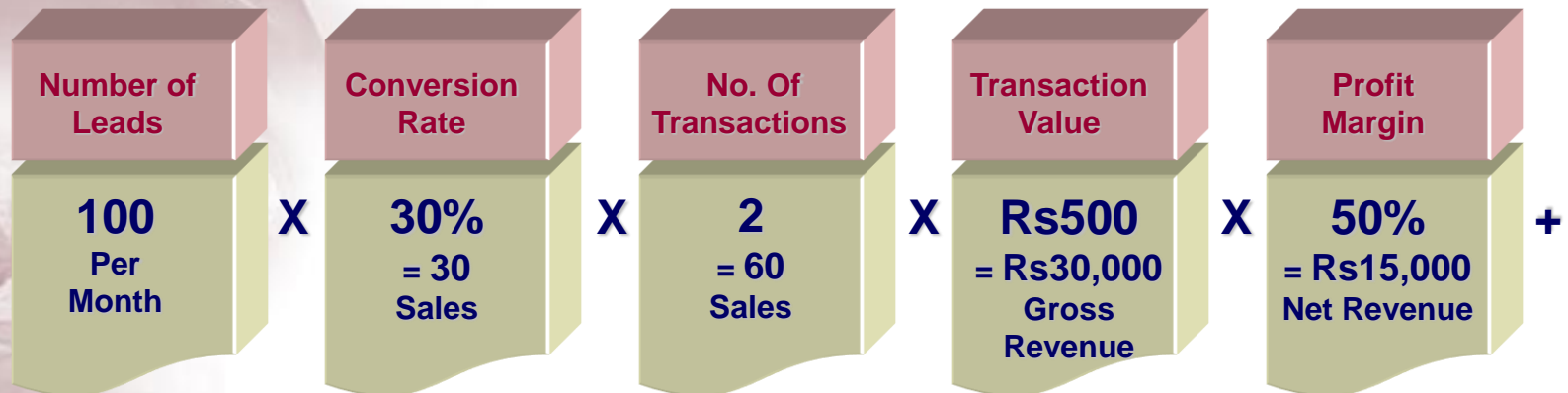
- Communicate Personally And Often
- **Deliver Higher Than Expected Service**
- Loyalty Programmes
- **Private Viewings**
- Service Contracts
- **Newsletters**

38 METHODS

How To Build A Business Using The 7 Quantum Keys



A typical business model...



How To Build A Business Using The 7 Quantum Keys



Now by just adding 10% to each key...



Applying The 7 Quantum Keys To Your Business



How To Grow Your Business

Now to make it work for you...

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**Now You Have Seen The Power,
Potential And Value Of How
Quantum's Methodology And
The **7 Quantum Keys** Can
Massively Boost Your Business
And Bottom Line Profits...**

Deciding The Next Step...



So, the direction you choose will determine the future of your business, your income and the lifestyle you'll enjoy.

- 1. Do nothing.**
- 2. Attempt to do it yourself.**
- 3. Find someone to do it for you:**
 - a. Hire someone.**
 - b. We can work together to take advantage of Quantum's tested and proven, results-producing systems - custom tailored for your business, your market and your goals.**



A SYSTEM that produces predictable, quantifiable and measurable results, time after time.

Sharing The Rewards Costs & Compensation



Quantum systems, strategies and methods are either low or no cost to your business.

We only work with businesses where:

1. There is massive potential for growth.
2. The business owners recognise the need to increase the customer base and profitability.
3. Current marketing & business strategies are ineffective or under productive.
4. The business operates in a competitive environment.
5. There is a clear need, want and desire for our services.
6. There are assets and opportunities hidden within the business.
7. The business is a natural host to joint ventures, strategic alliances and other synergies.



Our compensation is based largely on a share of the increased profits (or turnover) that we directly produce for you.

*...Our success is dependent
on your success.*



Working Together

The Quantum Three Step Process To 'Profit Acceleration'



Realising Your Dream → Moving Forward Now

**The Quantum System for getting
the business on track:**

1. The Confidential Business Analysis

A revealing and powerful audit tool which forms the basis for constructing the blueprint for the future of the business.

2. The Action Plan

Identification, creation and implementation of tailored Quantum programs and systems.

3. The Review Process

Periodic benchmark meetings to review and monitor progress and results and to adjust and correct as required.



Working Together



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Transforming the way the World does business



KNOWIZ
Inspiring Performance