

The Marketing Genius System™ called TROY™

[Also known as the Secret of Troy]

It is probably safe to say that what you are about to read is one of the “biggest” marketing secrets of the 21st century and every entrepreneurs, sales person, CEO and business owners who want to strike success should study this.

Let's get started.

A “**Systems**” is the foundation of all businesses. Any person who is new to a system first needs to learn and master it, before they can implement it.

It is like any thing else in life. For example; Take the board game Chest. You first need to know the terminology, what each piece are for and how the move, before you will be able to play the game. Understand the different moves and finding ways to WIN the game will take practice and time.

Did you know that one of the biggest fast food franchises in the world, Mc Donald's, have an entire UNIVERSITY to teach all their employees and franchise holders how THE SYSTEM works.

NOT how to make the food they sell...

A SYSTEM is like a blueprint to build a pyramid - you need different building blocks to finish the job.

Each building block has it own purpose, and although each BLOCK can stand on it own and represent something nice, like being a sign or beacon, putting them together and you create a wonderful thing.

Just like the pyramids of Gaza, from the outside they may not look like much, you can see how one building block was put on another, but go inside and you see an amazing system that modern men have not figured out yet.

Today we are NOT going to build pyramids, but we are going to look at an **Amazing Marketing System** that took more than 100 years to build, one building block on top of another.



The end result; an easy to follow blueprint to help entrepreneurs sell their products or services to build their own businesses. Without a SYSTEM TO SELL, a new business will be dead in the water.

INTRODUCING: **The Marketing Genius System™ called TROY™**

For a 100 years salesman and woman, business owners and entrepreneurs asked this question:

Is There FAIL PROVE Marketing System That Will Always Work?

And the answer is YES – and once you fully understand it, it will change the way you see “marketing” forever!

- It will increase your business sales.
- It will increase your profits per sale.
- It will increase you client base, and
- It will decrease your burning rate (your burning rate is how fast your company spends money to make money - “Burn Money”) so that you have more money.

One of the ways the **Marketing Genius System™** insures a Rock Solid, Steady and Uninterrupted cash flow for your business is to make sure you follow the **AIDA** and the **TROY™** formula.



The idea of the **TROY™** formula is the result of different building blocks but together and then gave it a NAME so that sales people can remember the steps. It works great, and it is part of the traditional marketing SALES FUNNEL.

Let me warn you. There is no rocket science here.

It is the simple things in life that make the world go round. It is our human nature to complete things to such and extent that we confuse ourselves and get confuse more. We forget how to do the simple things.

- It all started with the idea of Direct Marketing (Mail Order marketing being one form of direct marketing) more than 100 years ago.
- And then it evolved into a term now used as Permission Marketing (Some call it Relationship marketing)

[NOTE: To understand this evolution, you should read The Frank E Davis Fish Company story]

Today, many established business owners understand the concept of Direct Marketing, but only a few knows how it evolved into Permission Marketing and creating of the term marketing *SALES FUNNELS*

When you speak to business owners about this, it immediately becomes clear. 90% of the time companies salesmen and even the head to the sales divisions will say something like:

"But we know all this – we have been doing it for years."

Well...let me share something with you that I find a little bit embarrassing.

Long time ago I thought I was also smart. I did exactly the same thing...or so I thought. I did everything according to the book but somehow, it didn't work for me. Nothing worked out. I was frustrated and exhausted because of it.

Until one day, I realized what I was doing wrong. It was so simple.

The thing is, my "eyes" were not yet trained to see the mistakes I was making. Don't worry, this happens to all of us.

I went back to the drawing board and re-created a Permission Marketing sales funnel. First PERMISSION MARKETING: It has four steps...here they are.

The 4 Steps Of Permission Marketing.

- Make A Stranger A Friend.
- Make A Friend A Customer.
- Make A Customer A Loyal Customer
- Turn Your Loyal Customers Into Your Sales People.

The question is: Were to start?

Let me show you. You start with the **Sales Funnel**.

There are 100's of different varieties to this, so I am going to keep in simple.

What you want are large numbers of people / businesses that can become potential clients, for the products or services you offer. You want to "pour" all their names and details into the wide part of the funnel so that *they can gently slide down* to the narrow exit point.

While they slowly and gently slide down the sales funnel you will start to implement the **TROY™** formula.

You don't want your potential clients to "escape" out of the funnel before they reach the exit point, although this will often happen, but it won't be the end of the world. The goal, however, is that by the time they reach the exit point of your sales funnel, you want them (prospects) to be brand new paying customers.



EXAMPLE: - Let's say a young dentist just opened his own new practice. He needs patients. The question is; whose names should he "pour" into the sales funnel first?

From experience, we can tell that most new entrepreneurs (in this case the dentist) will say:- *"I will only put people in the funnel who has a medical aid or has enough money to pay me cash"*.

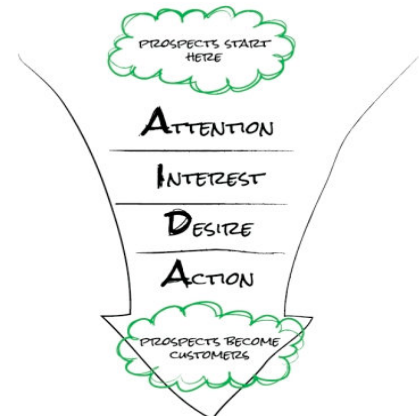
But when you use the **Marketing Genius System™** you want everyone with teeth in the sales funnel. Because peoples circumstances and needs change.

But the REAL question is...How do we get people (prospects) into the Sales Funnel in the first place?

We do this by using the **AIDA Formula**.

In short, we want to make *"strangers friends, and friends customers"* and *"close the deal"*.

Here are the steps:



With practice you will learn how to grab your new prospect's **ATTENTION** and once he/she moves down the sales funnel, the rest is easy.

You will arouse their **INTEREST** as they slide down the funnel and then, at the perfect moment you will create **DESIRE** so that your prospects will willingly take **ACTION** to buy your products and services.

Let's take the New Dentist example above to illustrate what this means. On day **ONE** of opening his practice, the dentist has zero patients and no one to phone to come in for an appointment. So what would he do?

- **ATTENTION:** He will advertise in the local newspaper. He will write a Press Release to publish in the newspapers announcing his new practice in the area/town. He will do Interviews on the small local radio station to tell listeners about his practice and maybe even give some dental care advice. In other words, **HE WILL CREATE ATTENTION. (A)** But this type of attention does not go far enough. What he needs is to get people (strangers) in his sales funnel. And the way to do this is to **GIVE** away something of value in return for a contact cell number, postal address or email. For example: His **ATTENTION** campaign above could say something like. *For the next 10 days, I will do dental check ups and teeth cleaning 100% FREE. OR he can give away a booklet on do-it-yourself- Teeth Whitening in exchange for a Tel number or email.*
- **INTEREST:** With the email address of about 250 "strangers" he got from the **attention** campaign above, our dentist will start to "educate" his potential patients on Heath & Oral care via specifically crafted email. He will make it interesting and exciting and will create credibility. He may even invite his new *sales funnel group* to a free morning tea and workshop or as Saturday morning talk about baby oral care. Here he can meet his new prospects personally. This will give him an opportunity to get **MORE** people into his sales funnel because he will ask people how come to the workshop to bring friends and family. The workshop, the emails, the morning coffees and teas, the oral care education, etc. is all part of the process to **CREATE INTEREST (I)** in him as a person and as a dentist.
- **DESIRE:** By doing the above carefully and professionally, the dentists will soon have "strangers from his group" calling him to make dental appointments. If he did the above correctly he would have invited his group to come and see him for check-ups. He would have created a **DESIRE (D)** in his group to have strong and healthy teeth. The people in his group would want to make an appointment with **HIM** because he has created trust with them.

- **ACTION:** The moment they (a stranger) pick up the phone to make an appointment with the dentist, the **AIDA** sales funnel is completed. **ACTION** means buying a product or service and paying for it.

There you have it. A step-by-step example of how the AIDA sales funnel in real life example works.

But let's just step back for a second. Let's re-visit the **4 Permission Marketing** steps and see how we integrated them into the sales funnel in the above dentists example.

1. **Make a stranger a friend.** The dentist constantly made contact with the prospects ("strangers") in his funnel by doing a workshop, sending emails, did morning coffees and teas, did oral care education until the STRANGERS were ready to take the next step.
2. **Make a friend a consumer.** The moment the "stranger" made an appointment, he or she become a "friend". In this case it means a patient that pay for the service.
3. **Make a customer a loyal customer.** If the dentist does his job well and impresses his patient with his skills and knowledge, his customer (patient) will come back the next time he or she needs dental work done.
4. **Turn a loyal customer into a salesman.** It is not hard to do. The dentist will simply ask the now very loyal customer, to recommend his services to his/her friends or family. He may even give his loyal customer a few specially marked discount coupons to give to his/her friends AND at the same time tell his loyal customer he or she will earn POINTS for every reversal. For example: 25 points buy a free teeth-whitening treatment.



So there you have the **Permission Marketing** illustrated in an easy example.

What is next?

The most difficult part of the **Marketing Genius System™** is to get people ("strangers") into the sales funnel in the first place and keep them there for a long time until they buy and become a new client.

To do this, you will need to learn and understand the Secret of the **TROY™** formula.

It is acutely very simple. Look at this:

Each letter in **TROY** stands for....

TRUST = You need to show and build TRUST with “potential” prospects to ensure that when you ask them to take the action, for example, to get into your sales funnel, that they will do it because they already trust you enough.

RELATIONSHIP = Once inside the funnel you will try and build a **R**ELATIONSHIP with each of your prospects. You will do the type of things the dentists did when he gave Oral and Health education, etc.

OFFER = On exactly the right time you will make an amazing, irresistible, *hard-to-say-no* **O**FFER to your prospects...an offer they simply can't refuse....

....because all you want is for them to say that **FIRST YES**.
When you get a yes, your prospect becomes a client and it is easy to impress a client when they actually paid to Test Drive your products and services.



What you have just read is:

The Marketing Genius System™ called TROY™

Nothing is new, but it is a reminder that this system is based on a trial and error system that stretched over a period of more than 100 years.

It is the building blocks you need to start a business, and unfortunately, without it, your business will fail.

You should also read this document in conjunction with the Frank E Davis Fish Company story to get the entire picture.

When you build a business based on this system, you will build your own *tribe* that will buy your products and services for as long as you allow. And when you build a **TRIBE**, you will build an empire.

To give you an idea what this means – read the story of the Jack Daniel Tribe below.

This true story is based on an article written by *Tom Bentley* under the heading:

Pour Me Another: The Jack Daniel's Tribe Is 90 Proof

In 1976, at the tender age twenty-two, I found an invitation card on the neck of a bottle Jack Daniel's whiskey.



of

They requested the reader of the card to write to the Jack Daniel's distillery. They wanted to know if I had any thoughts or questions about the whiskey or their distillery's products.

Being a student and a bit of a wise guy back then, I responded with a letter to them. I said to them that not only did I enjoy consuming their whiskey in a conventional way, but that I also brushed my teeth with it, and kept a glass on my bedside table at the ready to ward off night sweats and other less congenial spirits.

This was nearly 40 years ago and since that first letter to the distillery they have sent me a flood of letters, gifts, official-looking documents, and fun stuff thanking me for using their products and being part of the "JACK D" tribe.

Tallying up the documents, I count over 100 letters, as well as a parcel of certificates, public notices (some hand-written), photographs, and items such as a plug of chewing tobacco, a buckeye, a rubbing stone, drinking glasses, a record of abominable folk songs, calendars, and much more.

In one, I received a "Deed Of Ownership" to a one-inch square of property on distillery land, with the accompanying declaration that I am a **Tennessee Squire** in good standing.

Now there's marketing, and then there's **MARKETING!**

The reach and angle of these communications, which rarely touch upon anything that was related to selling whiskey, was amazing. Instead the letters, which might inquire as to whether I'd allow worms to be dug on my one-inch property,

showed a creative and quixotic whimsy. Collectively, they
limn the peaks and valleys familiar to many relationships.

The distillery invited me to join ***the Tennessee Squires CLUB***
very early on, and it certainly is a tribe, centered around
the appreciation of good sipping whiskey.

I was very impressed with the letters and weird gifts. Some
were truly un-commercial. Like the snapshot of rusted items
found with a metal detector on my land, with the question as
to whether I needed them.

That the company would continue to send letters for 40 YEARS,
and many of them deeply amusing in a folksy way, is
extraordinary. Needless to say, I am a Jack Daniel's drinker.

There are better whiskeys, and I buy them too, but Jack
Daniel's will always be available in my home. **They earned it!**