



Perry S. Marshall & Associates

Lead Generation Systems for Technical Sales

1508 Ridgeland Avenue Chicago IL 60402-1445 USA

Phone (708)788-4461 Fax (708)788-4599

Email: Info @ perrymarshall.com www.perrymarshall.com

“ONE Idea, Properly Implemented and Executed, Is all You Need to Take Your Business to the Next Level”

A problem is re-defined and the solution becomes obvious. A little bit of outside perspective breaks you “out of the box” and accelerates your growth.

Perry Marshall provides an array of marketing and publicity services (see www.perrymarshall.com/services) and can provide fresh insight and new angles to solving your marketing problems. Quotations and analysis are provided in a Tactical Review, which is a no-holds-barred, 30 minute phone consultation.

Here’s how this works:

- Preparation: Fill out the application form and fax it in. You may also mail marketing materials and documents that you feel will be helpful in defining the discussion.
- Scheduling: Indicate a range of times and dates on the form, and Mr. Marshall will respond with an appointment time for you to call.
- Qualification: Mr. Marshall has a demanding schedule and new clients are accepted on a limited basis. If Mr. Marshall feels that your business is outside of his expertise he will decline the application and recommend other resources to you.
- Focus: This will be a full-tilt consulting session with nothing held back. You will not be “strung along” in a thinly disguised sales pitch for consulting services.
- Recording: The call will be recorded for you and you will receive a copy, so you don’t have to worry about taking notes – just concentrate on the discussion.
- Fee: The 30 minute Tactical Review is \$363 (\$725 for one hour). Payment can be made via credit card, paypal (orders @ perrymarshall.com) or in advance by check. The fee will be credited back to you in any future consulting work.
- Satisfaction: If at any point in the first 15 minutes, you do not feel you are getting your money’s worth, you can say “stop” and you’re off the hook – the consultation is free. After minute 15, you’re in for the whole ride.

Marketing Consulting & Professional Services Application

I want a 30 minute consultation for \$363 60 minute consultation for \$725

| | | | | |
|---------|-----------------------|----------------|---------|-----------------|
| Name | | Title | Email | |
| Company | | | Website | |
| Phone | | Fax | | |
| Address | | | | |
| City | | State/Province | | Postal Code |
| Country | Visa MC AMEX Discover | | | Expiration Date |



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All information that you provide will be held in confidence.

Briefly describe your company, industries & markets served

Primary products/services sold & sales volume

What is your #1 sales / marketing challenge?

What goal, if attained, would solve this problem?

When would you prefer to have the consultation? Please indicate three different times / dates in the next 10 business days, during normal business hours:

1. _____ 2. _____ 3. _____

Please fill out this form and mail or fax it to (708)788-4599. You will receive a reply within three business days.