

When You Go to the Movies

They Bundle the Drinks, PopCorn and Candy
Because - it's **Everything You Need**



Introducing BobbyGrant's "PopCorn Bundle" Sales Strategy to Increase Revenue, Margins, and Invoice Totals

Hello, I'm BobbyGrant, I developed this workshop in 1983 while working with retail dealer, VARs and ISVs at Apple Computer. I know you are not in the movie business but we can learn a lot from how they bundle their product to their customers.

The problem I needed to solve was computers were becoming a commodity product and margins were dropping dramatically. That being said I needed a way to increase margins within our reseller base of dealers, vars and isvs. You see they were generating revenue but the margins were 25-40% less than the prior year.

I pride myself as a brand & marketing expert and a creative salesman for this task. At Apple I was looked at as the expert... I was supposed to have all the answers. As a solution to this problem I created the "**PopCorn Bundle**" workshop.

The "**PopCorn Bundle**" is a strong strategy to create margins and it starts with a clear understanding of what customers need. I created scripts, methods and techniques to increase invoice totals, revenue and margins.

The margins of the sales reps averaged 15% to 17.2%. During my test my revenue numbers were slightly lower on average but my margins were dramatically greater of about a 30% increase during the four day test.

My test was rolled out to the 25 stores in the region and we saw slightly lower (3%) revenue numbers and 44% greater margins. The owners and the sales people more money. That's what it's all about, RIGHT!

This was a massive success and the "**PopCorn Bundle**" Workshop was born. Since 1983 I have taught this workshop over 300 times across many vertical markets.

Contact your BroadMoar Advisor to enroll today..

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