

When You Go to the Movies They Bundle Drinks, Popcorn and Candy



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

Hello, I'm BobbyGrant and I developed this workshop in 1983 while working at Apple Computer. I worked with the resellers of our computer systems and printers.

Computers were becoming a commodity and margins were dropping dramatically. I needed a way to increase margins within our reseller base of dealers and value-added resellers. They were generating revenue but the margins were 25-40% less than the prior year.

I prided myself as a marketing professional and a creative salesman at the time. As the Apple Marketing Executive, I was supposed to have all the answers. Revenue was not the issue, it was the margins or profit that the dealers needed to increase.

As a solution I created the "PopCorn Bundle" workshop.

A strong strategy to create margins starts with a clear understanding of what is already happening. I created scripts, methods and techniques to increase invoice totals and margins.

The margins of the sales reps averaged 15% to 17.4%. During my test my revenue numbers were lower by 15% on average but the margins were 46% - 52%, that's a 30% increase during my four days test to prove my new system worked as planned.

My revenue was lower but my margins were higher and the salepeople earned more money. That's what it's all about.

My method was a success and the **"PopCorn Bundle"** Workshop was born. Since 1983, I have taught this workshop over 300 times and to many sales reps across verticals markets.

Contact your BroadMoar Advisor to enroll today.

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