

ProductTRIAL

Market your key products and services to your **dream customers**



ProductTRIAL is an innovative system that can put your key products and services in front of your dream customers, enables them to experience the benefits for themselves under 'live' conditions, and that provides you with feedback to help you tweak your products and services into exactly what your customers want to buy.

Receive real world feedback from users and potential buyers

How ProductTRIAL works –

1. You provide Business Grow with information about the products/services ("TestProduct") you want to sell.
Note: It is critical that these TestProducts are actually able to be tested by the customer.
2. **Business Grow equips you** with a suite of fill-in-the-gaps e-mails, introduction letters, faxes, and a powerful package of incentives to enable you to successfully contact your dream customers and introduce ProductTRIAL to them.
3. You then **arrange for each consenting customer to:**
 - 1/ **Trial your TestProduct** for a fixed period, ie: 1 month, and
 - 2/ **Fill in a feedback questionnaire** containing questions prepared by your company to – for example:
 - Help you find out exactly what the customer wants (does your product provide what they are looking for?)
 - Provide **suggestions about pricing** (are you charging too much? Too little?)
 - Provide you with **ideas for improvement**
 - Provide an honest **recommendation** to help you better promote TestProduct.

ProductTRIAL gives you tools to make direct contact with your dream customers – and incentivizes them to place orders

Benefits –

1. **Exposure** – Put your key products and/or services **directly in front of the companies you most want to sell to.**
 2. **Trial** – Instead of simply explaining how a product or service will benefit a client (as most sales proposals do), customers will be able to actually take your products/services for a test drive. Actually trialing your products will give them a far greater incentive to purchase from you.
 3. **Incentive** – Business Grow will give your customers a **powerful incentive to purchase your products/services** by offering them a package of special offers and discounts.
 4. **Contact** – ProductTRIAL can **put you in direct contact with potentially highly valuable customers.**
 5. **Information** – Customers will be required to provide **feedback** about your products and/or services. This information will enable you to mold your products/services into exactly what your customers want to buy.
 6. **Tools** – Business Grow equips you with fill-in-the-gaps e-mails, intro letters and faxes to help you contact customers.
 7. **FREE MediaSMART Pack** – Containing 259,000 of powerful marketing tools, information and strategies that can help you promote your businesses to virtually any customer, gain media exposure and sell more.
- For more information:** www.businessgrow.net/documents/MSP-S.pdf)

Investment

Consulting Fee (covers all package customization, mails, meetings, etc.): 45,000 yen.
Incentive Pack Fee: 25,000 yen per customer who agrees to participate in research.



To find out more about this unique ProductTRIAL strategy, please contact Jonathon Walsh at info@businessgrow.net

BUSINESS GROW

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