



MATTHEW POLLARD

The Rapid Growth® Guy!

COMPETING ON PRICE



Wendy Huang

CEO, Beijing Language Academy

“People keep undercutting us, and I’m struggling to charge \$50-80 per hour.”

STORIES OF RAPID GROWTH

Beijing Language Academy



“Matt helped me come up with a unified message and a new name for the business, along with a complete line of products and services.”

SIMPLE MESSAGE

Beijing Language Academy *China Success Coach*

Hard Pressure Sale - \$50-80 per hour



Simple Sale – \$30,000

Minus a \$3,000 commission

THAT'S RAPID GROWTH!

3 STEPS TO RAPID GROWTH

1. Differentiation and Unified Messaging

2. Niche Marketing

3. Sales Systemization

STARTING WITH SALES
meant
Wendy had already lost!

DON'T BE A COMMODITY

Stop selling on features, price and discounts.
People want to identify with your message,
and for that, they will pay a premium.

So what's yours?



RAPID GROWTH®

WHITE LADY FUNERALS



AFFORDABLE
BURIAL & CREMATION SERVICE

Personal Service Does Not Have To Cost More



Vs



WHITE LADY
FUNERALS
a woman's understanding

SAVE
up to
70%

DFS MEMORIALS
Quality service at low prices

Are you looking for a simple, dignified & affordable funeral option?
Are you worried about high funeral costs?
Do you want to save \$1,000's in funeral expenses?
Then DFS Memorials are here to **HELP** you.

Helping families in Austin - Call your local DFS Memorials Provider below



WHITE LADY FUNERALS

a woman's understanding

White Lady's philosophy is to, with a woman's understanding, help families reflect on and celebrate the life of their loved one and to provide a funeral service of remembrance that is as unique as the individual the funeral service is created for.

A woman's understanding of these matters can make all the difference to the precious memories that your family will have forever.



RAPID GROWTH®

WHAT CAN YOU
LEARN FROM THIS?

THINK

What unique benefits do you provide?

What is the higher-level benefit of these?



RAPID GROWTH™

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AM I MISSING OUT?

Speaking to everyone is
speaking to no one.

Plus - It's expensive!



RAPID GROWTH®

THE PROBLEM

Opening a business school

Problem – “Who trusts a new school?”

TWO BAD OPTIONS

Professionals

Want an MBA - Highly competitive

High School Graduates

Want college - Highly competitive



RAPID GROWTH™

POTENTIAL MARKET



View of School – If you can't do...you teach
Want Business Coaching – Can't Afford It

RAPID GROWTH

“ Business coaching at a price you can afford. ”

3,500 students in 3 years.

That's RAPID GROWTH!

BURIAL OR CREMATION



Vs



- Paramount to the grieving process
- Last physical connection
- A chance to say “Thank you” and/or “I’m Sorry”

- We don’t go to church
- Cheap
- Simple

THE PROBLEM



JOSEPH EARTHMAN



Cremation Created Revenue Gap

The DIY Realizations:

- Flowers
- Catering
- Service Folders
- Memorial Cards
- Transportation
- Lost Opportunity For Mourning

I'll Do it
Eventually!

PEOPLE CAN'T AFFORD ME



Funerals For Cremation Or Burial

Closing the cremation-created revenue gap

“Country clubs can take away the use of our location for the memorial service. The one thing no one can take away from us is that we can provide the opportunity to have the deceased present.”

WHAT CAN YOU
LEARN FROM THIS?

Everyone is not your customer.

WHAT CAN YOU
LEARN FROM THIS?

THINK

What market has an unmet need?



RAPID GROWTH™

3 STEPS TO RAPID GROWTH

1. Differentiation and Unified Messaging
2. Niche Marketing
- 3. Sales Systemization**

YOU'RE NOT A SALESPERSON

“Everybody has a product to sell ... even if your company consists of just you and your computer.

Look around — if you don't see any salespeople, you're the salesperson.”

– Peter Thiel, Co-founder of PayPal



RAPID GROWTH™

CAN YOU DO SALES?

Redefining the word:

Did you know the word “sales” was originally derived from the Scandinavian term that means “to serve?”

CAN YOU DO SALES?

- Reading speed of a 6th grader in late high school
- Horribly introverted
- Didn't know what to do with my life

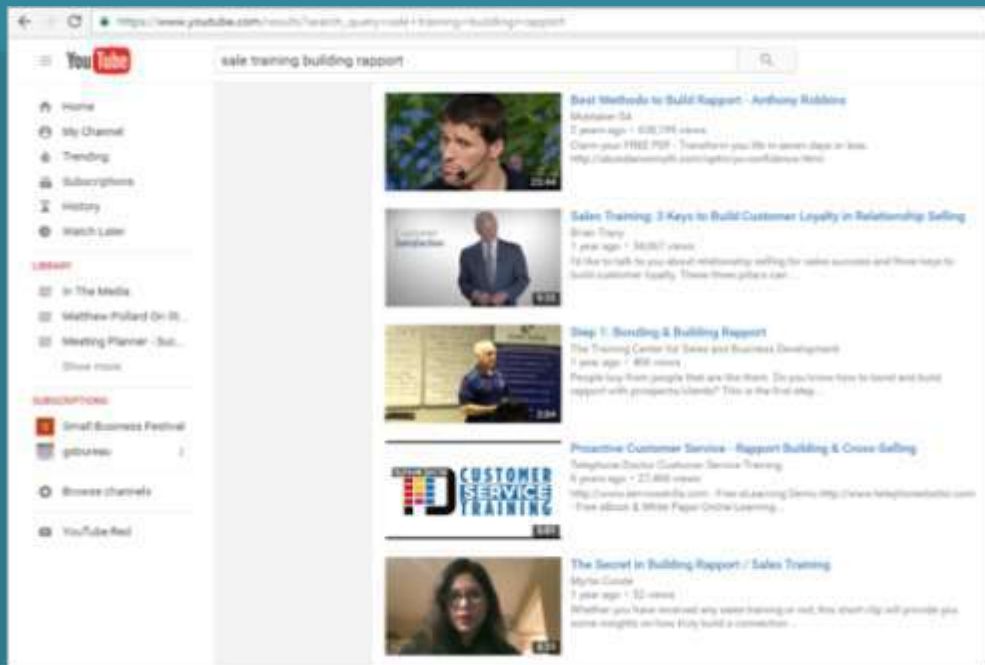
I LOOKED A BIT DIFFERENT



93 DOORS TO A SALE



LEARNED FROM YOUTUBE



NEW PROBLEM

Opening a Mobile Phone Shop

**Problem – “Market is saturated with
HUGE players”**



RAPID GROWTH™

SOLUTION

“Service you can count on!”

RAPID GROWTH

#1 business-to-business broker in the country

\$4.2 million turnover by year three

AGAIN – THAT’S RAPID GROWTH

2007 YOUNG ACHIEVER



SALES TRAINER

From scared to sell to teaching hundreds



RAPID GROWTH®



EVERYTHING CAN BE LEARNED

But On YouTube?...Come On

NATE BOYER

Former Green Beret

“I decided not only was I going to go back to school, but I wanted to do something else I had never done before, which was play football.”

NATE BOYER

“I went back to school and walked on and just made the team.”

- *Played for UT Longhorns*
- *Signed with Seattle Seahawks*
- *At 34, he was eight years older than the average NFL player*
- *Oldest NFL rookie in history*



HOW DID HE DO IT?



“ I literally would watch YouTube videos and Google, 'how to snap a football' and all that. And that was my game tape and I'd go out and try to emulate that. ”

PEOPLE CAN'T AFFORD ME



Derek Lewis
Ghostwriter

“I had so many enquires from people that can't afford me, so I put my price on my website. Now no one calls.”



RAPID GROWTH™

LITTLE THINGS CAN BE HUGE



Ghostwriter

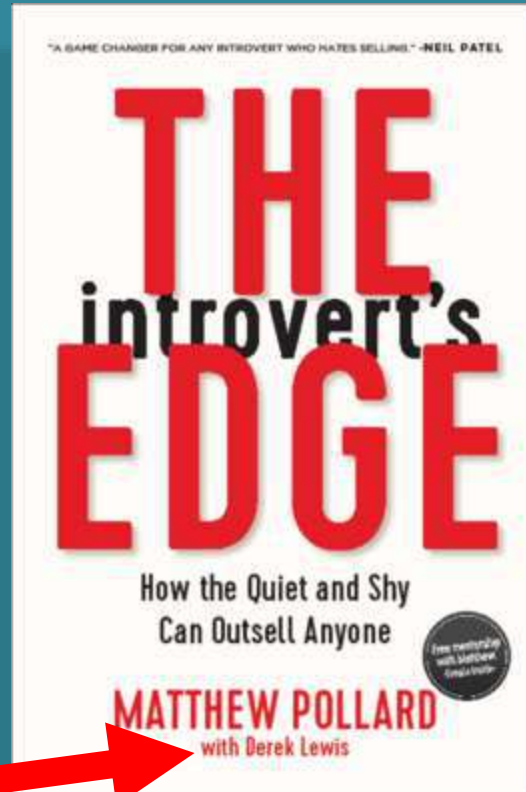
Authority Architect

“On my very next sales call, I followed his advice to the letter – and landed a \$40,000 project in just 40 minutes.

6 weeks later:

I just landed another ghostwriting gig. That makes \$80K in sales in about 6 weeks.”

THE MAN BEHIND THE CURTAIN



BANG!



WHAT CAN YOU LEARN FROM THIS?

The difference between success and failure can be one simple thing that you're not yet seeing.

So learn a process!



RAPID GROWTH™

3 STEPS TO RAPID GROWTH

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All Vital – Yet All Forgotten

CHALLENGE



Give me six hours to chop down a tree and
I will spend the first four sharpening the axe.

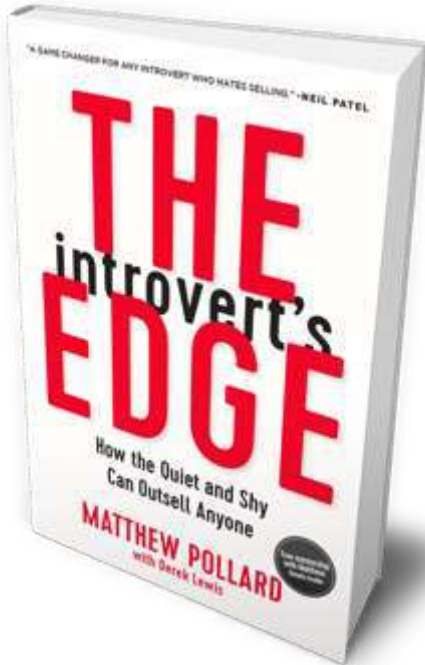
- Abraham Lincoln

www.MatthewPollard.com



MAKE YOUR
COMPETITION
IRRELEVANT

FIRST CHAPTER FREE



“A game-changer” – Neil Patel

“Wonderful” – Brian Tracy

“Inspirational” – Jeffrey Gitomer

“Brilliant, intuitive, and refreshing” – Matthew Dixon

www.TheIntrovertsEdge.com

A QUESTION PARTY!

MY FAVORITE!

**I'M SURE
YOU HAVE
QUESTIONS**



RAPID GROWTH®

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THANK YOU!

www.MatthewPollard.com