



INCREASE YOUR PROFITS

RMG

CONSULTING, LLC

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WE'LL IMPROVE YOUR BOTTOM LINE... **GUARANTEED!**

RMG Consulting, LLC was created by Rob Grifka, founder and principal of Cure Water Systems, Inc., which he established in 1991 with just \$5000. Today, Cure Water Systems grosses over \$1 million in annual sales and boasts a roster of over 2,000 corporate accounts and hundreds of residential clients.

Growing the Business from the Ground Up

To help develop a large client base, Rob hired and personally trained a team of telemarketers. For over 10 years, this team generated over 50 sales calls for Rob and his other salespeople each week. As he was



building Cure Water Systems from the street, Rob perfected his management of office operations at an arms length by developing workflow and organizational systems to streamline

his company. As a direct result of these strategies, client retention as well as employee productivity and satisfaction increased exponentially, and more time was created for revenue generation. Cure Water System's average employee retention rate is 10-15 years.

Sharing his Success

In the process of running his own business over the years, many other small business owners sought Rob's guidance on how to hire and train telemarketers, as well as how to run their companies more efficiently and profitably. After years of providing insight to others, Rob decided to form RMG Consulting, which specializes in building in-house telemarketing operations and devising organizational and time management processes. RMG Consulting provides the following services.

Telemarketing Tips, Training and Implementation

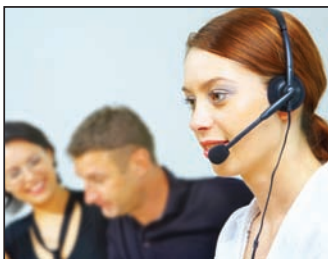
Cure Water Systems' success stems almost entirely from Rob's in-house telemarketing team, which collectively has generated over 15,000 B2B appointments for

Rob and his sales staff. He will teach you and your management team how to set up and run an in-house telemarketing department at your company.

The process includes:

- determining your company's target markets
- buying leads
- creating a personalized database
- writing employment ads to attract telemarketers
- evaluating a telemarketer's résumé
- knowing who to hire and why, and what to pay them
- what to do before telemarketers start, including pitch writing, training tips and tracking sheets
- making sure appointments set are qualified and solid

Rob will personally hire, train and supervise telemarketers for a B2B appointment setting, lead generating or calling on existing clients for the purpose of cross-selling or customer service until they are working without the need of Rob's daily supervision.



Time Management and Organizational Strategies

Rob will share his winning practices for streamlining routine operations to make daily work flow more systematic in order to increase revenue.

The process includes:

- a hands-on assessment of your company
- time management training for executives and employees
- one-on-one meetings with each employee to evaluate their daily work flow to make sure it's as effective as possible
- implementing targeted organizational procedures for sales and support staff
- creating a system of cross-selling to educate clients about all services offered

After spending an entire day with executives and support staff, Rob will provide an in-depth report detailing ways to improve upon your business. It will include the systems needed for greater efficiency and organization, as well as suggestions for re-distribution of responsibilities so that you and/or your key employees manage your time more productively to get the job done and achieve greater profits.

HERE'S WHAT OUR CLIENTS HAVE TO SAY

Rob,
Thanks for setting up a telemarketing dept for my salespeople, things are going really well. Our telemarketers are setting many leads each week and we're selling lots of copy machines from them.

Eric Wolf, President
Superior Office Systems

Rob helped me streamline my business. My daily timeline is much more efficient by the processes implemented by Rob. My company's profits have increased tremendously by what should be \$40,000 by year end. Just streamlining our daily tasks and business processes brought these profits. I personally have less stress and can focus on the things I need to do, instead of wasted functions and experiences. This was a valuable experience for me and my business.

Brian M. Busto
BMB Consulting LLC

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