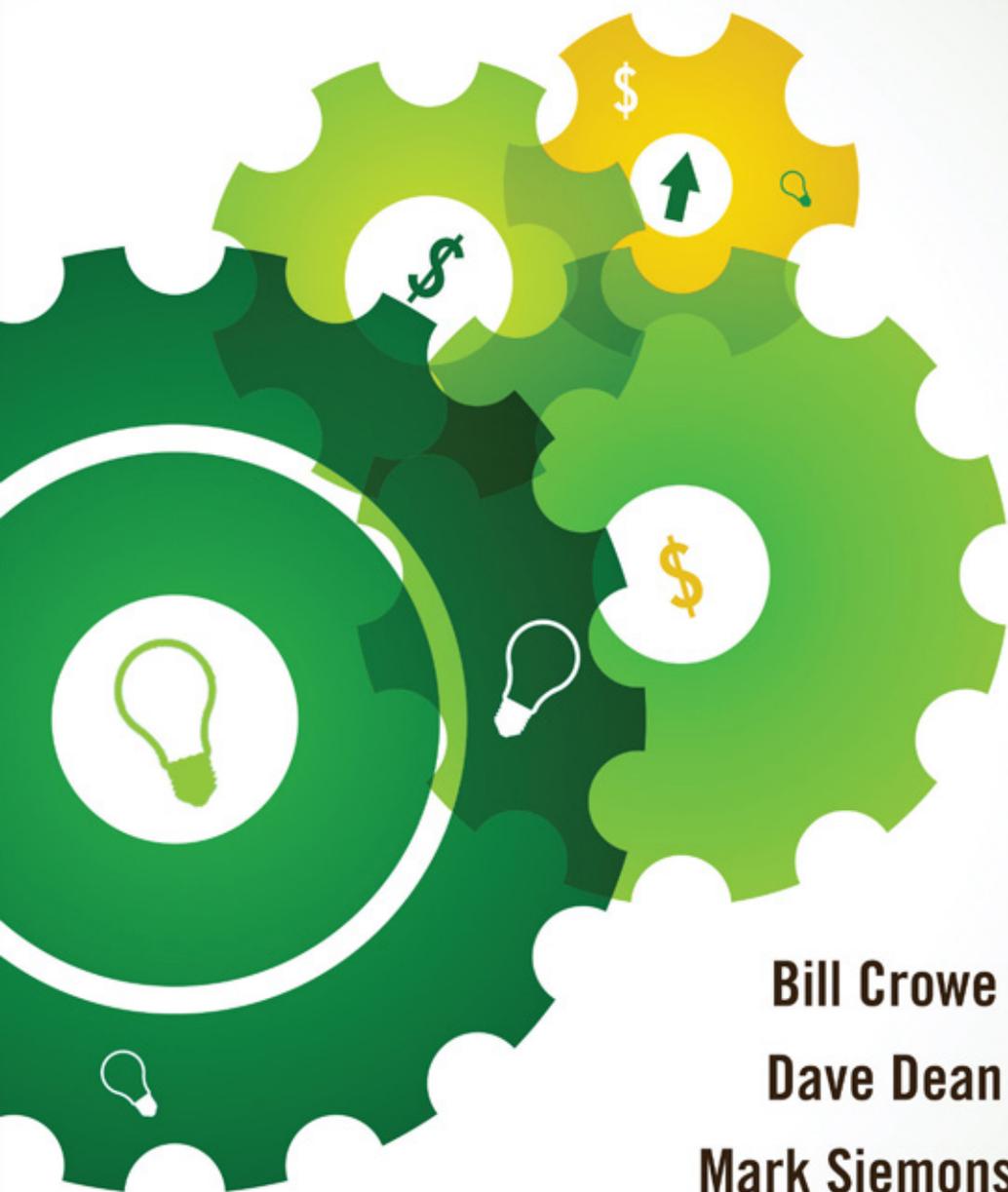


CONVERSION

Triggers, Tips, & Tools
to Grow Business



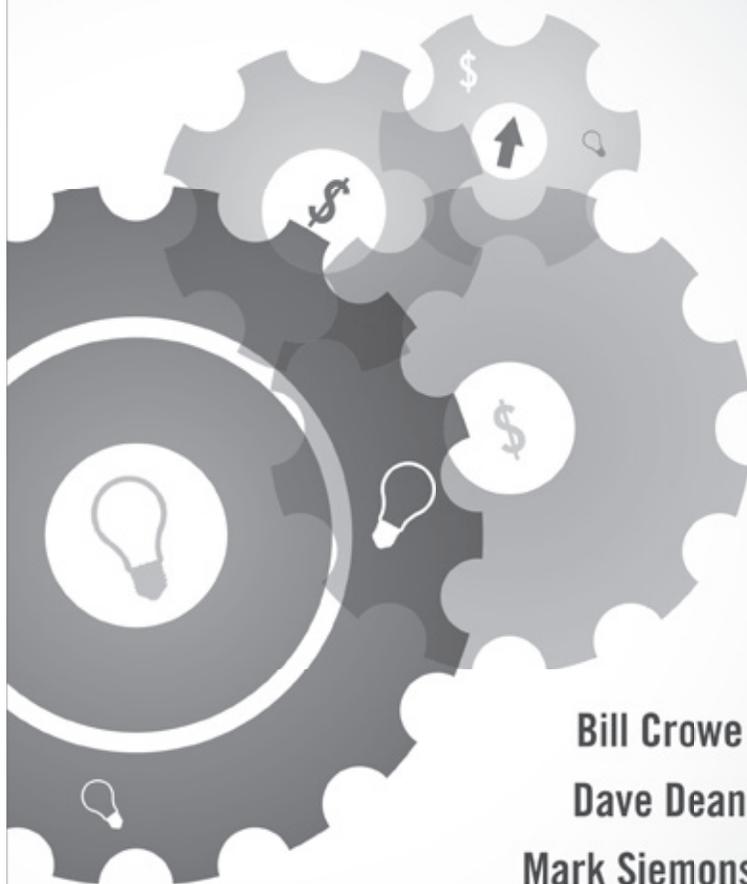
Bill Crowe

Dave Dean

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A Commitment from the Team of Authors



Conversion was written for entrepreneurs, businesspeople, professionals, and those with a craft or skill who really want more practical tools and **to-the-point guidance** on how to thrive in business . . . not just survive. Our goal is to provide more ideas to help those who are self-employed to identify profitable revenue opportunities and grow business to a higher level. Also, we intend to outline how to build a business in a way that will actually take most of the pressure off the owners.

It has taken the authors many years of interacting with entrepreneurs and being involved with a wide variety of enterprises to *figure it out* and then hone a practical business model that works! Readers will find that the content is easily transferrable to their current business opportunities and relevant to their business challenges. Some would say we should have written more, but we have carefully chosen the topics and see no need to use nine chapters when six will do the job. It has been satisfying to condense our perspectives into a concise book. Realistically, in less than a week of reading, you will be able to challenge (or validate) your current business direction and use these **Triggers, Tips, & Tools** to enhance your business model and profitably grow your business.

Profit is about being rewarded for one's efforts. We trust the concepts, ideas, and tools in this book will help you **convert** more opportunities into revenues and profits for your business!

Our multidimensional perspective is the result of decades of working for entrepreneurs, owning companies, being engaged as consultants, educators, seminar facilitators, and as regular clients of small and medium-sized enterprises (SME).

Also, our message has been structured for entrepreneurs with a mindset to build and win. Each chapter is an “*easy read*” which includes practical information for entrepreneurs, leaders, professionals, and their employees. Like you and your team, we have opinions and filters that have been shaped by life experiences, consulting projects, and the lessons learned through making mistakes and hitting home runs! Expand your thinking about your

business, and digest some of the concepts so you can apply them to create effective solutions in your company. Thank you for allowing us to be part of your voyage to convert more revenue and profit.

DID YOU GET THE MEMO ON CONVERSION?

MEMO

To: **The Business Builder**
From: ***Crowe, Dean, & Siemonsen***
Subject: ***Conversion—Building the Business the Right Way!***

The messages contained in this book are practical and have the potential to generate meaningful results. We believe that you will be motivated to keep reading and reflecting on how to apply the triggers, tips, and tools to your company or the company where you work.

We welcome the opportunity to help you along the way since you have taken the first step to do what it takes. Please send us all an email if you need clarity on a strategy or tactic, or when you have reason to celebrate some of your achievements.

We **will** review it, discuss it, and respond in a timely fashion. That is our commitment to you.

If you wish to have conversation about ***Conversion***, please do not hesitate to contact us.

We are cheering for you to be substantially compensated for your efforts!

Sincerely,



Bill A. Crowe

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ABOUT THE WRITING TEAM

The writing team established a consulting alliance in 2005. Joining forces allowed our clients to benefit from a practical and refined approach to growing their companies. Despite having different backgrounds and personalities, the authors have one thing in common—a **passion for supporting entrepreneurs in designing platforms for success and for achieving significance in their industry**. As consultants, we were able to take the time to understand how to work with entrepreneurs, clients, employees, and suppliers to discover the truth for each case and provide guidance to pursue progress.

Using a high-touch approach that involved face-to-face meetings, behind-the-scenes research, conference calls, team thinking, and emails, we learned the real issues and opportunities for each mandate. A respect for each member of our alliance and our associates encouraged healthy debates on each project, and it continued with the writing of this book! Behind each chapter, there has been a lively discussion on what got to stay and what had to go.

Continuous learning has also been an important part of our success and, to remain relevant, we have read many outstanding books and periodicals, studied various industries, dove into the web, and paid attention to commentary by business builders. Our track record working with entrepreneurs has been validated by the results of the businesses, contract renewals (client repeatability), referrals, new friendships, and endorsements on our style and contributions.

We are sincerely grateful to the many clients who hired us individually or through our alliance. Working closely with them has allowed us to capture their perspectives, which influenced our thinking and our message. It is a joy for us to see the delight in entrepreneurs, employees, and suppliers when they experience success from thinking and doing.

Bill A. Crowe

Bill A. Crowe is a marketing professor at St. Lawrence College (Kingston Campus) and a Certified Management Consultant (CMC). He teaches a variety of business-to-consumer (B2C) and business-to-business (B2B) courses with a specialty in venture development, marketing strategy, and profitably growing businesses. Bill has been involved in marketing consulting

for 25+ years and continues to be extensively involved with small and medium-sized enterprises that are interested in growing their companies.

Bill was a contributing author to the textbook entitled *Marketing Today*, published by Holt, Rinehart and Winston of Canada Ltd., Toronto, in 1991. He is the co-author of *Canadian Retailing Strategy—Challenges and Change*, a textbook published in 1996 by Nelson Canada, Toronto.



David R. Dean

David Dean is a Certified Management Consultant (CMC) and a former senior executive at Hudson's Bay and Sears Canada. David held senior headquarter positions and managed the buying of Women's Wear, Cosmetics, and Linens and was responsible for various regional markets. David and his family have also owned and operated companies, giving him first-hand experience to understand and connect with entrepreneurs and their families on real issues. Also, David has been an adjunct faculty member at St. Lawrence College in the venture development area.

His extensive business experience includes the retail industry, channel design, and innovation. David is also known for his expertise in negotiations, account development, sales management, branding, procurement, and profit planning.



A HIGHER LEVEL of
management consulting

CERTIFIED MANAGEMENT CONSULTANT

Mark E. Siemonsen

Mark Siemonsen is a Professional Engineer who completed his M.B.A. (Marketing) at Queen's University in Kingston. During his career, he was involved with marketing execution and solution support for manufacturers. Mark has worked in the United States and Canada serving industrial accounts for Dow Chemical and American Bus Products.

Mark was also a contributing author to the textbook entitled *Marketing Today*, published by Holt, Rinehart and Winston of Canada Ltd. Toronto in 1991. He also co-authored (with Bill Crowe) the retailing textbook

entitled *Canadian Retailing Strategy—Challenges and Change*, published by Nelson Canada, 1996. Mark worked with Bill Crowe on profiling retail leaders in Canada who are included in a book, *Retailing—First Canadian Edition*, published by Nelson Publishing, which was released January 2008. Mark completed his Bachelor of Education from Queens University in May 2006 and has been an adjunct professor at St. Lawrence College and Queen's University with a focus on entrepreneurship, business planning, and communications.

Visit our website @ www.crowedeanconsultingalliance.com

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Ron Stenzl—Partner, Leeds Transit Inc.

Lynn Crowe—Senior Commercial Account Manager, Royal Bank of Canada

Pat Murphy—Partner, Secura Financial Group

Fred Ivimey—Principal, Ivimey & Hogeboom & Associates

Laura Kittner—Principal, Tangent MTW Incorporated/Vice-President, Renttheprinter.com

Avis & Brent Brownlee—Mother/Son Entrepreneurship Team, Best Western Plus Perth Parkside Inn & Spa (Partners), Brownlee's Metro, Perth, Ontario (Owners)

Adnan & Maria Moussaoui—Serial Entrepreneurs/Owners of Multiple enterprises: Town & Country Painting, Bellagio Salon, & Carfa Land Development

John Doris—Manager, Toronto Dominion Commercial Bank, Ottawa South

Sylvia Jellema—Bookkeeper & Entrepreneur

Brenda Clarke—Executive Director, Brockville Downtown Business Improvement Area

Tom Lilly—President, TGraphics

Kevin Williams—Women’s Golf Coach, East Carolina University

Charlie Mignault—Director of Business Development, Corporate Learning and Performance Improvement (St. Lawrence College)

Glenn Yonemitsu, MBA, CMC—Chief Executive Officer, Canadian Association of Management Consultants

Roy Cetlin—President, CeRoy Inc.

Finally, *Conversion* would not exist without the continued support and encouragement of our families, friends, and clients. To them we say, “Thank you”.

Note that the opinions and comments of the authors and reviewers of our manuscript drafts do not reflect the opinions of any affiliated organizations.
