



Positioning Success

Key Questions for Managing & Growing Your Business

www.PositioningSuccess.com

Cross-Marketing Proposal

Assumptions

- ▶ Business managers and customers receive many gifts and enticements that have little practical value or use
- ▶ Many corporate ethics guidelines preclude larger gifts such as food baskets
- ▶ Marketing messages can get lost if recipients perceive little or no value from the gift

Proposal

- ▶ Use our latest Business book, *Positioning Success*, as your corporate incentive item
- ▶ Reach your customers, prospects and key vendors with a gift that offers them improvement suggestions

Why Our Book, *Positioning Success*, is Perfect for You

- ▶ Business books come with a naturally built-in perceived value
- ▶ This book is designed for a quick read on an airplane-not as a text book
- ▶ Successful companies market success
- ▶ Self-help business books from your company reinforce your leadership position in the marketplace
- ▶ The book includes a 160-point Action Plan managers can use to analyze and improve their organization
- ▶ Book is linked to a Success Community web site at www.PositioningSuccess.com

Positioning Success is perfect for Business Managers and Leaders if they are:

- ▶ A **Team Manager** who wants to make a dramatic statement instituting sustainable improvement and growth
- ▶ A **Director** who wants a better roadmap to success
- ▶ A **Vice President** who recognizes organizational problems exist and wants a fresh new way to identify solutions to bring the organization along
- ▶ **Member, Board of Directors**, especially for family-owned businesses, who want strong questions to ask to ensure organizational growth and success
- ▶ An **Entrepreneur** who started as a great sales person and now wants to strengthen their management skills to lead their growing organization to the next level

The Authors' Background

- ▶ John Mengelson and Bill Lisowski have over 60-combined-years of successful business leadership experience
- ▶ Both have worked for a Fortune 500 company and currently consult with service-oriented businesses
- ▶ Full credentials are available through: www.johnGmengelson.com and www.PositioningSuccess.com

The Details

- ▶ Book cover price is \$12.99, soft cover, 4-color cover
- ▶ Tag line: "Compliments of Your Company Name" can be added to the cover for a one-time fee
 - ▶ Minimum order to have cover changed is 250 copies
- ▶ Book is linked to web site devoted to business management issues (can cross link to your web site as well)
- ▶ Author(s) can be available for special event book signing
- ▶ Follow-up titles are in the production pipeline: *Earning Success* and *Retaining Success*

Respectfully Submitted,
John Mengelson and Bill Lisowski

For more information, contact us at:
Interested@johngmengelson.com