

# This Client Grew Their Revenue 110% in 10 Months

## CLIENT

This client is an international, multimedia corporation in a market facing significant industry challenges due to declining big media and increasing growth in market share by streaming devices combined with a growing "cut the cord" attitude in the consumer base.

## CHALLENGES

- **Revenue Limited To Less Than 10% Of Potential Market:** This company was mired in the "Me We Syndrome™" of traditional marketing, rather than being aware of their ideal buyers. This limited their revenue to less than 10% of their available market.
- **Inability to create new buying relationships.** Their limited process for engaging and courting new and inactive clients, limited their pool of potential new buyers.
- **Lack of systems to manage the flow of new prospects and sort higher value prospects for more personal attention,** creating a need to spend more time, less effectively than with simple (consistently followed) systems in place. The team was overwhelmed, disinterested and stressed. They were also unaware of bottlenecks and "problem points" where sales were either not maximized or lost completely.
- **No sales processes in place. No steps to the sale with coordinated collateral designed to move prospects forward in the process and ultimately to buying.** Treatment of

potential clients was haphazard, with steps missed as they were left to individual actions and memories. They were unaware of what was or was not working, leading to inconsistent client experiences and inconsistent results.

Projected Growth 108% - 12 months  
**Real Results - 110% - 10 Months**

"We grew our revenue 110% in 10 months using Deberah's Quantum Business Beyond the Spreadsheet Strategies. We're celebrating our success and we're excited. More importantly, we've adopted Deberah's strategies to keep our numbers moving up!"

Enrique Montoya, VP  
**Discovery**  
LATIN AMERICA / US HISPANIC



Industry  
**Multi-media**



Countries  
**13**



Languages  
**5**



Growth  
10 Months  
**110%**

- **No upsell, cross-sell steps, processes or training** to upsell into “packages” or to cross sell other opportunities that will maximize the effectiveness of the client’s marketing investment.
- **Ineffective / Bad Leaders who were very** self-focused and self-promotional, taking credit from team members, creating a dysfunctional, ineffective culture.
- **Unintentional, destructive “leaders”** who held no official leadership position, but through gossip, end-runs and rumors were leading the team in destructive ways.

## IMPLEMENTED SOLUTIONS

- **Strategic Messaging**
  - Creation of new ecosystem packages
  - Understanding market data
  - Direct focus on ideal buyer pain and solutions
  - Ideal buyer solutions
- **Strategic Sales**
  - True understanding of the ideal buyer money, risk and time with meaningful solutions.
- **Executive Management Coaching**
- **Leadership Development Training**
- **Creation of Intentional Culture**
- **Hiring and Training Superstars**
- **Strategic Innovation**
- **Ideal Buyer Strategy**
- **Dream Client Strategy**
- **Own Your Market Strategy**

## RESULTS

This client reports:

- ✓ Increased revenue – 110% (10 months)
- ✓ Effective deployment of new media ecosystem packages in 13 countries
- ✓ Exceptional team of superstars
- ✓ Superstars well-trained in strategic messaging and strategic selling
- ✓ Effective teamwork, intentional corporate culture
- ✓ CEO - Increased personal self-esteem
- ✓ Effective leadership development at multiple levels

## WHAT HE SAID

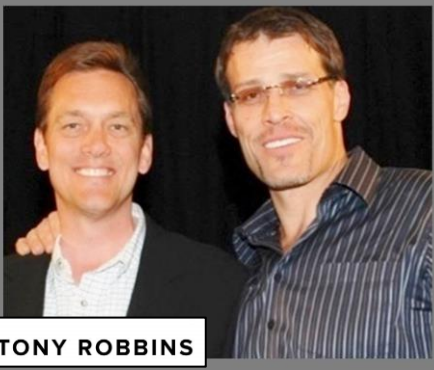
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Enrique Montoya  
Discovery Latin America



## Exceptional Results

Tony Robbins and Chet Holmes have referred multi-million dollar clients to Deberah, knowing that she will always deliver exceptional results.



TONY ROBBINS

## The Deal That Never Should have Happened

Deberah Bringelson is best known for negotiating the deal between Richard Branson and Arnold Schwarzenegger, with annual revenues of more than \$300 Million, for which she received the "Steal of the Year" Award for the deal that never should have happened.



You can have massive success, without sacrificing your health, family, and life!"

"Real **FREEDOM** is having a massively successful business *and* a fabulous life!

**I deserve it!"**



Dacia Coffey, CEO  
Blender  
TheMarketingBlender.com

## If you have a chance to work with Deberah, Drop Everything! Do It!

"Deberah is one of the most valuable resources I have ever had in terms of my personal and financial growth. If you ever have the chance to work with Deberah in whatever capacity, I would only urge you to drop everything and begin today!"

Jesse Douglas  
Entrepreneur



## Tremendous Leadership

"Deberah has the drive, determination and experience to take on any challenge and bring new innovativeness and experienced leadership to any company or organization."

Michael Scanlon, CEO  
SamTrans



## Deberah Creates Tremendous Success

"I was struck by Deberah's tremendous leadership abilities, tenacity, and drive for success!"

David Crane  
Special Advisor to Governor Arnold  
Schwarzenegger



## The entire team – pulling together, working for the common goal – the win!

"Deberah creates a vision that inspires. She gives nothing less than 110%"

Tedi Vriheas  
AT&T



## A Leader With Vision

"Deberah is a leader with vision, creativity and passion. She knows how to pull together contentious and competing interests and lead large teams to achieve common goals.

Jim Wunderman  
President and CEO  
Bay Area Council





Deberah Bringelson is one of the most profit-producing Business Growth Authorities and Empowerment Experts in the world.

She is best known for her creative ingenuity, tenacity, and leadership to attract and negotiate the Virgin America deal between **Sir Richard Branson and Arnold Schwarzenegger**, for which I received the "Steal of the Year" award, for the deal that never should have happened.

**Deberah helps people in the C-Suite, break through the fog of confusion, poor sales, and overwork to increase revenues AND reclaim the time, energy and joy their business has stolen from them. She also works with your team, fixing problems, like HR nightmares, inconsistent revenue, and poor leadership at the root.**

OFFICIAL MEMBER

**Forbes**

Partial List



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TRUST RESULTS RESPECT

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