

Put Business Growth in the Palm of Your Hands

Innermetrix Incorporated™

The Leader in Professional
Consulting Business Development



www.innermetrix.com



Whether you are just getting started as a professional business consultant, or you already have an established practice but want to take it to the next level, the IMX 3.0 Business Development Process and tools are just what you need.

At Innermetrix your growth is our only priority. While we do indeed have world-class psychometric tools like DISC, Values and Attribute Index, and we provide education and training; those are just tools we use to achieve one single goal – ensuring that your consulting or coaching practice grows!

As a Certified Innermetrix Consultant you receive:

- The **most comprehensive** training and support program on the market today (sales & marketing success program, executive coaching, mentoring, business consultation, consulting tools and methodologies).
- A large suite of **proven** business consulting tools and processes, designed not only to help you deliver more value – but sell more business in the first place.
- **Sales and Marketing** training, support and materials through educational seminars, global marketing – even your own personal **sales coach**.
- Immediate power of an **internationally recognized brand**.
- The Diagnostic Sales Methodology - A professional services selling program that delivers **70% conversion!**
- An **industry first, unlimited usage of all profiles** each month for one low, fixed fee. Why? Because we don't sell profiles – we sell growth. Literally all of this (everything) is covered under one flat monthly license fee.



Our only
objective is
to partner
with you to
help you get
more
business.



A funny thing happened on the way to our goals.

At inception Innermetrix was just another profile company, selling psychometric tools to business consultants and coaches. Eventually, however, we realized that we were selling solutions to our client's secondary need. Their primary need was in what they hoped the profiles could do for them – help them get more business. We quickly realized that our goals were not necessarily the same as our customers. Our goal was to sell profiles, and once sold our objectives had been met; even though our customer's may not have been. For this very reason we decided that our goals needed to become the same as our customer's goals. And to do that meant that our primary objective needed to become the growth of your own

practice; not selling you a profile. Our training needed to shift from focusing on profiles to focusing on more effective sales and marketing. Our product mix needed to move from just tools that you use – to an actual sales methodology that ensures your practice's growth. And our support needed to change from supporting our profiles to supporting your sales! Basically, our success needed to become your success – and in reality, not just in words.

To that end, starting in 2009, we completely re-engineered our entire philosophy and company:

- First, we decided to stop charging per report. One of the most powerful uses of our profiles is as an actual sales tool. If you have to pay per report, though, you are less likely to use them in the front of the sale...before you get paid. We instituted the first unlimited license program in the industry, so you can get the full value of these profiles to actually make the sale.
- We then gathered all those best practices we've seen in the over 1,500 consultants we've worked with over the past 12 years, and distilled them down into a simple-to-understand, proven sales methodology called the IMX Diagnostic Sales Model. It is a model for growing your practice that is built by consultants – for consultants.
- Finally we took the focus on sales and marketing from the ancillary role it had played (e.g., side-bars and concurrent sessions at annual meetings) and placed it front and center. We shifted from sales and marketing training in support of our profiles – to profile training in support of sales and marketing. While perhaps subtle, the principle focus has been complete reversed.

Here's what some of our Consultants are saying about IMX:

- "I have worked in this industry for over 25 years and I have never seen such an effective, in-depth set of tools and sales processes that can change your consulting practice in such a significant way."
- "I have to say that as a consultant and owner of a successful firm, I would be just another "ME-TOO" out there if it wasn't for IMX and its breadth of services."
- "Using the IMX diagnostic sales process at an executive luncheon we hosted, 16 of the 22 attendees converted to face-to-face meetings afterwards. Of those, 15 became paying clients. That's 72% conversion! Those companies also represent over 10,000 employees. This is an extraordinary return from a 90-minute presentation, and the IMX tools and processes allowed it to happen."



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Need Help Significantly Growing Your Professional Services Practice?

How can IMX 3.0 Help You Sell More Training, Consulting or Coaching?

Innermetrix is a lot of things (e.g., profile company, training company, software company) but above all else, we're about helping the Independent Business Consultant/Coach grow their practice! While we have some great tools that help you deliver better training, consulting or coaching - our main objective is to help you **SELL** more training consulting or coaching in the first place.

We do this by using those tools in a completely unique way. Instead of simply selling you profiles to use with your clients, we've created a proven sales process that uses those profiles to actually sell your professional services...and man does it work!



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The IMX Diagnostic Sales Process will teach you how to get significantly more business

Let's face it. All profile companies out there today are software companies. Most profiles are 100% online nowadays. The difference between IMX and our competition, however, is that we act like a software company. Unlike all of our competition, IMX doesn't charge you a fee per report. Instead, like with other software, we charge you a single low monthly fee for unlimited profiles. This is absolutely vital because we've figured out how to use profiles to actually sell your professional services, and do so more effectively than you probably ever imagined.

Treating software - like software

Innermetrix has three unlimited programs to choose from. All of them come complete with 100% customer service and support, full training and complete access to all of our profiles - with unlimited usage:

- **Standard (Package A):** Unlimited access to all *standard* profiles. Available profiles:

- The DISC Index
- The Values Index
- The Attribute Index – Leadership
- The Attribute Index – Management
- The Attribute Index – Emotional Intelligence
- The Attribute Index – Sales Management
- The Attribute Index – Sales
- The Attribute Index – Customer Service
- The Attribute Index – IT
- The Attribute Index – General Employment
- The Attribute Index – Healthcare worker
- The Organizational Health Check-up
- The Automated SWOT Analysis
- The ADVanced Insights Profile

- **Customized (Package B):** Everything included in Package A, plus the ability to create fully *customized* Attribute Index profiles and customize your own logo on everything.

- **Private Label (Package C):** Everything included in the Standard & Customized, plus *private label*. Private label adds the following features: personalized URL, complete integration of our profiles into your website and database. It's like owning your own profile, minus the three years and \$1MM to develop it.

If you are interested in learning more about becoming a Certified Innermetrix Consultant, simply contact Bryan Arzani at bryana@innermetrix.com



How Have Others Benefited Significantly From IMX 3.0?

Case Study #1: Selling Sales Help

John was chasing a prospect with 5,000 employees and a 32% turnover rate that was hurting for better managers and needed to bring on an additional 50 new sales reps. Originally John wanted to propose using the profiles on all the existing sales people to get a feel for what worked and what did not, then give them profiles on their top 3 candidates for each new opening. Finally, he wanted to use profiles on all existing managers. Combined he projected 150 sales candidates (3X50), 125 management profiles and 75 profiles for existing sales reps. That would have been 350 profiles, pushing his cost alone to \$24,500 wholesale (\$70 per ADVanced Insights). With Innermetrix and the unlimited pricing model he was able to reduce his cost from \$24,500 to \$6,000 (12 months) – and the best part was that since his cost

had been so drastically cut he changed his proposal to include all 5,000 employees and a profile for “any” sales candidate (instead of just top three), and the extra value allowed him to justify a higher proposed fee. In the end the proposal went from \$52,500.00 (for 350 profiles) to \$75,000 for 5,000+ profiles and his profits went from \$28,000.00 to \$69,000.00.

Case Study #2: Healthy Sales & Strategic Marketing

Mary specialized in helping organizations with strategic planning and organizational development. Before joining Innermetrix she would simply ask prospects, “How is your company doing?” and “where are your critical need areas”? This process lacked any structure or proof and relied on the subjective opinion of just one individual – whoever she was lucky enough to talk to. After joining Innermetrix, however, Mary started giving a free Organizational Health Checkup to all of her prospects. Not only did this free offer to help them quantify the level of health in eleven core areas of business receive tremendous acceptance, but the need to debrief the results gave her the perfect reason to have significant discussions with several executives instead of just one. Since the reason for her meeting was to go over the results, instead of make a sales pitch, her prospects were much more open and ready to discuss solutions to whatever glaring issues were uncovered in the assessment. Since Mary joined Innermetrix, she gets unlimited OHC assessments as part of her monthly license, so she gives them away to every company she comes into contact with, and her business has grown 120% year over last as a result.

Case Study #2: Speaking of Sales

Frank used speaking as a sales vehicle to promote his consulting and coaching practice. On an average month Frank spoke to as many as 50 people through different venues, conferences and networking events. Frank used to buy profiles at a per-report price from another company. As a result, he would limit his use of them in these speaking venues and typically give free assessments to “three lucky winners.” When Frank joined Innermetrix, though, he was able to give free assessments to every one of those 50 people – each month. He quickly found that getting time on busy executives calendars to go over the result of their “Personal” profile was much easier, AND those sessions turned into more effective sales calls than anything he had tried previously. As a result of the drastic increase in one-to-one debrief meetings, Frank has seen his sales funnel filled to the point where he actually has to slow down. He has more business than he can handle right now, which is a 270% increase over the previous year.

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