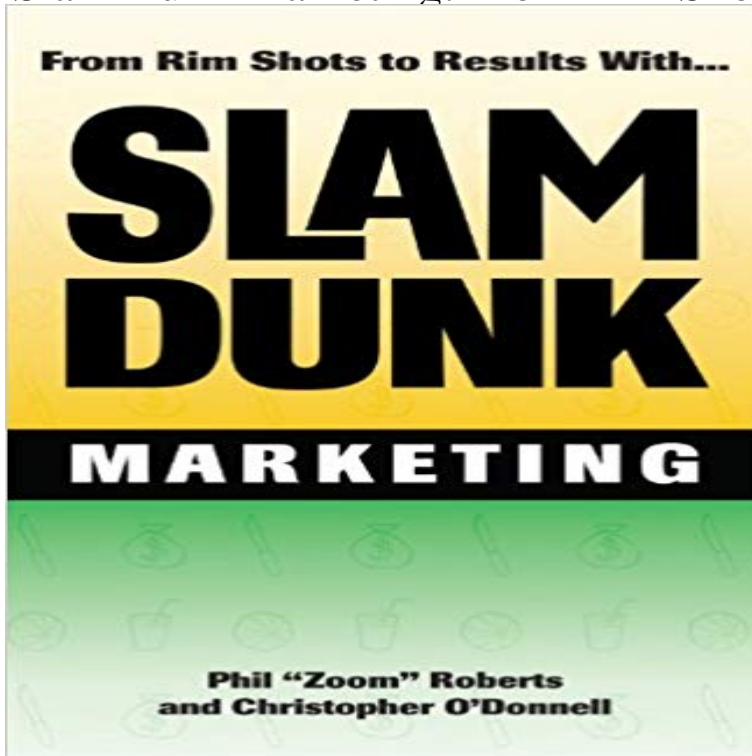


Slam Dunk Marketing: From Rim Shots to Results



Perfect for any restaurant owner or manager...or any small business owner, this one-of-a-kind book covers concepts like short- and long-term marketing strategies and calculating ROI. A half-inch, the width of the rim on a basketball hoop, is all that often stands between a players shot going in for points or coming up empty off the rim. The narrowest of margins can also determine the success or failure of your marketing efforts, no matter what kind of business youre in. In Slam Dunk Marketing, co-authors Phil Zoom Roberts and Christopher O'Donnell weave a compelling story about Dean, owner and operator of the Red River Grill, who learns the hard way how taking care of the details can mean all the difference in generating customer traffic and building repeat business. Deans story will teach you how to:

1. Incorporate short-term and long-term objectives into your marketing strategy.
2. Build guest loyalty and maximize profits with your existing customers.
3. Implement effective personal marketing to build your client base.
4. Plan your promotions effectively to maximize ROI.
5. Accurately project marketing revenues.
6. Train and motivate your staff to execute marketing efforts successfully.
7. Create walking, talking billboards for your restaurant.
8. Maintain profitable momentum from your effective marketing efforts.

Funny, insightful and true to life, Slam Dunk Marketing conveys proven techniques to get profitable results without breaking the bank. Its a must-read addition to your business library. Slam Dunk your way to economical marketing success and limitless customer satisfaction!

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