

I can let you
into a secret
that could
grow your
market appeal
...overnight



monika evers
OFFICE OF INFLUENCE

WHAT OUR CLIENTS TESTIFIED:

“we doubled
our revenue
in 18 months”

“opened doors
that were closed”

“placed us
above a major
competitor”

Many clients have continued
on to become number one
in their marketplace.



“In retrospect,
I now believe
we were turning
customers off,
losing thousands
of dollars
and wasting op-
portunities.

After working with Monika Evers
we now have market influence,
and business follows as a matter
of course.

Market share has been steadily in-
creasing with new acceptance
into overseas markets.”



Peter Buttigieg
CEO, RMS

Influence

Imagine if like RMS, you too could go from gaining your first international contract to owning 90% of your local market, just by improving the influence of your business.

Incidentally, they are now trading in four countries, including the UK.

RMS is just one of the many success stories in our bank of experience.

Did they change their product or service?
No, they just changed their ability to influence the marketplace through their image.

When you improve the influence
side of your business, you improve
the bottom line of your business.

The influence of a business is measured in the revenue of that business, the quality of staff it attracts, and terms it can negotiate with suppliers. It dictates the price it can charge, the time it takes to win a sale and the on-going loyalty of its customer base. Further, the influence of that business reduces dependency on individual reputations, increases brand equity, grows shareholder value and determines whether it can attain the number one spot.

Since 2005 neuroscience has begun challenging marketers to the immense sway that unconscious emotions and beliefs have in wealding sales and loyalty in commercial markets.

This new paradigm requires CEO's directors and business owners to look beyond their logo, corporate style and clever positioning lines. It is in the language, beliefs and values of their organisation that will ultimately influence and win the loyalty of their customer base.

The better the match between your image to the market the more influence and loyalty you create.

We have spent 20 years developing our knowledge base and processes using these emotional principles into our client outcomes.

It's no secret that the measure of influence is reflected in the bottom line of each business. The real secret, however, is in how our consultancy can assist a business like yours to develop more sales and longer lasting market influence using influence.

proven three staged process



Increased influence
in more than
100 businesses

Monika Evers has more than 20 years of business influence experience, gained from working with over 200 businesses across most business sectors. For example:

- Successfully positioned financial businesses like the Wallstreet Group of Companies to realise a million-dollar enterprise in its first year of operation.
- Assisted corporates like Australia Post to develop and implement an internal influence program via the quality system QS1, QS2 and QS3. It assisted in lifting Australia Post's "one day delivery" performance from 87% to 94% Australia-wide.
- Launched retail businesses like a Nobby Kitchens agency in Victoria and helped grow its market influence to become the third-largest kitchen company within nine months.

Streamline your business influence
with three transforming processes

By working with these 200 plus clients we discovered the three areas of influence that were responsible for impacting their business.

We then streamlined the processes, as outlined on the next page, so that every client could implement, manage and grow the influence of their business from our initial consultancy.

“Monika, your work is sensational, very unique and definitely an intelligent way to analyse and grow brand influence.”

—Robert Rooker CEO, Alliance Paper Products

Why not contact us today, to discuss how you could improve your business influence internally and in the marketplace.



Evers...influence “specialist”

THE AGE newspaper (1/08/06 Page 1, Business Section) published the opinion of Monika Evers on the influence the Coles/Myer de-merger could have on the Coles brand.

“The merger of Myer—a mid to upper-range department store with supermarket chain devalued the brand Myer,” Ms. Evers said. “the damage was never to the Coles brand...”

*(Since the demerger and loss of Myer brand's influence):
May 2007, Coles reported its slowest sales growth in at least seven years with continuing poor performance from Coles Supermarkets and Kmart.*

1 METABRAND DNA™: **Ensure your brand appeal. 80%** of brands are unintentionally causing mistrust to varying degrees because the brand did not take up all of the trust factors that needed to be present in the visual . We call this the Maluma Effect. Clients regularly report increases in sales of 25-30% just by undertaking this review and adjusting their existing brand to the findings.

2 DEVELOPING THE MINDSET™: **Learn from the 6000 most successful brands** across 49 countries. That is 60,000 years of experience for small to medium businesses to draw upon. Fast track your market understanding by modelling your mindset on the success trail of super Brands.

3 MARKETYPES™: **Own your marketplace** by finding the right values alignment for your business. Market influence is now obtainable using this model of Marketypes™. Galvanise your markets, ensure customer loyalty both outside and inside of your business and increase sales by undertaking this process.

“Our repositioning **doubled our revenue** in the first 18 months and gave us the credibility that placed us in the top 10 businesses of our industry.” Brett McCall, CEO, McCall Security. “You took Breakthrough from boiled lollies to chocolate and are responsible for the **massive growth** we experienced immediately after the relaunch and subsequently.” Gary Schuller, CEO, Breakthrough Events International. “We **recouped the costs** of the initial repositioning within the first six months.” Glenn Houson, Sales/Marketing Manager, RMAX. “**From start-up to a turnover of \$1.2m**. The market perception achieved by Evers placed us above our major competitor, a ‘listed’ corporate.” Tony De Marco, Director, Wallstreet Group. “I believe it gave potential clients more confidence...**sales increased 25%**.” Mathew Eno, CEO, Eno Technologies. “This new imaging combined with our client-focused style has contributed to Keelins **doubling in size** in our first two years of trade.” Jeremy Feiglin, CEO, Keelins Lawyers. “Our image **opened doors that had been closed** to our operation.” Anthony LeBransky, CEO, Henry Bells. “Evers was chosen to launch Nobby Kitchens into the Victorian market. We rose to become the **third-largest** kitchen company within the first nine months of operation.” Steve Williams, Director, Nobby Kitchens Victoria. “Before you spend another marketing dollar, I would make it a priority to explore how you could increase your business influence with Monika Evers. It’s a **must do** for every CEO and business owner.” Murray Collier, international adviser to CEOs. “I have always sought the **best advice** from the best lawyers, the best accountants. That is why I chose Evers.” Ralph Plarre, Joint CEO, Ferguson Plarre Bakehouses. Could you use influence to transform your business? **Find out today.**



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