



Actionable marketing strategies and tactics to grow any business and prosper in any economy!

Nick Nichols has been cited on 300+ media outlets, including affiliates of:



Nick Nichols speaks to small and medium enterprise (SME) owners who want to attract more pre-qualified buyers who are ready to do business on their terms at the prices they want to charge.

"You've never had a consultant like Nick Nichols. He understands business and what the public wants. He knows how to put it together."

– Dr. George Bobbitt, CEO,
GTGB Chiropractic Centers

"You're my hero! I would be nowhere fast without your skills! Nick is a great source for branding of your personal business or corporation."

– Debbie Murray, Vice President
Allie Beth Allman & Associates Real Estate

"Nick helped us become leaders in the business networking community by showing us how to narrow our focus to establish ourselves in the market quickly so we would be known as experts."

– Ray DuGray & Maria Ngo
"The Entrepreneur Doctors"

"I would highly recommend Nick Nichols to professional service providers who want to improve their image and reinforce their brand to become known as 'the one to call' in their field."

– Beverly Flaxington, CEO
The Collaborative

"I wanted to add a new dimension to my business so I turned to Nick Nichols. I would highly recommend Nick and his team to business owners who want the latest marketing methods."

– Ben Edwards, CEO, Boston Tour Group

"Nick is able to look at a company's total marketing plan and come up with several strategies to reach new clients and new markets in an innovative way. He 'gets it.'"

– Joan Nye, Principal, JPN Financial

Maximize Your Margins™

Summary:

This is a high-energy, high-content, interactive program where participants will learn why margin is the most important component of their business model and how to use margin to insure their continued business success. After this program, attendees will be empowered to:

- Create a superior selling proposition so potential buyers will instantly see immediate, relevant value.
- Generate magnetic offers to attract new customers/clients at a profit.
- Plug the holes that probably exist in their pricing and discover what people will pay more for.
- Communicate and prove value and ROI to command higher prices.
- Create and deploy higher-priced offers from their existing product and service mix.
- Retain profitable customers/clients and shed low-profit, high-maintenance customers/clients.

Audiences:

Small and medium enterprise owners and professionals to want to increase sales and profits; consultants, coaches and trainers who want to sell more products and services. Conference/tradeshows keynotes/breakouts; association meetings; larger chamber of commerce events.

Customization Options:

Alternate titles:

- "How to Claim the Hidden Profits That Are Slipping Through Your Fingers Every Day"
- "How to Instantly Increase the Profitability of Your Business By 10-50%"

Program Length:

This program can be customized from 60 minutes to a half-day strategic work session or combined with Nick's Marketing Message Magic™ and Uncover Your Hidden Profits™ programs for a one to two-day intensive.

To book Nick now:

Call 214-458-2290 or

Email booknick@nicknichols.com