

## A five-year-old local web design company TRIPLES its sales in 90 days

As business owners and salespeople, we are always searching for the magic formula that will dramatically increase our sales and profits. Here is one person's journey to rapid growth.

### Starting Point

Antelope Web has been in business for five years. It is a successful web design company, but I wanted to take it to the next level. To accomplish this, I needed an influx of cash, additional capacity, and new marketing strategies in order to increase the number and type of opportunities I could handle.

To facilitate the company's growth, I hired Art Radtke, a successful business coach and owner of *Informed Entrepreneur*, an online business magazine.

### Strategy

Following a review of Antelope Web's strengths, together, Art and I developed a plan to maximize the company's reputation in its marketplace. It included strengthening the company's relationships with existing clients, implementing a new client process to enhance the customer experience, and improving the website production process.

We then developed a new approach to creating strategic relationships using the concept of "building a network," instead of "networking." Once the new system was designed, we began to systemize the process.

### Results

In the second month of this new system, Antelope Web experienced its **best month ever**. At the three-month mark, the business had **doubled** its income, and in six months, income **tripled**. To handle the additional business, the company increased its staff size by 66% and is looking to add additional staff. Workflow around website production was systemized, removing many of the challenges surrounding delivery, and the number of raving fans is increasing.

Summertime has historically been slow for this business—but not this year! As of July 15, Antelope Web sold more websites than it had in the last five Julys combined—and accomplished this while I was on a 10-day vacation with my family.

### See For Yourself

To speak to us about Antelope Web websites, or about their journey, contact us to arrange an introduction.

To discover how you can experience this type of success, contact us for a complimentary discovery session.