

MITCH AXELROD'S

**THE**  
**ULTIMATE**  
**Profit Model™**

**Priority Bulletin from the desk of Mitch Axelrod...**

## ***THE Ultimate Profit Model™***

**Transform Customer Service into a *NEW* Business Profit Center!  
Drop Dollars to Your Bottom Line, Fast!**

**Double Your Revenue Streams and Multiply Your Return at a  
Fraction of Your Marketing and Advertising Investment**

**Release, redirect and redistribute existing assets into more highly  
productive activities that boost profit now...**

**Become the *ONLY* game in town!**

*THE Ultimate Profit Model™*:

- Generates more top line revenue and bottom line profit
- Saves middle line marketing and advertising expense
- Redirects money from low yield assets to higher return investments
- Provides a quick burst of activity and new business
- Increases customer loyalty, retention and lifetime value
- Reactivates past, dormant and inactive buyers
- Strengthens balance sheet and brand value
- Capitalizes and monetizes untapped assets
- Inspires your people and enhances their performance
- Cements you as the trusted voice of choice and *ONLY* game in town.

***THE Ultimate Profit Model* eliminates a cost center and doubles your revenue streams!**

You compound and multiply your return on investment.

You can pocket your savings or reinvest it in activities that generate more revenue.

You're playing the game with house money.

***THE Ultimate Profit Model* can produce better quality new buyers than expensive marketing methods and lead generation campaigns.**

**You Can Prove It Yourself**

Redirect a portion of your current marketing dollars into **THE Ultimate Profit Model**.

Measure it for three to six months. Then compare the return with the rest of your marketing investment. The difference can be staggering.

Your bottom line gets a double boost from higher revenues and scaled down costs.

You can be in the black in 30-60 days.

**THE Ultimate Profit Model** enables you to apply successful investment principles to your marketing, sales and service expenditures.

A slight redirection and redistribution of human, business and financial capital can have a profound impact on the bottom line this year, every year.

Every day you have dollars trapped in lower yielding assets is a lost opportunity to earn higher returns. Don't let another day pass.

Are you ready, committed, willing and able to realize the gains you have laying in wait?

Let's have a conversation.

**For a very limited time I'm waiving my usual \$995 fee for a 2<sup>nd</sup> Opinion with me.**

As soon as you complete and submit the application you can schedule a call:

[www.thenewgameofselling.com/ultimateapp](http://www.thenewgameofselling.com/ultimateapp)

We will discuss exactly how **THE Ultimate Profit Model** can work for you.

Feel free to email us if you like to tell us more about what kind of help you want:

[win@thenewgame.com](mailto:win@thenewgame.com)

I look forward to collaborating with you on **THE Ultimate Profit Model**.

Ultimately yours,

Mitch Axelrod, CEO – Chief Encouragement Officer™  
Creator, **THE Ultimate Profit Model**™