



Quality Marketing & Promotions



Quality Marketing & Promotions offers the most powerful face to face, business to business customer acquisition programs that get results.

Quality Marketing & Promotions

—where gaining new customers is made easy.

—we take the 'cold' out of calling.



Core Values

Who Am I?

Bio of Bob Frew

Company Profile

Vision Statement

Mission Statement

Personal Mission Statement

Brochure

Features, Advantages and Benefits

Ideal Client

Testimonials

Contact Information



Honesty, integrity, trust and respect

Is valued above everything else. It's what the customer expects from us and what the people within the company want from the leadership. This is accomplished through performance and by example, respectively.

Accountability

We are accountable to the customer in the marketplace, to our peers in the workplace and ultimately to God. This must be measurable.

Quality performance

We have the simplest of goals: we simply want to be the best! This is accomplished through focused teamwork with self-policing, quality controlled systems and by simply hiring and educating the best people.

Open and free communication

We need to communicate from the bottom to the top, from the top down, and with the marketplace. The company must provide a medium for involvement, creativity, and encouragement for all our people and the customer.

Team management style

We want to push the decision making process as far down as possible. We need team involvement. You don't work for me... we work together!

Remember to enjoy life...it's a gift!



Summary – Bob Frew

- Practical decision maker – use logic and common sense
- Creative thinker and problem solver
- Visual – grasp the overall situation easily
- Visionary leader
- Ambitious and hard working
- Honest and direct
- Able to keep long and short term goals in mind

I like to lead, be in control, organizing and perfecting the operating systems or an organization so that it runs efficiently and reaches it's goals on schedule. I like to engage in long-range strategic planning, creative problem solving and the generation of innovative and logical approaches to a variety of problems. Challenges stimulate my intellectual curiosity and allow me to work with complex and often difficult problems. I enjoy opportunities to meet and work with capable, interesting, powerful people that are intelligent, creative, ambitious, goal oriented and competent.

NT (intuitive–thinking) overview

Career Choice: Executive, Senior Manager, Administrator, Marketing Manager, Sales Manager, Instructor, Self-Starter, Natural Leader, Commitment to Excellence, Driven to Achieve, Self-motivating, Results oriented, Logical and Analytical, Competent, Systematic Approach, Excellent Communicator, Need a Challenge.

Career – Run a company

Communications – Good at delegation

Belief – You can get it if you really want it

Responsibility – Frustrating to work around people who think too much



Skills and abilities

- Decision making
- Selling/closing
- Instructing/coaching
- Director, controller
- Planner, organizer
- Decisive
- Extremely hard working
- Strive for perfection
- Good communicator

Personal strengths

Visionary – Decision Maker – Planning – Intelligent – Systematic
– Great Leader – Director – Analytical – Competent – Powerful

Personality (from One Smart World)

Conclude – Crux – Challenge – Clarity – Trust Your Heart
Envision – Flow – Validate – Express – Structure

ENTJ – Extraverted, Intuitive, Thinking, Judging

My favourite part of the job is to marshall and direct. I make it very difficult for the customer to decline. I am decisive, I see what needs to be done and delegate accordingly. I can improvise on the fly and can see possibilities in all things. I'm good at anything that requires reasoning and intelligence. I'm driven to achieve competence in all I do. I strive to perfect systems rather than simply accept them as they are. I value truth above all else and am convinced only by logic. I'm a visionary, natural leader, and a good organizer of people. I push others as hard as I push myself.



Bob Frew – your trusted advisor

Bob Frew developed the idea for **Quality Marketing & Promotions** in January 1998. When Bob looked at and reviewed his expertise, along with his 25 years in business management, he became aware of the missing component in small business – the potential for small business to develop more customers through personal target marketing – and decided to do something about it. Within a very short time, Bob's customer base grew to include: Chilliwack, Abbotsford, Langley, Port Kells, Surrey, Richmond, Vancouver, New Westminster, Coquitlam, Port Coquitlam, and Maple Ridge. By practising what he preaches, Bob continues to expand his successful business. He is currently considering requests from businesses to initiate his personal target marketing programs on Vancouver Island and in Alberta.

Bob is very active in the business community providing marketing seminars to networking groups and various companies.



Goal

To attain new customers for businesses by using the most powerful, proven marketing techniques

Strengths

- 25 years of business management experience
- Goal oriented, great leader and decision maker
- Ability to work under pressure towards meeting deadlines
- Strong interpersonal and communication skills
- Visionary, leadership skills
- Business development expertise
- Ingenious thinker – great planner
- Very high personal spirit
- Value truth above all else
- Good organizer of people, push others as hard as I push myself
- Strive to perfect systems rather than leave them as they are
- Logical, analytical – good at reasoning and intelligence
- Ambitious and hardworking, honest and direct
- Good complex and creative problem solver; able to make logical decisions

Demonstrated abilities and awards

- Member of corporate management team for Aviscar Inc.
- Member of corporate management team for Rent A Wreck System of Canada Ltd.
- Franchise Territory Manager for Canadian and U.S. locations
- Assistant Manager of Franchise Vehicle Leasing for Ford Rent a Car System
- Manager of franchise Print Shop
- Member of Kiwanis International



Education

- Achieving Excellence – Focused Networking
- Managing Your Goals – Alec MacKenzie
- Unlimited Power – Anthony Robbins
- 7 Habits of Highly Effective People – Steven Covey
- Relationship Strategies – Tony Alessandra
- Speaking for Results – University of B. C.
- Business Office Management – Harvey Cohen Seminars
- Dimensional Sales Management – Ford Marketing Institute
- Precision Truck Sales – Truck Marketing Institute
- Light Truck Sales – Ford Marketing Institute
- Daily Rental Management – Ford Marketing Institute
- Academic Humanities – Douglas College & Simon Fraser University

Professional experience

Since January 1998	President Quality Marketing & Promotions Port Coquitlam, B. C.
1994 – 1997	Wholesale Parts and Market Development Manager Metro Motors Ltd. Port Coquitlam, B. C.
1990 – 1994	Regional Manager – Western Canada Franchise & Market Development Aviscar Inc. Toronto, Ontario
1985 – 1990	Director of Operations and Training – Canada & Western U.S.A. Rent A Wreck System Of Canada/Practical Car Rental

Community contributions

Port Coquitlam Minor Hockey Association – eight years
Coach, Division Manager, Vice President, President

Port Coquitlam Minor Softball Association
Umpire

References

References and letters of recommendation available on request



Quality Marketing & Promotions has developed a very unique and customized service, creating awareness for small businesses since January 1998.

Bob Frew, an expert in target marketing, sales and customer service, became aware of the missing component in marketing – face to face, individually customized personal attention – and decided to do something about it. **Quality Marketing & Promotions** focuses on delivering their client's written information about their products and/or services to their local target market. **Quality Marketing & Promotions** also provides a written report summarizing the results of individual face to face contacts.

The success of **Quality Marketing & Promotions** can be attributed to Bob's tenacity. The training given to each individual marketing consultant is also what ensures excellence and quality in all service provided.

Quality Marketing & Promotions provides clients with an exceptional opportunity to increase customer acquisition with ease. In fact, clients have reported increases in business of up to 65%.

Bob Frew

Quality Marketing & Promotions

2362 Begbie Terrace
Port Coquitlam, B. C. V3C 5K6

Ph: 604.618.2352

Fx: 604.942.1045



Vision statement

Our vision is to help businesses prosper by creating awareness and developing relationships for them. The more people that become aware of what your business has to offer, the greater the chance to increase sales and ensure continued prosperity.

Mission statement

Quality Marketing & Promotions is the “awareness creation” company. Our mission is to provide unique, cost effective, results-oriented, tailor made marketing programs. We assist our customers to grow their businesses to ensure a return on investment. Through the highest level of face to face, business to business marketing we create quality awareness and continued customer acquisition and retention.

Personal mission statement

To find happiness, fulfillment, and value in living while being worthy of the respect and admiration of family, friends, and business associates; to become a trusted advisor.



(shown at 80% size):

Grow Your Business!

Features	Benefits
<ul style="list-style-type: none"> • Target Marketing • Personal Cold Calls • Awareness Creation • Business Promotion 	<ul style="list-style-type: none"> • Low Cost • Increased Sales • Personal Service • Accountability

We Offer The Most **Powerful** Face To Face, Business To Business **Customer Acquisition** Programs. **And They Get Results.**

Together We Will Establish Your Target Markets, Then We Will Introduce Your Products And Services To The Decision Maker.

The **Result...** More Prospects Will Remember Your Message And When The Next Need For Your Product Or Service Arises, You Have An Excellent Chance To Make The Sale.

**Call Bob today
for a **FREE** market evaluation.**

604.618.2352



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Marketing and promotions

Feature	Advantage	Benefit
Established in 1998	Credibility, Stability	Comfort & Satisfaction
Personal Contact	Accurate Feedback from Prospects	You will have more knowledge about the service
Promotion of Products /Service for the Client	Exposure you would never have had	You will be excited about the additional potential sales opportunities
Target Marketing	Lowers your cost – you are communicating with the most likely prospect to buy your product	Best chance for a sale – more sales with less resources
Repetition – Consistency	Increased chance of more sales	More time for you to focus on other priorities and/or whatever you want to do
Written Report	Accountability and Accuracy – you will receive a written report of our sales calls	This gives you the opportunity to review the comments and have them in front of you to discuss when you follow up. You will feel prepared with the information of what the prospect's needs are
Cold Calling	So you don't have to!	You will find that face to face personal cold calling gives better retention than other forms of promotion



Ideal client

- ✓ any business that wants more customers
- ✓ businesses that have been exposed personally to their services through our marketing efforts
- ✓ must be financially stable and pay on time
- ✓ must have excellent followup skills and have a “teamwork”attitude





Phone

604.618.2352

Fax

604.942.1045

Visit our website

www.1stqualitymarketing.com

Mailing address

2362 Begbie Terrace
Port Coquitlam, BC
CANADA V3C 5K6



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