

# DOVER

MARKETING GROUP INC.



**A MULTI-SKILLED COMPANY RENOWNED  
NATIONALLY AS A STRATEGIC  
POWERHOUSE FOR KEY METRICS,  
IMPROVING PROFITS AND  
TARGET MARKETING STRATEGIES**

# A Message from the President

ON THE CUTTING EDGE...

Our future is here. It's time to re-evaluate our lives and make changes for the better. We have come through economic and technological changes and a fresh start is called for.

There are new opportunities everywhere and Dover Marketing Group offers your company a positive "fire in your belly" attitude for our financial futures.



All of us at Dover are determined that each and every one of you see the next years filled with upward mobility and success. We hope that you will allow our unique specializations to give you the edge that a tough, smart, competitive, profit oriented CEO/ company must master. We are an experienced company with integrity which gives you an "alternative solution."

Say yes to a discussion with us this year.

Sincere in excellence,

Miah R. Dover  
President

## *The "Keen Eye" approach is Simply amazing: Offering 10-20% Cost/Profit Improvement Within Six Months*

Dover's unique technique has been proven especially effective to CEOs in high efficiency industries (i.e. call centers, restaurant, production, manufacturing and management or customer service). Dover Marketing Group Inc. is known for stepping in and providing a 3rd party "keen eye" review. This provides the business owner a "true view", an overall business analysis for solutions to improve profits.

Our specialty is to go into your facility "unnoticed" and report "the truth" about company department managers and employees in regard to use of time and communication. We use sensitive recording tools and observation points. We then do a full report of our findings for the owners review. This simple tool will likely make a needed change in your business.

After being hired initially, this program is free of charge for the first phase. When we report our findings and continue the project, there will not be a fee for our time spent until we move to the solution phases.

A 10%-20% cost/profit strategy requires different time tables. All areas of short and long term strategy will be made clear initially so areas of interest where time will be allotted (as per your direction) in the second phase can be clearly outlined and agreed upon.

In summary, for our solution process there will be a charge, and it will depend on time agreed upon for implementation of the process. The agreement to proceed is negotiated after the findings are presented.

*Yes, we are that confident!*

### **Dover Marketing Group Inc. Specializes in:**

Business strategy - Marketing consultation - Customer development  
Customer retention programs - Marketing evolution - National and global planning  
Short term/long term strategy - Competitive analysis - Social media marketing  
Strategic business unit start-ups - Product development and development planning  
Promotion development - Target marketing - Market share metrics - Customer service  
Customer retention - Employee motivation - Company communication - Company life span



# Tips from the Top

**NEW!**

## Unique Industry Specific Marketing Plans

Dover Marketing Group Inc. (DMG) is the first to fulfill the latent demand, in excess of one trillion dollars for web marketing technology (reactive) combined with “phone and funnel” marketing technology (proactive). We provide our clients with their own marketing program development designed specifically for immediate implementation.

Marrying the two, proactive and reactive processes is progressive and offers a new and unique “marketing plan offering”. It is an aggressive one which is committed to growing market share and profits nationally and globally, for you the business owner. Each original “marketing Plan” offers Fortune 500 strategies and professionalism at a fraction of the cost because of Dover Marketing Group’s synergistic efficiency applications.

Dover Marketing Group Inc. has been hired to consult with over 200 CEOs and their companies, dealing with industry specific information and uses this combined knowledge in the creation of each marketing plan design. Having this consulting experience since 1988 with business owners, DMG has developed the expertise to achieve success in acquiring new customers within virtually every industry.

Some clients believe that their only method of sales is repeat business. *Customer retention* then becomes an issue, which DMG has proven methods for achieving and will help you improve current customer sales relationships while pursuing new business segments/products/market niches.

*Dover Marketing Group Inc. has complete marketing strategies and can specialize them for your business in a turn key approach.*

- *the client base will differ*
- *your branding will differ*
- *your company style and uniqueness will differ*

*But detailed sales and marketing tools which are proven will be included.*

# Success Stories

## *Dover Marketing Group Inc. Offers Businesses the Opportunity to Own Strategic Marketing Plans!*

Customized marketing solutions can expand your customer base and market share. There are basic sizes of marketing plans and each business owner has the right to gain market share based on the market plan you order. *Each plan is a fully developed model ready for immediate implementation and will include:*

- 1) A proactive media plan for each month of the year
- 2) Customized sales training materials for your inside/outside sales force including:
  - internet response calls
  - appointment setting
  - 1st call closing
  - call back calls
  - follow up calls
  - confirmation calls
- 3) A competitive marketing strategy designed to identify potential customers for market share growth and establish metrics
- 4) A proactive phone and web sales program for growing customer base designed for your business and industry
- 5) Examples of professional website with “funneling” for customer attraction
- 6) An elaborate but easy to follow “customer retention program”
- 7) A reporting function that will assist your business profitability, BE, ROI, lead tracking system, customer follow-up and management reporting process
- 8) Examples of web promotions and flyers- ready to implement and use
- 9) Proven techniques for “closing the sale”
- 10) Ideas for social media application to further communicate your company message to “hard to reach” market niches interested in your product

**Dover Marketing Group is Accomplished  
in Business and Marketing with Client  
Experience in the Following Industries:**

- Beverage industry
- Air conditioning dealers
- Automobile dealerships
- Day care
- Police and fire departments
- Insurance companies
- Construction
- Heavy equipment
- Beauty industry
- Direct mail industry
- Health and nutrition
- Computer technology companies
- Advertising industry
- Leather
- Medical clinics
- Trade shows
- Radio
- Dental clinics
- Health and fitness clubs
- Promotional marketing
- Ad specialty companies
- Utility companies
- Office supply companies
- Vending machine companies
- Fund raising organizations
- Publication and print
- Collections
- Banking
- Security alarm industries
- Auto parts
- Military
- Non-profit foundations
- Swimming pool industries
- Web technology company
- Medical supply companies
- Retailers (all types)
- Restaurant industry
- Coal industry
- Telemarketing companies
- Logging
- Manufacturing (all types)
- Import/export
- Hospitals
- Government
- Designer boutique
- Beauty salons
- Crafts
- Vogue
- Graphics
- Performing arts
- Landscaping
- Steel erectors
- Laboratories
- Clean rooms
- Data bases
- Oil and gas
- Mining
- Communications
- Electronics
- Job shops
- Industrial
- Trucking
- Churches
- Investors
- Financial
- Production (all types)
- Engineering
- Sales (all types)
- Start-Up-SBU's (all types)

**CEO's Take a Hard Business Look....  
At this Page**

**Profit and Cost Improvements**

- Is capitalization really necessary? A cost/profit analysis will tell you.
- Competitive analysis - When was the last time you did one?
- Risk strategy - Is yours done or are you exposed?
- Gaining market share - Do you want to?
- Will you in a position to sell in 3-5 years? - Do you know? What is your company's value?
- Hiring and training - Could this be your biggest area of loss? Do you need help here?
- Doing the same thing - getting the same results? Break the cycle, do something different. Call us for a free consultation!
- Inventory management? When was the last time you evaluated this area?
- Management communication - This is hard to find but easy to fix, let us!
- Time study (real time) - They do work if you work them.
- Are programs installed at lower levels really working effectively - do you have black belts everywhere but still have problem areas?
- Inventory issues? Maybe you don't even know or it's just now time to find out.
- Vendor negotiations - Let us negotiate - Third party negotiations work!
- Employee attitudes - Let us suggest some ideas to motivate.
- Tracking problems - They aren't all bad - They are creating profits and turning companies around.
- Floor plan management? Do you have extra space (wasted profits) to use or rent out?

**Take the Bull by the Horns - Call us!**

## Dover Marketing Can Solidify Different Planning Strategies

*Specializing in the following areas allows our professionals in the field of interest a consultation appointment over the phone with you. Since some are sensitive family and trusting issues, relying on professional experience gives you the right answers. We know the successful capitalization processes and the deal makers; all it takes is an appointment to be made with a trained professional on any of the following topics for you to get information to use now and in the future:*

- Building value versus growing a business
- Value myths exposed - P/E ratios, multiples and book values alone mean less money for you
- Exit strategy and timing
- Seeing your business from the eyes of the buyer
- Explain your company's past; documenting it's future potential
- Creating your "document of value"
- 12 steps to take you from the start of the selling process to a successful close
- Common and costly pitfalls to avoid
- Demystifying M&A Jargon - CAPM, discount rate, beta factor and terminal value
- Calculating future value now
- How to identify and approach the right buyers
- Why big companies buy small companies
- Why your most likely buyer may not be the best buyer

- Strategic buyers versus economic buyers
- Negotiating mistakes to avoid
- How professionals may get the best price in the shortest time
- Managing multiple buyers to obtain the highest possible selling price
- Deal structures to give you more cash with less risk
- Increasing your total purchase price through stock, royalties and license fees
- Making your business "pay you" even after you exit
- Important legal and tax considerations
- Protecting your lifestyle and estate needs
- Capital injection
- Venture capital

These processes are designed for you to have the opportunity to discover flaws in the business and provide "the fix". There will be several opportunities to assist you with multiple programs, choices, options, opportunities and you, the business owner, can simply take the information and decide what's best for your company and you. What are your goals? At least you have the option of leading experts' opinions to draw from. This gives you a huge advantage.



## **Miah R. Dover** - *A Wizard at Marketing and Business Strategy*

Miah Dover founded Dover Marketing Group Inc. in 1988 in Arlington, Texas. The motivation was to achieve bottom line profits with consistency and to enable strategic aptitude for small to mid-sized businesses in varying industries.

The Dover Group expanded the business and secured it's reputation as a leader in the marketing industry with many accomplishments: Dover Marketing Group Inc. (DMG) appeared in Telemarketing Magazine as being one of the top 5 quality marketing firms in the U.S. Ms. Dover achieved "Who's Who of Leading Business Executives". Ms. Dover taught continuing education courses at the University of Texas at Arlington. How to Grow Your Business with Pro-active Marketing, The Fort Worth Star Telegram stated that, "Ms. Dover's business consultation services are used by Fortune 500 companies". Her motivational speaking engagements became recognized throughout many industries. Ms. Dover has been "Spokesperson" for The Builder Association of Texas, The National Paralysis Foundation, Livestock Publications Council International and Advanced Marketing Seminars.

Some of Ms. Dover's consulting clients included: Halmark Electronics, Ozarka Water, Hi-tech shows (EDS), Class Ten, Arco Air, Trane Air, TU Electric, Cadillac, Oldsmobile, Blue Haven Pools, Anthony Pools (Anthony Industries), Allstate, State Farm, Mutual of New York, Farmers Insurance, Lambers CPA Review, Kamatzu (AIS Continental), John Deere dealerships (Smith Tractor), Lifesaver Industries, New Homeowners Guide, US Airforce, Vitality Magazine, Dermascope Magazine, Enrich Beauty, Taylor Publishing Company, Johnson and Johnson Co. (Suppliers), Medical Care (Clinics), Horizon Dental (Clinics), Dealer Products Inc. (Clip House Nationwide), Air Racing Corporation, Comanche Leather Goods Inc., the Cattlemen Association Magazine, Coca Cola USA and Presidents Health Clubs.

During her career Ms. Dover was Vice President of Distributor Support for AmeraPress, Inc., Euless, Texas. She developed and implemented marketing techniques for a 130 million dollar company that proactively motivated a distributor base of 26,000. She helped revise media support, sales tools and was responsible for the distributor relations. The company went public (within three years) September 30, 1997 under the name "Voxcom Holdings (VXCH)", while under her Vice Presidency.

In March of 1998 Miah became Vice President of Marketing for Great North American Company Inc. (GNAC), a 29 year old 24 million dollar annual sales company. As reported in an executive memorandum by the owner, Ms. Dover was promoted to Senior Vice President of Marketing in Septmeber 1998 because revenue was up 21.41% since her hiring date, with profitability targets having made tremendous strides. GNAC Inc. was sold when the owner retired in 2000. (Dallas, Texas)

In 2000 Ms. Dover joined Smith Alarms Inc. as the National Director of Business Development. Ms. Dover's strategies increased sales for the company 32.1% within three years. Ms. Dover's unique sales generation program was responsible for approximately 1/3 of the company's sales by 2003. In November 2004 the largest national monitoring company (ADT) bought Smith Alarms Inc., which had previously been the largest monitoring company in Texas. (Dallas, Texas)

### Education:

1980-1985 Industrial Engineering BS at University of Arkansas

2006 Graduated Caldwell Real Estate School

2008 Graduated Jackson Hewitt Tax School

2009-2010 Ms. Dover took on a study of "Merger - Acquisition" business strategy

Currently the passion for business and marketing strategy - the challenge for the competition of winning profits and re-charging the economy is Dover Marketing Group's and Ms. Dover's main attraction and focus.

Ms. Dover has a love for travel, animals and cultural history. She has a property investment company with friends for fun. Her hobby is to teach executive mentoring programs and she is involved in non-profit self help associations.

A portfolio of references can be made available.





**Dover Marketing Group Inc.**  
**Unlimited Business and Marketing Programs**  
**In Business Since 1988 with over 200 Clients**

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