

From: Estrada, Linda

Sent: 1/8/2016 7:35:47 PM

To: TTAB E Filing

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 86353102 - PRECISION GUIDED SELLING - TI-BD-TM-09 - Request for Reconsideration Denied - Return to TTAB - Message 3 of 4

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Attachment Information:

Count: 22

Files: bgus-4.jpg, ams-1.jpg, ams-2.jpg, bgg-1.jpg, bgg-2.jpg, bggsales-1.jpg, bggsales-2.jpg, bggmark-1.jpg, bggmark-2.jpg, bggabout-1.jpg, bggabout-2.jpg, bggabout-3.jpg, 86181092P001OF003.JPG, 86181092P002OF003.JPG, 86181092P003OF003.JPG, 86441191P001OF002.JPG, 86441191P002OF002.JPG, 86222140P001OF003.JPG, 86222140P002OF003.JPG, 86222140P003OF003.JPG, 86426728P001OF003.JPG, 86426728P002OF003.JPG

5. **FREE Possibilities Session:**

- a. **Call during business hours at (972) 727-6880 or [contact us](#)** to chat about challenges you and your top team are facing, what kind of results you'd like to see instead, and whether this program could help or not. Whatever the outcome, you'll leave the conversation clear about the issues you're facing and excited about what's possible.

**WE HOLD LONG DISTANCE AND ONSITE WORKSHOPS, SEMINARS AND TRAINING NATIONWIDE**

We hold long distance and onsite sales training, marketing and strategy workshops, seminars and training nationwide including Albany, Albuquerque, Andover, Arlington, Atlanta, Aurora, Austin, Baltimore, Beverly Hills, Birmingham, Boston, Boulder, Buffalo, Chicago, Cincinnati, Cleveland, Colorado, Columbus, Dallas, Denver, Detroit, El Paso, Florida, Fort Worth, Honolulu, Houston, Huntington Beach, Indianapolis, Irvine, Jackson, Jacksonville, Kansas City, Knoxville, Las Vegas, Lexington, Los Angeles, Louisville, Memphis, Miami, Minneapolis, Nashville, New Orleans, New York, Oakland, Oklahoma City, Orlando, Philadelphia, Phoenix, Pittsburgh, Portland, Raleigh, Richmond, Sacramento, Saint Paul, Salt Lake City, San Antonio, San Diego, San Francisco, Scottsdale, Scott, Sioux Falls, South Bend, St Petersburg, Sunnyvale, Tampa, Torrance, Tulsa, Washington.

**ABOUT US**

Business Growth U.S. provides the strategy, tactics and execution you need to **OUT-SMART, OUT-MARKET and OUT-SELL** your competition. We work on an ongoing basis as your fractional sales and marketing support team to improve your firm's revenue performance by aligning sales and marketing with today's buyer.

Combining the intellectual capital of 300 partners around the globe, our business growth system combines the latest research in both online and offline sales and marketing systems with proven and tested strategies to give every small-business owner the best chance for achieving success.

Founded by Rick Erling, Business Growth U.S. is based in Dallas, Texas and has coached and consulted clients worldwide.

**TWITTER FEED**

Tweets by [@CEOStrategies](#)

**CONTACT INFO**

Phone : 1-972-727-6880

Contact Us : [Contact Us Today!](#)

Email : [info@businessgrowthus.com](mailto:info@businessgrowthus.com)





## Everybody Needs a Coach.

*Unbiased Marketing and Business Guidance from an outside POV.*

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### 25+ Years of Hands-On Marketing Experience

AMSI was launched in 1986 with a single client and a dream of providing strategic, actionable marketing plans that produce positive results.

Today, we continue to fulfill our dream by maximizing brand equity, enhancing sales performance and driving profitability for corporations, financial institutions, and member organizations. We work hand-in-hand with our clients to research, design and implement customized, real-world strategic marketing plans and processes that produce results.

#### We're more than just advertising

We're not an ad agency, a creative boutique or a "branding firm". Those types of vendors typically focus on the tactical elements of marketing. At AMSI, we address the full scope of the marketing process, beginning with your company's mission, vision and values; creation of marketing goals and strategies; and building marketing tactics and measurement.

#### Unique planning processes

At AMSI, we brought our processes online. Your company needs to evolve or create your own.

At AMSI, we know that every company is unique. Your company may need to develop or update your entire marketing plan. Or, you may need to focus on a product/sales hierarchy, a new product launch or gathering information through primary research.

AMSI does not offer a cookie cutter approach. Instead, we match our services to your needs, including development or creation of the following services:

- All forms of advertising and marketing production; video, print, all media, 3D and 2D animation, web building, e-comm, etc.
- Branding and creative platforms
- 360 marketing analysis
- Sales analysis, product rankings and profitability summaries
- Mission/Vision/Values development or refinement
- Primary and secondary marketing research and reporting
- Primary customer / member research and reporting National research panels - business and consumer
- Comprehensive, strategic marketing planning
- 4Cast™ predictive marketing programs
- Management of customer metric processes
- Creation / implementation of marketing measurement systems
- Development of vertical product / industry plans
- Creation of internal and external communications processes
- Sales training, CSR training as needed
- Executive coaching
- Review and recommendations for promotional materials and graphic standards programs
- Group facilitation: TeamStorming™ to build consensus among groups, departments, divisions and countries (paradigm shifting through motivation and training)



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### COACHING

Personalized executive support with defined goals and objectives. Frequency of interaction is flexible and designed to achieve a positive outcome. Leverages the experience and capabilities of BGG's team of professionals in order to stimulate the business owner into action. [More info](#)



### LIVE EVENTS

Continuing education is the life's blood of an organization, and simply getting out of the office to attend professional sales and marketing training can boost performance and morale. Business Growth Group one-day sessions can become an annual activity for management teams. [More info](#)



### CONSULTING

A deep dive into the Sales and Marketing operations of the business. Particular focus to install/restore the policies, practices, and procedures required to maximize revenue growth and



### GROWTHMAP™

If you want to grow your business, mitigate inefficiencies and missed opportunities that are costing you business, you're in the right place! The current economy is shifting very quickly and is

business owners the policies, practices, and procedures required to maximize revenue growth and profits. This is BGG's sweet spot as our consultants have worked with hundreds of owners to generate more cash for their businesses. Consulting is more expansive than Coaching as Business Growth Group owns the action items to reduce the burden on the business owner. [More info](#)



## ONLINE MARKETING

It is a business imperative to develop and maintain effective search engine optimization and reputation management on the web. Every business entity must develop and maintain a social media strategy to capture new revenue opportunities and to provide ongoing value to existing Customers. [More info](#)



## REAL ESTATE ADVISORY SERVICES

Real Estate results beyond optimum square feet and prime location. Our offices serve owners, investors and tenants with a full continuum of integrated services, including capital markets, tenant representation, corporate services, project leasing, property management, project and development services, research and consulting. Our professionals specialize in industrial, investment, office, life sciences, medical, retail, multi-family, restaurant/fast food, and healthcare property types as well as undeveloped land. [More info](#)

your business, you're in the right place! The current economy is shifting very quickly and is challenging for many businesses to navigate but that can be a HUGE advantage to you for two reasons: [More info](#)



## INVESTMENT AND EXIT

There comes a time when a business needs additional capital to expand. External financing requires a roadmap, and relationships, to get the job done. BGG's team has decades of experience designing capital formation for businesses. There also comes a time when its right to sell the enterprise, and Business Growth Group can leverage its skill across multiple disciplines to maximize company valuation.

### OUR VISION

Business Growth Group's mission and purpose is to guide and aid companies to reach greater levels of business success. Plain and simple. Clearly revenue growth and market share expansion is central to business success and shareholder return, but margin improvement and maximization, scalability, and quality of life for business owners and top executives are essential in defining success as well.

### OUR PROMISE

Our team of professionals will deliver game changing marketing and revenue growth concepts while supporting your business to advance your goals beyond even your expectations. We are devoted and dedicated to the entrepreneur and the entrepreneurial spirit, and the causes they pursue.

### CONTACT

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## COACHING

### WHAT IS COACHING AND DO WE NEED IT?

There are many companies out there that will tell you that everyone can use coaching and it is the solution to every problem. The fact is if you claim to be good at everything then you are probably not good at anything. While coaching can be an incredibly powerful and effective tool it is not the right solution for everyone so answer these questions to see if it may be right for you.

- My company (including me in particular) needs an objective eye to analyze strengths and weaknesses.
- My company wants to take things to a new level, a level we have not previously operated on, and we need to speak with someone who has already been at that level to guide us.
- We know there are ways we could be leaner and more efficient but we need help identifying what those ways are.
- Our strategy for the present looks good, but now we want to design a strategy for the future.
- We need a marketing strategy that brings us traffic, traffic that converts to real business.

If you answered yes to at least 3 of the above you might be right for coaching.

Still that leaves another question....

### THERE ARE A LOT

### THE THINGS THAT WE DO BEST ARE:

Find missing or lost revenue opportunities

## THERE ARE A LOT OF COACHING COMPANIES OUT THERE WHY SHOULD YOU CHOOSE US? NO COACHING COMPANY IS THE RIGHT ONE FOR EVERYBODY.

Find missing or lost revenue opportunities  
Advance revenue growth initiatives  
World-Class sales and sales management training  
Design sales and marketing strategic plans  
Personal and professional development  
Complete A – Z online marketing support

### THE TYPE OF CLIENTS WE WORK BEST WITH ARE:

SMEs – Small to Medium Size enterprises with revenue between \$1mm to \$50mm  
Sales organizations  
Clients who are genuinely ready to shift gears to the next level of their business development  
Companies going through a difficult time and are in need of C-Level strategies or turnaround

### Finally, what exactly IS a coach and are BGG coaches qualified?

A coach is someone who will take all of their experience, talent, and business knowledge and focus it on YOU and YOUR goals to help you get where you want to go faster, cheaper, and with far fewer mistakes.

### The coaches at BGG range from:

A Marine Corps Colonel with 25 years of experience who has coached companies throughout North America, Europe and Australia. A former Anthony Robbins Speaker and success coach who has started, built, and sold companies in Japan Thailand and the United States.

To a Silicon Valley CEO who's transitioning from his venture funded tech company to create Business Growth Group and the Former CEO of Business Breakthroughs International, a Tony Robbins and Chet Holmes Joint Venture helping business owners grow revenue.

If, based on what you've read above, you feel we may be a fit then provide us your contact information and we'll have one of our senior consultants contact you to discuss your needs further.

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Restarting the Heartbeat of Business

**ONLINE MARKETING IS NOT WHAT MOST PEOPLE OR COMPANIES THINK IT IS. YES, YOU HAVE A WEBSITE, BUT DO YOU HAVE A STRATEGY FOR SUCCESS AND, IF YOU DO, IS IT WORKING?**

- Exactly how much unique and repeat traffic are you getting?
- Do you know where it is coming from?
- How well is it converting?
- Where on the internet is your target Client and are you there?
- Should you use social media, video, search engine marketing, article marketing, organic SEO, back linking or all of it?
- Are you A / B testing your landing pages and value propositions to see what is most enticing to your audience and/or what leaves them flat (and therefore is a waste of time, money and energy)?

**WE CAN HELP WITH THAT!**

Business Growth Group has a four step process designed to optimize your online marketing, making sure it is performing to standard and generating the kind of traffic and conversion you need to compete in the New Economy:

Step One is a deep analysis of what you are currently doing and how well it is working. This is conducted by our director of online marketing who has helped dozens of companies position SEVERAL HUNDRED WEB PAGES on page one for its Google search terms. (Few in the industry today can demonstrate that kind of work).

## THE SECOND STEP IS TO HAVE A COMPREHENSIVE LOOK AT WHAT YOU ARE NOT DOING BUT SHOULD BE DOING.

The Third step is to work together to design and implement specific solutions created just for your company and your particular marketing needs. Of course, all solutions will be designed within the budgetary boundaries all firms face in the New Economy.

Finally, during Step Four, we maintain your page rank, online reputation, Alexa rating and overall ROI. We're not a once and done kind of consulting firm and your website isn't either, that's why they call it marketing. It's New Economy Marketing and it takes a new 2014 kind of approach; it takes the BGG approach.

The single best thing about internet marketing is you don't have to guess what's working. In the old days it was often said "I know 50% of the money I spend on marketing is wasted; I just don't know which 50%." THIS IS NO LONGER TRUE. Using advanced and highly effective technology we can show you exactly what is working, what needs further optimization and exactly how to optimize it.

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**OUR STORY** Business Growth Group (BGG) is a team of management and consulting professionals that worked together at Business Breakthroughs International (BBI), a joint venture founded by Tony Robbins and Chet Holmes. When the Tony Robbins / Chet Holmes JV eventually ended, BGG's two pioneering founders Chris Steely and Michael Besson transitioned to their own firm thereby leveraging the groups' collective talents into an innovative and strategic company. The Founders of BGG's NUMBER ONE PASSION is working with business owners to grow revenue through innovative strategies, and battle tested execution plans. Our client work leads to increased profits and cash flow fueling increased market share and company valuation. Business owners that look outside their own organizations for advice and counsel are able to leverage our proprietary strategies and the experience of others, ratcheting up their company's ability to execute and compete in the New Economy.

## OUR FOUNDERS





Michael Besson

Michael Besson is a motivator's motivator. In business consulting, and human development he is in a class all his own. Spend some time with Michael Besson and watch your business and your life take on another dimension.

=> Marshall Sylver, Best Selling Author Power Passion and Profit

[Learn More](#)



Chris Steely

Chris Steely is an excellent coach. He was always prepared, with good insights, and helped me to build a momentum that has continued on into the new year.

=> Loren Toolajian, Chief Executive Officer Sandblast Productions

[Learn More](#)

## OUR CODE OF ETHICS

In the design of our code of ethics, we found it interesting to discover that many firms today no longer state or disseminate their core code of ethics. It's as if most of the known Business Universe no longer wants to state a standard from which they can and will be held accountable.

At Business Growth Group, creating the correct degree of Client expectation, and then delivering on that expectation is our fundamental commitment to our Clients. Should you decide to honor us with your business, this is what you can expect from us:

**1. It's Not About "Us"** – Our focus is never placed on how "we" can shine in what we do, rather it's focused on how you can shine "through" what we do. This means that your results always come before ours.

**2. Servant Leadership** – Our view is that we need to serve our Clients, which in our book means not only putting you first, but serving you in a way that you never forget. That includes:

- a. Responding back to emails, phone calls, texts in as timely a manner as possible.
- b. Telling you very clearly what to expect and then meeting or exceeding those expectations.
- c. Helping you define your deadlines, and hitting the deadlines we've committed to meet, within the time frames we've established.
- d. Delivering the project within the budget provided with no exceptions.

**3. Honesty** – Of course you would expect a company to "claim" this one but we actually mean it. If you bring us something we do not feel we can do with "excellence," we'll HELP YOU FIND SOMEONE that can. Frankly, we know virtually everyone you'd need to know to solve a business challenge you're having, and we don't mind sharing our network with you if we can't do it.

**4. Trust** – Trust is an interesting concept. Trust really is about predictability. You can trust your enemy to work in opposition to your interests almost every time. Here is the question you need to ask. Can you, as the Client, trust BGG to deliver what was promised? Our impeccable decades' long track record says you can.

**5. Long-Term Client Relationships** – The vast majority of our Clients stay with us long term because of the value we deliver to them. There's a reason for that, namely, we deliver, on time and on budget while exceeding Client expectations.

**6. Business Growth Group Fun Policy** – Fun can be work, or work can be fun. We enjoy life, and we believe that work can be fun. We believe your work should be fun too. We try whenever possible to have

fun with our creativity. We think you'll enjoy this policy.

**7. Family and Faith First** – Business Growth Group believes that family and faith are sacred. Often times, both can slip into a distant second or third to work. It's also one of our founding principles, that people of faith with a sound family structure are more productive at work. A balanced life is a much happier life.

**THE PLAIN AND SIMPLE,  
IT'S A WIN / WIN. THE  
ENTIRE TEAM AT  
BUSINESS GROWTH  
GROUP STRIVES TO LIVE  
BALANCED LIVES AS A  
CORE VALUE SYSTEM  
THROUGHOUT THE  
COMPANY.**

**WE FIND THAT BY ADHERING TO THAT PRINCIPLE, OUR  
TEAM PERFORMS AT A HIGHER LEVEL WHICH, IN TURN,  
ENABLES OUR CLIENTS TO RECEIVE THE BEST SERVICE  
POSSIBLE.**

**8. Integrity** – We're not sure what happened to the old adage, "say what you mean and mean what you say" but that's the way it's done at BGG. But it is more than that. The lowest level of decent integrity is "doing what you say you will do and doing it on time." A higher level of integrity is "doing what you know to do, doing it as it was meant to be done, and doing on time, even when nobody is looking." The highest level of integrity is "doing what others would expect you to do, even if you never said you would do it, and doing it on time." Life just works best at this level, and this is level we strive to achieve at BGG. So, here is a key point to remember about integrity, there will be moments in time when integrity gets lost in the business of life. We are all human, however, and we all need to be willing to check consistently on our integrity. When we discover that we have not lived up to at least Level 2 or 3 above, we need to make the necessary changes and put integrity back into every situation where it is lacking. Why? Because integrity creates the space and capacity you need to achieve your intended results, and BGG is committed to producing results for our Clients.

**BUSINESS GROWTH GROUP, LLC  
WWW.BUSINESSGROWTHGROUP.COM**

Contact BGG – [info@BusinessGrowthGroup.com](mailto:info@BusinessGrowthGroup.com)

[Click here to learn how you can Join the BGG Team](#)

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