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Home Business Failure Rate Addressed

The Clifton Web Group structure is a partnership with several years of experience in the home business industry, Internet marketing, direct sales, accounting and web site performance management. The blending of these skills and expertise has been our key to success in running home based businesses that generate six figure monthly revenues.

Our business portfolio is comprised of high demand business opportunities that have a mass appeal and focus on the needs of the home based business sector. For example, the following markets are addressed by The Clifton Web Group:

[Predator Marketing Systems](#)

Marketing and Sales Training for home and online based businesses

Automated prospect lead generation

Web Site performance management and site visibility

[YTB Travel](#) Online travel logistics

Financial Management

Cosmetics

Home based business selection analysis

If you consider the top tier home based business industries, The Clifton Web Group has selected those products and services that truly differentiate themselves through the value they deliver and the needs they fulfill. In addition, these selected products and services provide the best compensation plans available within their specific industries. All of the businesses in our portfolio are experiencing an exponential growth rate that is tracked by industry statistics.

The Clifton Web Group has taken a non-traditional approach to marketing its business portfolio. There are many reasons why we have taken this approach. For example, most home based business owners subscribe to the traditional approach to selling, and so many fail. This traditional marketing spiral is taught by the companies that they represent and include warm market targets, three way calling, three by three's, power lines, and duplication process strategies. Secondly, the opposite of traditional is innovative. To that end, we have implemented a marketing strategy that is leading edge, and innovative by design to market our business portfolio of products and

services.

To be more specific, The Clifton Web Group uses Veretekk for lead and traffic generation to our web sites, and Predator for our automated marketing system. If business travel is required, we use our own travel booking engine located at cliftontravelgroup.com, which provides an additional revenue stream to our business.

We understand that regardless of the business that you support, sales have to occur to generate income. This process requires effective marketing and closing skills. Therefore, The Clifton Web Group represents the top tier sales training programs made available through their affiliation with Mentors on a Mission. This organization provides comprehensive training that addresses all phases of the marketing and sales cycle.

In effect, The Clifton Web Group offers a complete, turnkey system for an innovative marketing approach for home based businesses. How do we know these systems work? We use the products and services that we represent to the market place. As a result, we have the ability to thoroughly understand the value of our products and services, and how to implement solid solutions for our clients and affiliated partners.

Having spent 30 years in the corporate field as Director of Strategic Alliances for Mcdonnell Douglas, President of Information Industries, Sales Regional Vice President of Platinum Technologies, Sales Regional Vice President of Computer Associates, National Sales Manager for I Levy and Associates, COO of Business Impact Developers, I have now established affiliate relationships with multi stream internet marketing companies.

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