

# Reference

## About Kim Elton

Kim is a senior marketing and advertising professional with over 30 years of experience in broadcast, film and music production as well as advertising and marketing. His extensive background and experience in all areas of marketing, advertising, creative development and production led him to the creation of Mambo NetCommunications.

## About Mambo

NetCommunications Mambo NetCommunications is an Internet Communications and Marketing Services Company. They design marketing programs and communications systems that maximize and simplify the online marketing process for client organizations. Mambo systems are designed to utilize the power of the client's website and email marketing to; distribute marketing information; capture and profile customers and prospects; build targeted, profiled lists for permission-based email marketing.

[www.imambo.com](http://www.imambo.com)

*"I believe that Assembly Line Selling should be part of the mix of any serious marketer. It's not magic. But it's the closest you'll get to it these days in a cluttered and over communicated world. Assembly Line is one-to-one personal selling that uses a very sophisticated methodology that works....Yes, I'm a fan...A raving fan."*

*– Kim Elton, CEO*



I first met David when the Internet was just starting to boom. I attended his presentation at an Internet Marketing Conference and I was instantly captivated with his "Assembly line Selling" concept. I've been in marketing and advertising all my life and you get that "I-know-it-when-I-see-it" kind of instinct that comes from experience.

I was doing a lot of consulting — a VP of Marketing for hire for a lot of new Dot Coms — and the first thing that I would put in place with these new businesses was an Assembly Line Selling program. David came in and we did the consulting and setup together. We hit the sweet spot in the market every time.

I had one client launching a new software program into a well established vertical B2B market in Canada. They had assigned just one salesman to cover all of Western Canada. When we got the Assembly Line rolling this sales guy couldn't believe it. He woke up each morning with 3 to 5 hot leads, prospects that had already seen the demo, understood the benefits of the product, waiting for his call and primed for the close. His closing rate was over 80%!!

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Yes, I'm a fan. A raving fan.

A handwritten signature in black ink that reads "Kim".

Kim Elton, CEO

**Mambo is Marketing**

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