

ACADEMICS



**What's the difference between
“marketing” and “sales”?**

MARKETING ...



Is an integrated system designed to produce opportunities to ask for an order.

SALES ...



Is the process of asking for the order.

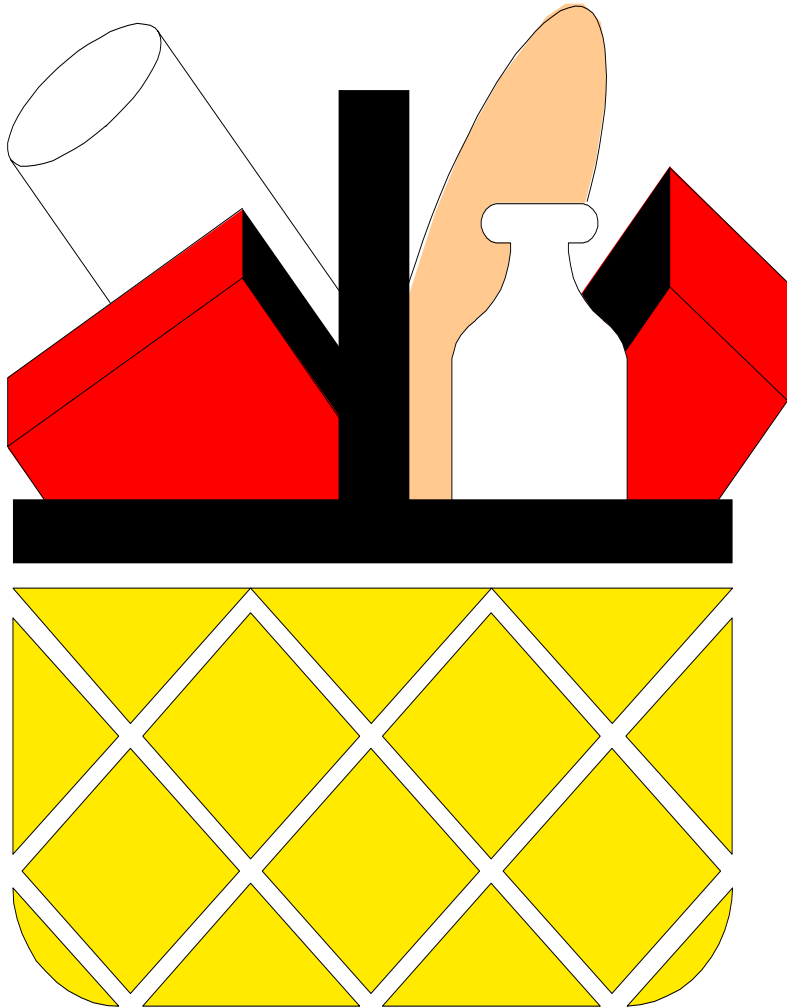
A scenic landscape featuring a paved road that recedes into the distance. The road is flanked by green trees and vegetation. In the background, there are large, rugged mountains under a cloudy sky. Two vibrant rainbows are visible, arching across the sky from the horizon towards the top of the frame. The overall atmosphere is bright and hopeful.

TODAY...

**WE'LL FOCUS ON
MARKETING**



YOUR BASKET to MARKET

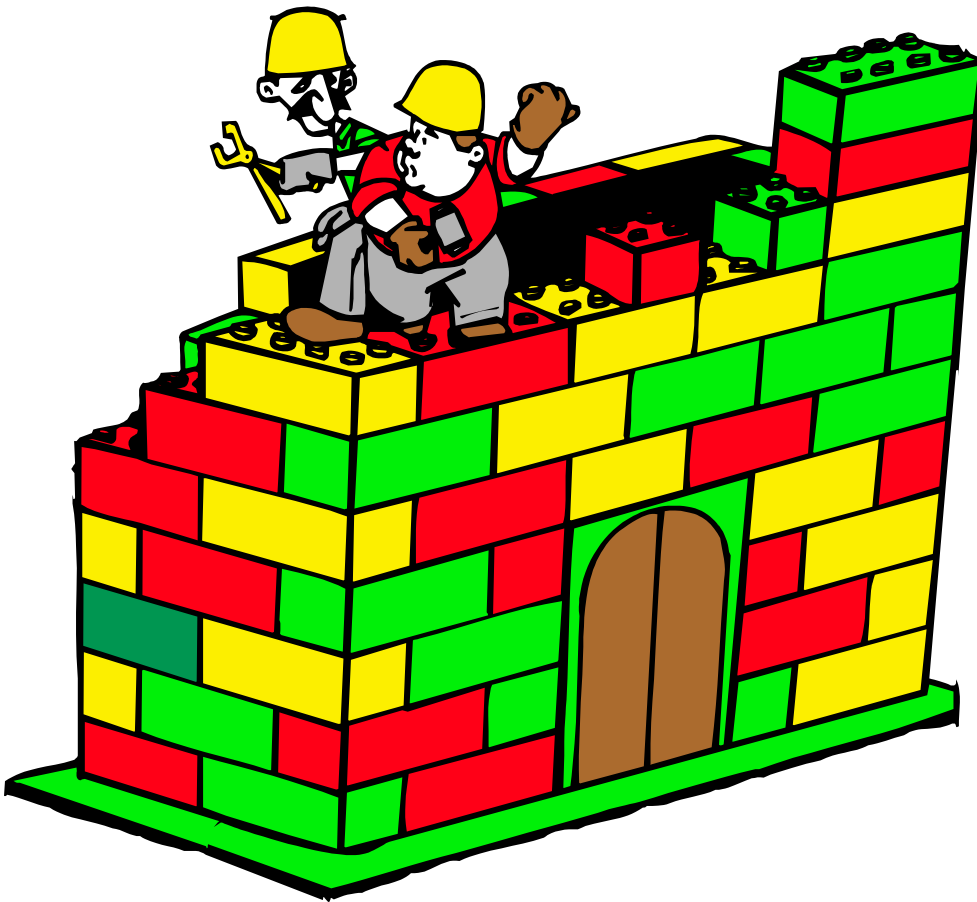


**In a “service” business,
what you sell is you.**

**We all get our money
from the same wells ...
so your product is
without distinction.**

**How you package “you”
is a distinguishing
characteristic between
those that succeed and
those that struggle.**

BUILDING the PACKAGE

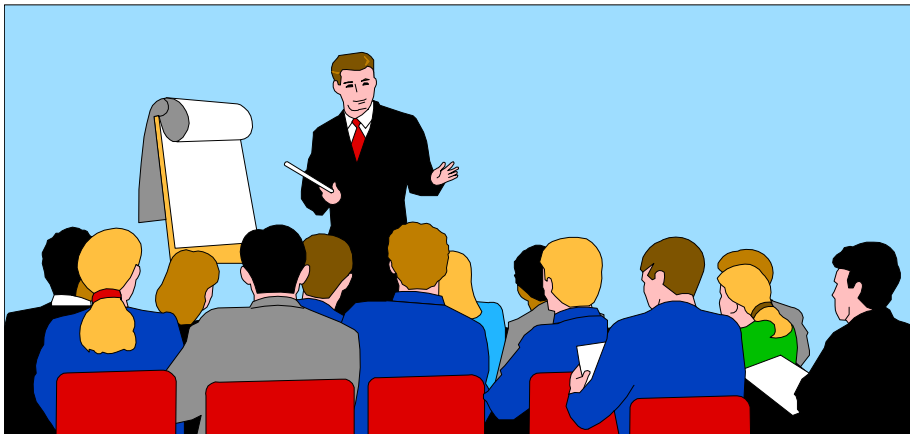


- **Product Knowledge**
- **Systems Skills**
- **Campaign Mentality**
- **Appearance**
- **Symbols**
- **Presentation**

PRESENTATION



- If your grammar and spelling is wrong, you'll never be write.
- People retain a color image 60% longer than black & white.
- A hand-addressed envelope always gets opened.
- Remember ... the most important word in the English language is **YOUR** name.



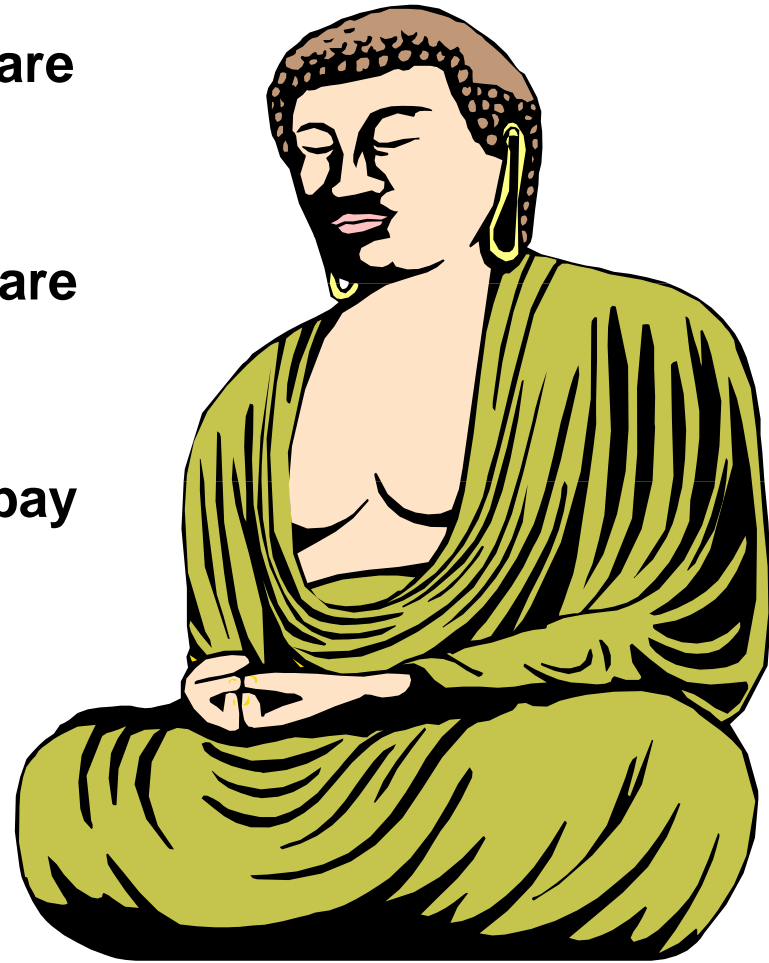
WHAT TO DO?!



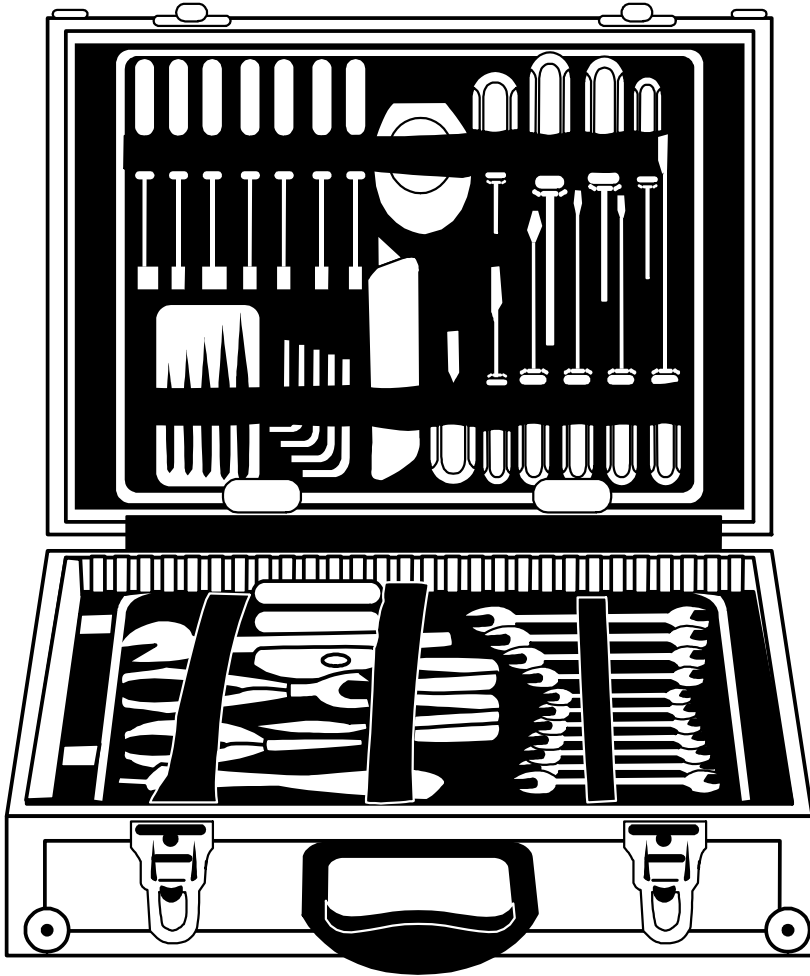
- Train
- Computerize
- Diversify
- **Market**

Remember ...

- ☞ People do business with people who are *enthusiastic*.
- ☞ People do business with people they are *comfortable* around.
- ☞ People do business with people that pay *attention* to them.
- ☞ People do business with people that *persist*.
- ☞ People do business with people that make them *feel better* about themselves.
- ☞ People do business with *friends*.



YOUR TOOLBOX

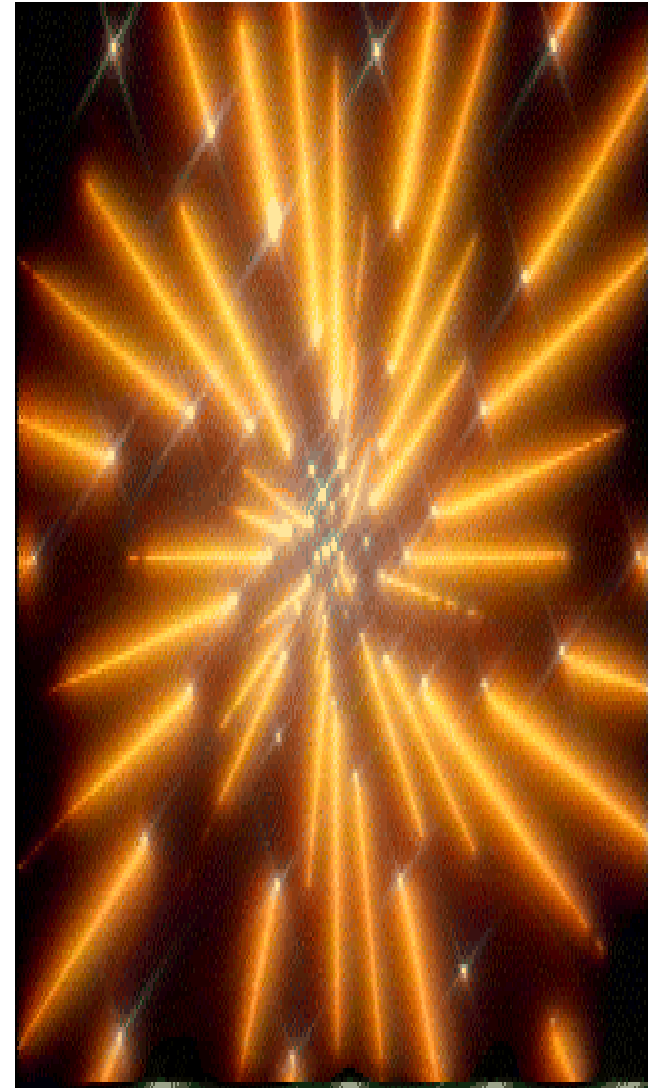
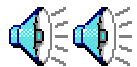


- **Wave-Mailings**
- **Personal Brochure**
- **Appointment Script**
- **Relationship Presentation**
- **Value-Added Resources**
- **Giveaway**
- **Repetition**

Turning the “Cold Call” into a Warm or Hot One

Unless you really like self-inflicted pain, warming up the “cold call” is probably worth whatever investment you make because ...

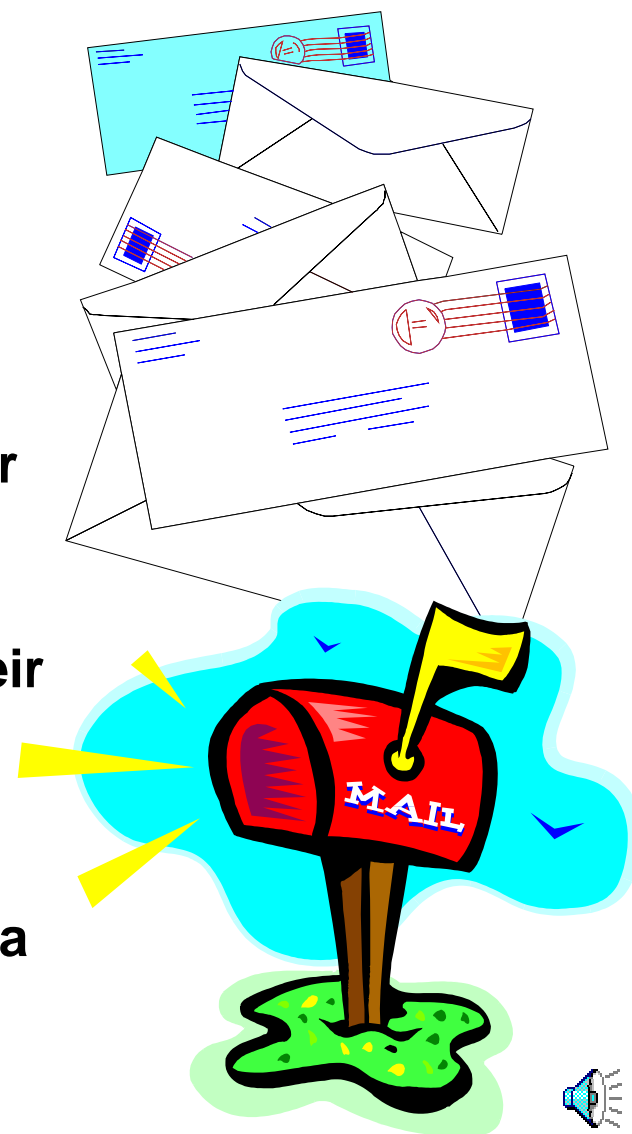
- Calls = Income.
- Anything that frustrates the “calling” process will depreciate your bank account.
- “Call Reluctance” is the major factor leading to paltry sales performance.
- **EVERYONE!** experiences Call Reluctance.



WAVE-MAILINGS

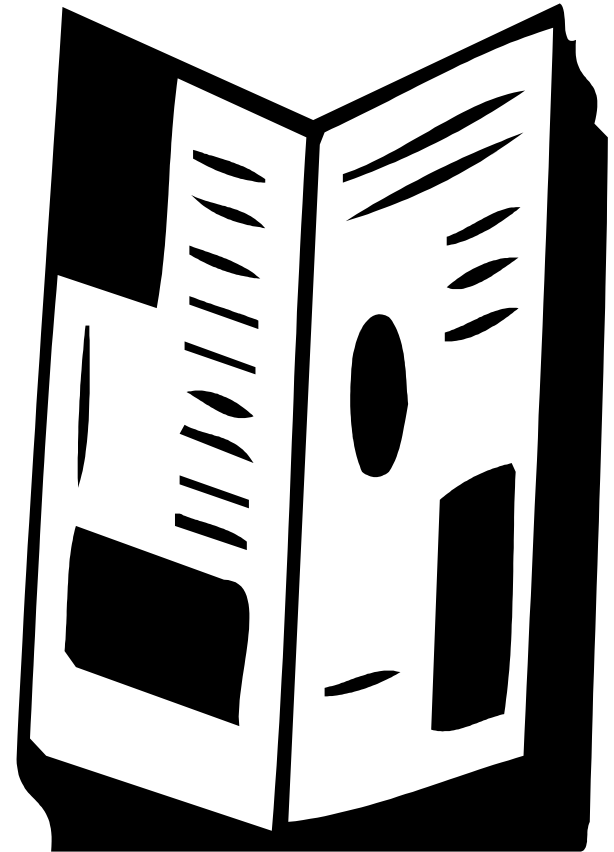
“Your goal is to create an appointment opportunity.”

- Develop 10 “postcard” pieces with information indicative to, and useful to, your target.
- Pick a color for your postcard and never change it.
- Develop a “by-line” for your postcard, e.g., FYI, or Something of Interest, etc. Carry your selected “color” and “by-line” into every marketing piece possible.
- Strategize the mailing so that a piece hits their desk each and every day for 10 consecutive business days.
- Develop a “pre-approach letter” that will introduce you and your objective to arrange a brief personal meeting. This is to hit the target’s desk the 11th business day.



PERSONAL BROCHURE

- **Who** ... a bit about you and your company.
Some demonstration you know what you are doing and your company will be here tomorrow.
- **What** ... touch on your products.
- **When** ... make it known you are accessible and will return phone calls.
- **Where** ... explain how to get to your company.
- **How** ... list all of your communications numbers and how they're used, e.g., "Dial pager and enter your number."
- **Why** ... describe everything you can think of about **What's In It for the Customer.**



REPETITION

When asked to identify the single most important ingredient for success in sales, the top-producers in every industry will tell you:



PERSISTENCE

Define your style. Find your niche. Gird up your loins. Launch your campaign. Get on your horse and ride it. And then repeat it ... and repeat it ... and REPEAT IT!

YOU WILL SUCCEED

IT ONLY TAKES 8 P's



6 **Passionate**

7 **Prospecting**

8 **Pays**

!!!