

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

An Often Overlooked Strategy for Getting Your Foot in the Door

By Kathleen Gage

An Often Overlooked Strategy for Getting Your Foot in the Door by Kathleen Gage

Author: Kathleen Gage

Email: Kathleen@turningpointpresents.com

Word Count: 760

Copyright © 2004 by Kathleen Gage

Web address: www.kathleengage.com

Publishing Guidelines: You may publish my article in your newsletter, on your website or in your print publication provided you include the resource box at the end. Notification would be appreciated but is not required.

An Often Overlooked Strategy for Getting Your Foot in the Door

By Kathleen Gage

Most companies are constantly seeking efficient and cost effective marketing and promotions strategies. It's likely they are also seeking strategies to increase sales through obtaining key information. Regardless of the industry, almost everyone has heard or read arguments saying sales and marketing are separate, while at other times hearing and reading they are interconnected.

The fact is that you have to market your product or business in order to find prospects to sell to. On the other hand, your level of professionalism as a salesperson will directly impact your marketing message. Simply put, everything you do is a part of your marketing. Without effective marketing many people won't know what you are selling. The two go hand in hand.

In the process of selling you must be able to address the question most prospects will ask: "What can you do for me?" This question can be answered by the content of your marketing material as well as your responses while meeting with a client.

While you can tell your prospects and customers how absolutely wonderful you are and all you can do for them, an even more effective strategy is for someone else to "blow your horn." A customer who is

An Often Overlooked Strategy for Getting Your Foot in the Door

willing to answer that question for your prospect oftentimes adds to your effectiveness and credibility in the sales process.

One of the best ways to do this is with written customer testimonials. Testimonials can be very effective in positioning your product or service and may give that extra little push when a potential client is trying to decide on whether or not they will be doing business with you.

The easiest way to get a testimonial is to do a great job. The second easiest way is to ask for it. When a customer or client tells you how happy they are with what you have done ask them if they would be willing to put that in a letter.

It is a good idea to have a cross section of testimonials you can use in your sales and marketing

process. This way, regardless of your clients' situation, you have a testimonial that will address their needs.

Don't be afraid to ask for feedback. Asking for a testimonial is not arrogant or egotistical. When you go above and beyond, most people are willing to let others know how much they appreciate you or your product.

A short time ago my most recent book was released. Myself and my co-authors have enjoyed increased daily sales with 101 Ways to Get Your Foot in the Door. Although many people are telling us how fun, creative and useful the book is, I knew if we could get testimonials from readers we would be able to use them in our marketing and promotions efforts.

I sent an email out to a few dozen folks who had purchased the book asking for written feedback. Within minutes I began receiving testimonials. Here two of the dozens I received:

"I was pleasantly surprised reading 101 Ways to Get Your Foot in the Door. I was so impressed that I am requiring my sales staff to read it and we are getting together to discuss how we can implement some of these ideas into our marketing campaigns. Great job!"

Michele Michalewicz, CTP, President, Western Leisure, Inc.

"101 Ways to Get Your Foot in the Door was full of great ideas to separate sales people from the ordinary. This is a must have book for those that want to be remembered and stand apart from the ordinary sales person or marketing company. This book has been referred back to often and will be a permanent addition to our business library. Thank you for putting these ideas into a book."

Craig Watkins, Owner, Premium Exteriors and Coatings of Utah

www.WhyKeepPainting.com

What Craig and Michele have said is a greater testament to a potential buyer than me telling them how great the book is. And notice what it is doing for them... their testimony is added visibility for their company. A win/win situation.

Although testimonials are great to use, keep in mind that they do not replace the simple act of asking

potential clients for the business. Testimonials are simply another key aspect of an effective success strategy.

The 3 C's of Getting Your Foot in the Door of a Prospect

By Kathleen Gage

The 3 C's of Getting Your Foot in the Door of a Prospect by Kathleen Gage

Title: The 3 C's of Getting Your Foot in the Door of a Prospect

Author: Kathleen Gage

Email: kathleen@turningpointpresents.com

Word Count: 578

Copyright: © 2005 by Kathleen Gage

Web Address: www.kathleengage.com

Publishing Guidelines: You may publish my article in your newsletter, on your web site, or in your print publication provided you include the resource box at the end. Notification would be appreciated but is not required.

The 3 C's of Getting Your Foot in the Door of a Prospect

By Kathleen Gage

Are you frustrated with cold calling because of all the rejection, phones slammed in your ear and being told to never call again? Wondering how some sales professionals seem to always be at the right place, at the right time? Feeling like you just can't seem to get your foot in the door of any new prospects? You're not alone. These seem to be universal concerns for many sales professionals.

Getting your foot in the door of a prospect often reaches beyond what most have been taught in sales training seminars and books. It is a state of mind, emotion and action.

As you think of prospects you want to meet and connect with consider the following...getting your foot in the door takes courage, creativity and consistency.

Courage - It has been said that courage is not the absence of fear. It is the ability to identify one's fear and walk through it anyway. Where does the fear come from when you try to get your foot in the door? Perhaps it is fear of rejection. Maybe it is fear the client is too busy. Perhaps one fears the client won't want or need the product or service that is being offered.

A powerful way to overcome fear is to take action. The action can be to gain a greater understanding of the client's needs and situation. Perhaps you need to know more about your product or service. Maybe it is simply to pick up the phone and make the call. It is in the willingness to take action the fear will lift.

Creativity - Many people read a book on the "skills" of cold calling and selling. Do Step A and you get Result B. Fact is, there will be times getting your foot in the door is about trusting your creativity.

An Often Overlooked Strategy for Getting Your Foot in the Door

How often have you gotten an intuitive thought or a feeling to try something different? And how often does reason take over intuition? Some of the most successful sales professionals trust their intuition and inner knowing to lead them to step through the door of the unknown.

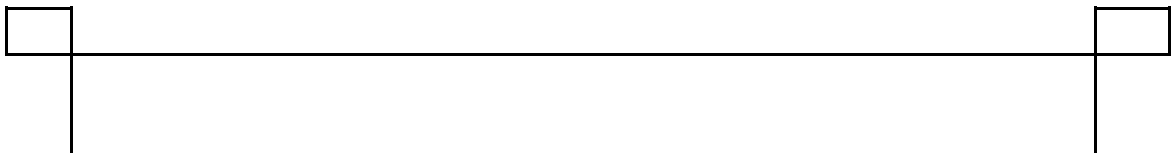
It is in the willingness to explore unique methods for approaching any given situation the magic of selling will occur. The next time you "get that feeling" be willing to explore the creativity of your idea and watch the magic happen.

Consistency - Success is often not the result of big actions, but rather one tiny action at a time. It is in the consistency of our actions on a daily basis; making the call, following up on a regular basis, inputting the names into the database, and having a system that allows us to free our minds of unnecessary concern and clutter. When the mind is clear, there is more opportunity to be creative and walk in a place of courage. This allows for truly serving the needs of your customers and clients.

Selling is not about closing the deal. It is about the desire to serve others through the products and services we provide. Serve well.



This Free E-Book has been brought to you by Natural-Aging.com.



100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!