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Getting Response

By Wild Bill Montgomery

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The key to a building a great Marketing Strategy is knowing how to find and filter your prospects to finely selected customers and clients. This is not to say you can't and won't accept customers that come by any other means, but your business won't survive by relying on walk-in customers.

You want to ask yourself, "Where do I find prospects"? You find them where they normally go. I know, what a lame answer. But, it happens to be the right answer. Many entrepreneurs don't give this simple fact enough consideration. A few ways to reach these prospects could be Publishing a Newsletter, Writing Articles, Discussions Lists, Direct Mailing, Chat Rooms, Newsgroups, Calling them on the Phone, Sending letters or brochures, Free & Paid Advertising, Joining Online Clubs and Organizations, Attending Conferences and Conventions, Ad and Banner Swaps, Link trades, Search Engines and Directories, and make yourself available to help others as much as time allows. These are just a few ideas. You have to know where to look and who you are looking for. Remember your target group. I mean you wouldn't join a technical list if you wanted to interact with prospects that were getting married.

You must qualify the prospect by making them realize that you are talking about them. You can find more about this in a recent article I wrote: HEY! You're Talking About Me!

<http://216.147.104.180/articles/data/20000501054507.shtml> This article will offer an example of getting the prospect to realize that they should be listening to what you have to say.

Once you have their attention then what? You have to get them to see the benefit of your product or services. Here are 3 crucial questions you must answer to make your prospect see your benefits.

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- 1) What exactly is the benefit of your product or service
- 2) How will you go about making this benefit work for them.
- 3) Why they will be more successful with your product or service.

As soon as you have the prospect's attention, tell them the benefit (your product or service) that you provide. Keep it clear, easy to understand, short and to the point. Describe your service or product in such a way that there is no mistaking yours will make the difference. Offer proof of competence, experience and testimonials. Don't over do it. Just a little invites interest, too much invites suspicion.

To turn a prospect into a customer you must make them an offer and show them

how to respond to the offer. There are two ways to get the response. The hard and soft response request. The difference between them is the commitment you require from them. A hard request might mean that they must commit to speaking with a representative or even committing to the product or service at that time. A Soft Response on the other hand could mean getting a free brochure. The value of each response differs as well. The CPP (Client Per Prospect) Rate is much lower from a Soft Response Request than a Hard Response Request. The way you decide to go will depend on your circumstances. Direct sales should always close with a Hard Request. Whereas a department store would work better with a soft response. You must decide on your best Response Requests.

Gaining the response is what we call activating your prospect.

Important rules to calling a prospect to action:

- 1) Be Prepared and know the answers.
- 2) You must show, tell and/or demonstrate to the prospect what he/she hey are buying.
- 3) You must make an offer that is too good to be ignored.

A few techniques used in activating a prospect:

- 1) The "Free Sample"
- 2) The "Great Introductory Deal"
- 3) The "No-Risk Offer"

In Closing: My goal here is to open your eyes to a process in action. These are just a few ideas to help you along in the process of gaining response. As always I invite you to read more of my articles on marketing tips to help you succeed in business. Find more of my articles at "The InfoZone", the largest Business & Marketing Article Archive on the Internet.
<http://www.MakingProfit.com/articles>

The Immediacy of the Child's World

By Susan Dunn

I've written before about this quiz circling the Internet and the answers my six year old friend gave.

One of the questions is "What would be your idea of a fun day?"

What would you put for that? Something in the future? Certain requirements? A special place? Couldn't happen without this person?

The Little One's response was "Today."

Just for your enjoyment, here are some more of her responses ... life seen through the eyes of child. Consider how you would answer these questions, and why. And how much better it might be to get back in touch with life as seen through a child's eyes.

QUESTION

WHAT BOOK ARE YOU READING RIGHT NOW?

RESPONSE

"None"

QUESTION

LIVING ARRANGEMENTS?

RESPONSE

"Mother, Father, Nina (sister), Fluffy (cat) and Max (dog)."

QUESTION

FAVORITE SOUND?

RESPONSE

"Doorbell ringing"

QUESTION

WORST FEELING IN THE WORLD?

RESPONSE

"Bug bite."

QUESTION

IF YOU COULD HAVE ANY JOB WHAT WOULD IT BE?

RESPONSE

I would work at XX Department Store (where her mother works)

QUESTION

IS THE GLASS HALF EMPTY OR HALF FULL?

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RESPONSE

Half full.

QUESTION

WHEN WAS THE LAST TIME YOU LAUGHED TILL YOUR STOMACH HURT AND YOU CRIED

RESPONSE

Not any time

QUESTION

WHO HAS BEEN A STRONG INFLUENCE IN YOUR LIFE?

RESPONSE

Dad!

QUESTION

FAVORITE SPORT TO WATCH

RESPONSE

When I was a little baby I liked to watch baseball.

QUESTION

WHO INSPIRES YOU?

RESPONSE

Granny

QUESTION

IF YOU COULD TRAVEL ANYWHERE IN THE WORLD, WHERE WOULD YOU GO?

RESPONSE

I would go to Rancho Santa Fe. (Where her other grandmother lives.)

QUESTION

FINISH THIS SENTENCE: IF YOU DO THAT ONE MORE TIME, I'LL JUST HAVE TO ...

RESPONSE

Run away

QUESTION

WHAT IS COMFORTING?

RESPONSE

Flowers comfort me

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The Immediacy of the Child's World

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How To REALLY Use Google Part One

How To REALLY Use Google Part Two

Chasing New Business?

What Happened? Troubleshooting Poor Response from Ad Campaigns

Copywriting Crash Course

ScrollPops

Reply Email Automator

Disaster Preparedness and Crime Protection Manual

Free List Pro



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