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Revitalize Your Business To Increase Your Sales

By Bob Leduc

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REVITALIZE YOUR BUSINESS TO INCREASE YOUR SALES

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Is your business going through a period of slow or no growth? Here are 4 low-cost ways you can revitalize your business – and increase your sales.

1. PROMOTE A NEW USE FOR YOUR PRODUCT OR SERVICE

Find and promote a new way customers can benefit by using your product or service. You will immediately attract a new group of potential customers. You will also capture customers from your competitors who cannot provide or do not promote this new benefit.

For example, I recently saw a promotion for a well-known marketing course normally sold to individuals. The promotion targeted sales organizations and offered a special group purchase plan. It stressed how the course would increase the sales organization's productivity and income.

2. USE A NEW METHOD OF ADVERTISING

Test some new methods of advertising to attract a fresh group of prospective customers.

For example, print your best small ad on 4 by 6 inch postcards and mail them to a list of prospects in your

targeted market. Postcards cost very little to prepare and send. And your promotions will not be seen by competitors who see (and copy) them in most other media.

TIP: Continually test new marketing methods – and old ones you never tried. You can reach more prospects and generate more sales with a variety of marketing methods than with just one or two.

3. GENERATE SOME FREE PUBLICITY

Publicity is what you get when someone else promotes (or

you get them to promote) your business. It establishes more credibility with prospective customers than advertising and generates sales at a much lower cost.

Look for ways you can generate some free publicity for your business. For example, contact non-competing businesses serving customers in your market. Offer to publicize their products or services to your customers in exchange for their publicizing your services to their customers.

CAUTION: Do not expect free publicity to replace the results you get with advertising. Use it to supplement your advertising. You control where and when your advertising appears. You cannot control where or when you get publicity ...or whether you get any at all.

4. CONVERT YOUR CUSTOMERS INTO PUBLICITY AGENTS

Satisfied customers can be your most effective publicity agents. Give them an incentive to tell their associates and friends about the value of your products or services. An endorsement from them is much more effective than advertising – and it is much cheaper.

For example, ask your customers for referrals. Offer to reward them each time one of their referrals becomes a customer. Your reward can be as simple as a special discount on their next order or a special bonus item.

Every business goes through periods of slow or no growth. When it happens to you, use these 4 low-cost marketing tactics to revitalize your business – and increase your

sales.

Bob Leduc spent 20 years helping businesses just like yours find new customers and increase sales. He just released a New Edition of his manual, *How To Build Your Small Business Fast With Simple Postcards* and several other publications to help small businesses grow and prosper. For more information:
Email: BobLeduc@aol.com Subject: "Postcards"
Phone: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV

So, Why Don't You Tell Me About Yourself?

By Linda Matias

"So, why don't you tell me about yourself?" is the most frequently asked interview question. It's a question that most interviewees expect and the one they have the most difficulty answering. Though one could answer this open-ended question in a myriad of ways, the key to answering this question or any other interview question is to offer a response that supports your career objective. This means that you shouldn't respond with comments about your hobbies, spouse, or extra curricular activities. Trust me, interviewers aren't interested.

Interviewers use the interview process as a vehicle to eliminate your candidacy. Every question they ask is used to differentiate your skills, experience, and personality with that of other candidates. They want to determine if what you have to offer will mesh with the organization's mission and goals.

If answered with care, your response to the question, "So, why don't you tell me about yourself?" could compliment the interviewers needs as well as support your agenda. This is a question you should be prepared to answer as opposed to attempting to "wing it".

Follow the four easy steps outlined below to ensure your response will grab the interviewers attention.

1. Provide a brief introduction. Introduce attributes that are key to the open position.

Sample introduction: During my 10 years' of experience as a sales manager, I have mastered the ability to coach, train, and motivate sales teams into reaching corporate goals.

2. Provide a career summary of your most recent work history. Your career summary is the "meat" of your response, so it must support your job objective and it must be compelling. Keep your response limited to your current experience. Don't go back more than 10 years.

Sample career summary: Most recently, at The Widget Corporation, I was challenged with turning around a stagnant territory that ranked last in sales in the Northeastern region. Using strategies that have worked in the past, I developed an aggressive sales campaign that focused on cultivating new accounts and nurturing the existing client base. The results were tremendous. Within six months my sales team and I were able to revitalize the territory and boost sales by 65%.

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3. Tie your response to the needs of the hiring organization. Don't assume that the interviewer will be able to connect all the dots. It is your job as the interviewee to make sure the interviewer understands how your experiences are transferable to the position they are seeking to fill.

Sample tie-in: Because of my proven experience in leading sales teams, Craig Brown suggested I contact you regarding your need for a sales manager. Craig filled me in on the challenges your sales department is facing.

4. Ask an insightful question. By asking a question you gain control of the interview. Don't ask a question for the sake of asking. Be sure that the question will engage the interviewer in a conversation. Doing so will alleviate the stress you may feel to perform.

Sample question: What strategies are currently underway to increase sales and morale within the sales department?

There you have it – a response that meets the needs of the interviewer AND supports your agenda.

When broken down into manageable pieces, the question, "So, tell me about yourself?" isn't overwhelming. In fact, answering the question effectively gives you the opportunity to talk about your strengths, achievements, and qualifications for the position. So take this golden opportunity and run with it!

Linda Matias is an Internationally Certified Job and Career Transition Coach and a Certified Employment Interview Professional. She specializes in career coaching, resume development, interview and job search training. Visit her website at

or email her at

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