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**The Power And Magic Of High-Tech High-Touch Marketing**

**By Travis Greenlee**

Alright, you're probably thinking... what in the heck is high-tech high-touch marketing?

In it's simplest terms, high-tech high-touch marketing is a strategy and process that utilizes the most recent advancements in technology to simplify and automate your marketing efforts, build rock solid, long term relationships, and as a result allow you to earn more, work less, and have an absolute BLAST in the process.

Sounds pretty exciting right? Well, as you are about to learn it is.

Now before I go into the strategies around high-tech high-touch marketing, let's first get clear about the challenges we all face.

The Problem:

As you know, the service profession is evolving more rapidly than ever before. Competition, technology and consumerism are taking huge bites out of our business possibilities.

Not to mention the challenges of not being able to reach our desired prospects. Spam filters, mass deletions, increased bounce backs and worse yet, people changing their email addresses. In fact, statistics show that 30% of internet users change their email addresses each year. Meaning that, if your list isn't growing by at least 30%, if not more per year, you are actually going backwards.

Another interesting statistic is that we are now being bombarded by over 5,000 messages a day from all media sources. The internet, radio, TV, print media is taking it's toll on our awareness and ability to focus on what's really important. Is it any wonder why we are all waking around so dizzy in the head? I've beginning to think we are ALL suffering from one form of ADD or another, lol!

We're working harder, feeling more stressed, and not yet seeing the results we want. We are afraid the old answers to building and sustaining our businesses just don't seem to be working any more.

## The Power And Magic Of High-Tech High-Touch Marketing

Whether we like it or not, it's time to take action and re-engineer our marketing efforts and our businesses – or risk our futures.

With this in mind, I am honored to teach you the Secrets and Strategies to creating a Highly Automated, Very Successful practice, giving you complete freedom and control once and for all.

What's the key to your success? It's the level of your commitment.

Just check out these stats...

48% of marketers give up after the first contact 25% give up after the second contact 12% give up after the third contact 5% give up after the fourth contact

Meaning that 9 out of 10 people are never followed up with more 4 times.

Statistics show that it takes an average of 7 contacts to make a sale.

So, what's the Solution?

It's vitally important to connect frequently, consistently, and automatically with your target market. It's essential that you leverage the power of technology to simplify this entire process.

Strategy number #1: Automate your business, build a million dollar contact list.

As we all know, the key to your success online rests in the quality, responsiveness, and size of your mailing list.

1) It needs to be highly targeted, providing quality content that addresses the challenges your target market faces and provides realistic solutions to make their lives and businesses more enjoyable.

2) Needs to include a strong opt in form on your homepage. Using free give aways, or legal bribes such as ebooks, assessments, mini course to attract new visitors.

Get creative. Offering a free newsletter simply doesn't work anymore. The internet is saturated with these offers, as a result, they've lost their effectiveness. Think about when you became a new subscriber on someone's list, what was it that attracted you? Make your offer sexy and compelling.

Now that you've created the system to build your list, the next step is to drive TONS of highly targeted traffic to your website.

I've broken it down for you...

3 Simple Strategies to Generate More Traffic to Your Website:

1) Build it yourself: Write and publish highly targeted articles.

2) Borrow it: Create a Strategic Alliance with a partner who currently supports your target market, yet isn't your direct competitor. This is a true win/win relationship. As you share their services with your contacts, they will in turn, share your services with the people they know, like, and trust.

3) Buy it: Pay Per Click marketing is a miracle of the modern world. In fact, I believe history will show it to be the most important development in advertising this decade. Never before has it been possible to spend 5 bucks, open an account and have brand new, precisely targeted customers coming to your website within minutes.

As you are beginning to understand, building a highly successful practice online is not difficult. It does take proper training, however the results are most certainly worth the effort.

Travis Greenlee is a Master Marketing Consultant who supports his clients in rapidly building fully automated, highly successful practices. To learn more, and to get your f.free 7 part audio minicourse:

<http://InternetMarketingMiniCourse.com>

### **How to Sell High Tech Solutions**

**By Amy Fox**

#### How to Sell to High Tech Solutions

Many companies are looking to improve upon the speed, security, and accessibility of business technologies, especially satellite and broadband connections to the internet. While customers are becoming more savvy, many don't speak 'tech-ese,' and they still are baffled by terms such as routers, IPSEC, T-1s, WIFI, and broadband. While these buyers may have a genuine interest and need for the products they investigate, more often than not their sales experience ends up a frustrating and confusing one.

#### Don't Talk Tech!

Salespeople are often caught in the hype for their own products. It's easy to lose touch with a client's perspective with this approach. The other major blunder a tech salesperson may make is their need to be perceived as experts in their field. Talking tech to the point of no return does not usually yield a promising sale. How does one handle the tendency in tech sales to "show up and throw up?" It is critical to address ineffective sales approaches in the tech market, because these mistakes are often the most significant barriers to high performance.

#### Communicate Don't Baffle

Bringing the human side to selling high tech products is not easy, but it must enter into the equation or else a salesperson's success is at risk. Communicating with clients, not baffling them, is key to building long-term relationships. Technology is evolving, and the customer needs to become aware of the new technology and not be intimidated by it.

## The Power And Magic Of High-Tech High-Touch Marketing

### Focus on Client Needs

I conduct high technology sales training throughout the United States for a variety of clients. For sales professionals in the high tech field, I often stress the need to shift the focus from the salesperson to the client. This is difficult, because products are complex, and sales people get caught up in the innovation and creativity the product may provide rather than focusing on the client's needs. Typically, a salesperson approaches the client with a laundry list of questions or a lengthy Powerpoint presentation. Sometimes the questions are canned, or the presentation is a reflection of the salesperson's agenda. The questions or presentation are designed to steer the conversation towards the highlights of the products for sale or the expertise of the salesperson.

### Turn the Tone from an Interview to a Conversation

Instead of assuming knowledge of the client's needs, I recommend a salesperson begin the first meeting by asking the client about their expectations. I also advise them to cancel the list of leading questions. Replace this with a list of results the client desires and their potential business challenges.

Shifting the focus from the salesperson to the client will change the tone of the meeting from an interview to a conversation.

### Ask the Right Questions

The art of selling is still about asking good questions. They simply must be framed with a different purpose. Try building in questions that put the client in the driver's seat. For example, 'What would you like to learn more about?' or 'How can I help resolve these issues?' These questions can generate a host of answers that relate back to the product and the solutions technology offers.

Shortened presentations that focus on companies' capabilities and how to expand them through technology help close deals. Info dumps are a bore and can even damage the sale process because the customer is not engaged. If high tech salespeople lose themselves in touting the capabilities of the product, they lose their most distinguishing feature - themselves.

Amy Fox has designed and delivered sales training for Fortune 500 telecommunications and technology firms for companies such as Global Crossing Telecommunications, Cincinnati Bell, and Trivantis. Ms. Fox has taught M.B. A. courses at Xavier University on creating a coaching culture. Amy Fox founded Accelerated Business Results in 2003. Visit

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How to Sell High Tech Solutions  
Searching For Auto Tech Schools  
Marketing Magic: De-Bunking the Myth!  
Dynamic Marketing: Seven High-Powered Success Strategies  
The Magic of Keep-in-Touch Marketing

Audio Player Pro  
Affiliate Marketing PLR Kit  
Magic Subscriber – Automatically capture your visitors email addr  
Motivate Your Way To Success  
Software Empire



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