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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Use Your Personality To Make The Sale

By Kevin Nunley

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In today's society, marketing is very much focused on impersonal forms of communication: the Internet, mass media promotion, and even bulk mail. When it comes down to it, we are all busy people but we could probably stand a little bit of personal interaction every now and then. So how do you go about making sales on a one to one basis?

Let's say you decide to make personal sales visits to customers. You need a sales pitch kit. This is the material you pull out to show the client and help make the sale.

Try using a three ring binder for your sales pitch kit. Use plastic pages you can insert photos and paper pages in. This makes it easy to add, remove, and rearrange pages for maximum effect.

Unlike a mass produced catalog or brochure, you can easily update your sales pitch binder. Some top sales people rearrange the pages for each customer so they can appeal to specific likes and concerns.

Your sales pitch kit can include:

- * Samples of your work
- * Articles about you, your product, or industry
- * Testimonial letters from previous customers
- * Photos of completed work. Nothing tells your story like a picture!
- * Licences and permits to reassure customers
- * Your satisfaction guarantee printed nicely on a page.

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Once you have your sales pitch kit together you've got something to talk about with your potential customer. The next thing to think about is HOW to talk to your customer.

Many industries are in the habit of using business language. It is not too different from lawyer language.

You get a memo that starts: Pursuant to yesterday's communication between the concerned parties....

Eh? You will get far better response from your marketing

and customer service materials if you switch business language to people language.

"As per your request" becomes "as you requested."

Change "enclosed please find" to "here is."

Rather than "in the event that," simply use "if."

"It is in our considered opinion" is shortened to "we think."

Business language is slow reading for people who aren't used to using it all day. Many folks give up if they have to read it. Plain, simple, everyday language will grab more people. It is clearer and easier to understand.

Business language also tends to hide your personality because it's all dressed up in someone else's clothing. Speaking to customers in terms they understand will be highly appreciated, as will appealing to how they feel.

Customers appreciate getting lots of details on the attractive features your product or service offers. Many will spend days or weeks looking over your materials or web site before they decide to buy. In the end, though, their decision is largely based on emotion.

That's why savvy marketers stress the benefits a customer will receive when they buy. They try to get straight to the customer's personal emotions.

"Earn more money! Spend more time with family. Get the dream car

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you've always wanted. Show the boss how you saved 20% on all future supplies."

Those lines make you feel good about your future and proud of your accomplishments (or future accomplishments you will achieve AFTER you've purchased the product.)

The copy tells the customer "you're ok, what you want is ok, and you should have what you want."

Build emotion into your marketing by stressing the problem your product or service solves. It's a BAD problem that makes people miserable. Build up the stress the reader feels. Then show your customer how to relieve that stress by purchasing your product.

HOW TO GO ABOUT FIND THE BEST AND CUTEST PUPPY TO BUY ONLINE

By Dean Erickson

A puppy for sale is irresistible, but one should exercise caution when thinking about purchasing a puppy.

Everyone loves a puppy. And ads for puppies abound: Maltese puppy for sale, English bulldog for sale, Pomeranian puppy for sale... And they all look so cute in the store! But the problem with puppies for sale is that once purchased they start to grow! And from the cute pit-bull puppy in the pet store you are burdened with an adult dog that is as demanding a member of the family as your partner or child.

Whenever you walk past a pet shop and encounter a puppy for sale, walk on by and head on home. Consider the option, then get online and do some research. There is a puppy dog just for you, but first you need to consider your situation and match the appropriate puppy breed with your needs and the puppies needs.

Be responsible and deliberate.

The vast majority of puppies for sale go to impulse buyers. It's the cute factor. Puppies are utterly irresistible. But puppies soon become long term and demanding family members. Dogs live, on average, from about 12 to 16 years. Are you ready for this sort of commitment? Also, depending on your chosen breed, each dog has certain needs, for example, grooming, which must be met in order for the dog to be comfortable and happy. Understand why you want a pet. That way you can better choose the right one for you. They say that a dog's personality mirrors its owner and it is true. Research the personalities of different breeds to chose the right one for you.

Research before you shop.

You've seen an adorable Shih Tzu puppy for sale in your local pet store or advertised the local rag. But

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first, take the time to read up on what kind of breed this is and if it will suit you, your lifestyle, and your home. Each breed has its own special attributes and personality. Some breeds are better suited for apartment living, others should really have a large open yard to run around in all day. What can you offer? Do you work long hours? Dogs are such social animals that they really do suffer from loneliness if they are alone. Other pets don't mind solitude so much.

Forget the pet store. Visit Animal Rescue.

Because puppies for sale are often bought impulsively only to have owners regret their purchase and give their puppy up, Animal Shelters, the Humane Society and similar organizations are full of puppies in need of a home. It's better to save one of these than go and buy another one, which doesn't solve the problem. These puppies are just as great as the ones in the stores. In fact, they were probably once once of the many puppies for sale in a pet store.

Dean Erickson. Journalist, and web site builder Dean Erickson lives in Texas. He is the owner and co-editor of puppies-dogs-for-sale.infoon which you will find a longer, more detailed version of this article.

HOW TO GO ABOUT FIND THE BEST AND CUTEST PUPPY TO BUY ONLINE

The Scent of a Woman

FIVE EASY TIPS ON HOW TO BUY THE RIGHT HORSE.

Three Ways To Close A Sale

One Step at a Time in the Job Search

Yard Sale Secrets Revealed

The Wonderful World Of Podcasting

Online Dating Secrets Revealed!

Control your Headache!

Clickbank Automation System

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