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ACTSmart, American Computer Technologies Presents:

Monday, March 23, 2009
Volume 1, Issue 8

Monday's Marketing Minute

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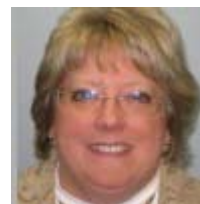
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Dear Pam,

This is the Sales, Selling and Sold edition. Your marketing isn't effective unless you can get the "sale."



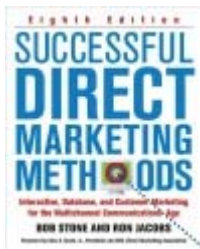
In the face of these uncertain economic times, many small businesses go into panic mode, and let the naysayers influence their business decisions. Big mistake! I know that it is difficult to remain calm when everyone is shouting stories about economic disaster. But for most business owners - panicking is a recipe for failure. If you stop marketing, you stop moving forward.

The secret is to stay committed, remain calm and make sure that every dollar is spent wisely - be sure to track each marketing decision to know which ones are successful. Keep track on paper, not just in your head.

If you really want to succeed in an economic downturn, you need to stay focused on business growth, be smart about where you spend your money and keep a cool head.

Now, let's get business!

7 Techniques to Increase Sales



From Bob Stone's Book "Successful Direct Marketing Methods"

1. The most important sale from a customer is the 2nd order - because a 2 time buyer is at least twice as likely to buy again as a one time buyer. *It's also less expensive to sell to a current customer than to get a new one!*
2. A follow up message to the same customers within 50 days will pull 40% - 50% of the first message. *So, if you get 20 sales from your first mailing to a list, you should expect 8-10 from the second mailing. We like to do a third mailing to the list before giving it a rest.*
3. Limited time offers, particularly those that give a specific date, almost always out pull offers with no time limit. *Absolutely, buyers will put off a sale if there's no incentive to buy now.*
4. An offer with a Free Gift will outsell a discount offer almost every time. *We're going to try this out - we'll let you know.*
5. It's easier to up sell and increase the average dollar amount of an order than it is to increase the response rate. *Once they are buying, they are more apt to trade up - think of the prompts for additional sale items that you often get at online check out.*
6. A print ad with a bound in card will outsell the same ad

without a bound in card by about 600% *This also goes for prepaid return envelopes and response postcards.*
7. A direct response TV ad of 120 seconds will outsell a 60 second commercial better than 2 to 1. *Twice as much info - we're going to try this with our next WATD radio ad to see if it holds true there.*

Keep Current Clients Happy



We work at providing exceptional customer service; doing more than expected, going beyond the average. At our team meeting this morning (We have one every Monday at 8:30am) we decided to call our clients the day after providing any remote or onsite service to be sure that everything is working as it should. There are times that we leave an office thinking that we've fixed everything and that everything is OK. It's that "mint on the pillow," that little extra will show that we are conscientious and want to be sure that we didn't miss anything.

A New Way To Sell

Seminars are a great way to reach more customers all at once. They allow you to educate the buyer without appearing to sell.

A few facts:



Only about 1% to 3% of your mailing list will register.
If it's a FREE event, your no-show rate will be between 30% - 60%
If you offer a PAID event, your no-show rate drops to 5% - 10% but it will be harder to fill the room.
The people who PAY for an event are more qualified prospects than those who are FREE.

- Offer a free bonus gift to the first X number of people who register to drive attendance.
- Remember that you are there to sell something and that everything that you do is geared to generate that result.
- Say yes to every chance to speak - Chamber of Commerce, local trade shows, or hold your own event.
- Put your "close" into your slides so you don't skip or forget it
- Practice, practice practice - use a stopwatch to get your timing down
- Make sure you leave enough time for your "close," especially if you are one of several speakers.
- Get someone else to read your introduction (that you wrote for them)
- Open with a personal or humorous story with a point or an outrageous statement.
- Memorize your first 5 minutes - that's when you are the most nervous
- Tell the audience what they can expect to learn
- Tell them the problem
- Give them the solution
- Use case studies, stories and your presentation to overcome objections
- You must be sold in order to sell. If you don't believe in the product or service, they won't either.
- A money back guarantee will increase sales by over 50%

Next week we have a guest columnist with timely information about credit card services.

Have a Happy, Healthy, PROSPEROUS week!,

Pam Snell
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