

How to sell in 60 seconds

When selling, you have one minute to pique your customer's interest. Here are some tips to make the most of your time.

When interacting with a prospect, you must first seek to understand what's going on in the other person's world. Only then will your ideas be accepted and understood by the prospect.

Set limits on your own "talk time" and make a direct effort to listen. Avoid speaking for more than 60 seconds without asking for approval to continue. This approval comes when you ask open-ended "prompting" questions. Generally speaking, these questions:

- * Cannot be answered with a simple yes or no.
- * Do not lead, control or try to manipulate the other person.
- * Enable dialoging.
- * Begin with the words "when," "what," "how," "why" or "where."
- * Require thought to be answered.
- * Encourage the other person to reveal feelings.
- * Build rapport.

During a dialogue, if you need to make sure that you've heard your customer correctly, you can use what's called a clarifying question. These questions:

- * Secure the other person's approval and prove to a greater degree that you've got a good understanding of what he or she said.
- * Express in your own words what you just heard.
- * Clear up differences in the definition of words and phrases being used.

Opinion questions are extremely helpful in revealing where a prospect stands on any particular issue, and can be used to give you more insight into someone's unique needs. Opinion questions are also a nonthreatening way to ensure that the other person is actually engaged in the dialog. As a general rule, opinion questions:

- * Ask a direct question in a nonconfrontational way.
- * Get the other person to speak frankly and openly.
- * Allow the opportunity to share feelings.
- * Show esteem and respect for the other person.
- * Help to extend and prolong dialogues.

Intelligent use of each of these question types will encourage your prospect to begin to show his or her true feelings about whatever subject is under discussion. Build business rapport with prospects, and they'll be less likely to tune out while you're delivering your pitch.



Graphic Design-from initial concept to finished product
Promotional Products-from apparel to writing instruments
Marketing Assistance-from marketing tips to marketing strategies
Strategic Marketing to Effectively Increase Your Business...ANYTIME.

“All things come to him who waits-provided he knows what he is waiting for.”
 -Woodrow T. Wilson

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WHY PEOPLE FAIL 3
 BY DAN KENNEDY



MOST OUTRAGEOUS MARKETING PIECE CONTEST 2



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CREATIVEDGE MARKETING

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CREATIVEDGE MARKETING

Marketing tips

YOUR SOURCE FOR USEFUL CREATIVE IDEAS AND OTHER STUFF

Sales Homicide

It amazes me how often I am stopped cold from buying things. The sale is murdered. Doesn't happen. Dead. Not because I didn't want to purchase but because of either an uninformed employee, a dumb policy, a lack of interest, etc. One would like to think that considering the current state of our economy and how much the media uses the economy as an excuse for why some businesses are down that people would be bending over backwards to make a sale. But on any given week I could site at minimum an instance per week where just the opposite occurs. In most cases, you cannot blame the employee. You have to look a bit higher than that. Behavior comes from the top.



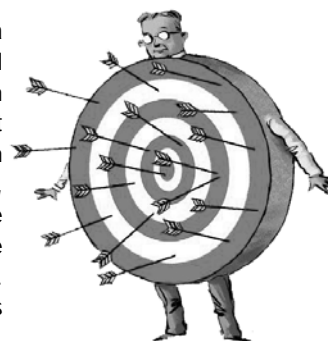
I recently listened to a CD from a talk given by Vince Zirpoli, a human resources and management consultant. He offered a couple of great ideas I would like to share with you that could stop Sales Homicide from happening in your business.

With many of his clients, Vince implements an effective communication tool, the Personal Development Interview (PDI). These interviews are done weekly, one-on-one with each employee as a means to achieve the company's goals and objectives. In the meetings, the manager and the employee review the employee's progress on agreed upon objectives. The keys to making this work is:

- Communicating to the employee their objectives and how they fit in with the company's overall goals. (After all, if employees don't have a clear direction of what they are responsible for it is hard to measure their progress.)
- Holding the PDIs on a regular basis.

When meetings are held with regularity, the employee knows what is expected and will be prepared to share the status of their

goals and objectives. The PDI is a place where employees are asked for solutions to why certain objectives are not being met, not where the manager is telling them how it should be done. Vince says, when the employee has a say in the process it gives them the motivation to get the task done. This makes sense since no one likes being told what to do.



SALES Homicide

He also talked about group meetings and said group meetings should be nothing but motivational. The focus should never be on poor sales or any other bad behavior that may be occurring. That's what the PDI meetings are for. According to Vince, focusing on say, poor sales will only motivate and reinforce those that are under performing because now everyone else is in the same boat as him or her. For the guy or gal who is normally a sales superstar, they will be demotivated by hearing how bad everyone is doing. Certainly not something you want with your stellar salespeople.

While listening I couldn't help to think about all the killed sales. In fact, I decided to start a new blog called Sales Homicide. It should be ready in a couple of weeks. The plan is to keep an on-going record of all the butchered sales I come across and share it with the world. Maybe it will help some people who may have sales assassinations occurring in their business. I'll let you know when it is up and I welcome you to share your stories too. Let's see who has the most outrageous stories. It should be a lot of fun. And we all just might learn some things in the process.

Kathy Gianbu

VISIT OUR WEBSITE - CREATIVEDGEMARKETING.COM

MOST OUTRAGEOUS MARKETING PIECE CONTEST 2009

This month we are hosting our first contest! We are searching for the most over-the-top promotion, sign, or ad. Have you created or even seen a hilarious or outrageous marketing piece recently? Something that made you wonder "What were they thinking?" or "How cool is that?" Send it in!



We will award the winner with a \$25 gift card of their choice and the winning entry will be featured in our next newsletter!

So, either enter the most outrageous marketing piece you've done or one you've seen to win NOW!



E-mail your submissions to
mike@creativedge-marketing.com

There is no limit on the number of entries you may submit.
Deadline is October 15, 2009.

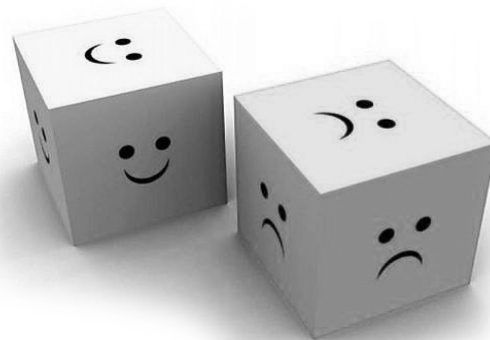
This should be a lot of fun!
Good Luck!

“ Regardless of how much patience we have, we would prefer never to use any of it. ”

-James T. O'Brien

Health Watch:

- 1. Don't oversleep:** Sleeping too much can reduce life expectancy, according to a February 2002 study in the Archives of General Psychiatry. The study found that people who sleep more than eight hours per night had a significantly higher death rate than normal. Researchers say that sleeping less than four hours also increases death rates. People who sleep between six and seven hours per night were shown to live the longest.
- 2. Be optimistic:** Those with a positive outlook on life are better equipped to deal with adversity and, consequently, healthier. Optimists also tend to have lower blood pressure than pessimists, which is likely related to how positive thinkers respond to stress.
- 3. Eat your antioxidants:** Antioxidants have the ability to remove free radicals from our cells. Antioxidants keep us healthy by neutralizing the chemical compounds that accelerate the effect of aging on our cells.



- 4. Chill out:** Studies show a correlation between anger and high blood pressure, a condition that commonly develops in highly stressed individuals. Try your best to let unavoidable, everyday stresses roll off your shoulders.
- 5. Get a pet:** People who own pets, especially dogs, have been shown to require fewer visits to their physicians than non-owners. Owning a pet decreases loneliness and depression, encourages laughter and nurturing, and stimulates exercise.



Client Spotlight

This issue's spotlight is on IMAC International Management Assistance Corporation

In today's fast-paced global economy, you can't afford to be caught unprepared for a business interruption. With the right plan at the right time, you can minimize your risk from natural disaster, industrial accident, plant closing, maintenance shutdown or work stoppage. International Management Assistance Corporation (IMAC) has the experience to help you plan for your business to stay in business.

IMAC is the only single-source provider of comprehensive business continuity management assistance for:

- Contingency planning
- Specialized security personnel
- Catering / housing / logistical support
- Security consulting
- Supplemental labor / replacement workers
- Disaster relief

Whether it's a labor action, an emergency event, a natural disaster, industrial accident or terrorist action, IMAC has the expertise you need to protect your business.

Creativedge Marketing has enjoyed working with and providing IMAC with marketing assistance over the past seven years. We've helped them with promotional products, print graphics including company brochures, sales materials, signage, ads and marketing consulting.



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Why People Fail A series of No B.S. Articles from Dan Kennedy

THE BILLIONAIRE'S SECRETS: OPM, OPR AND OPC

(YOU MAY NEED THEM NOW, MORE THAN EVER.)

Up in the air. It's a bird, it's a plane - no, it's SuperDan. By the time you read this, I will have flown to four cities and presented my 'no-fail follow-up seminar' and autographed books for four groups in L.A., Chicago, NYC and Orlando. And boy, are my arms tired. At age 20, this might have been fun. It still beats working for a living in a job. But it is annoying every time I hear

Dan Kennedy
"The Millionaire Maker"

politicians, particularly a certain recent presidential candidate, demonizing me for my success and suggesting that the Grand Canyon gap between my high income and others' low incomes is evil and must be narrowed by government theft. In a recent episode of Gene Simmons' show, his daughter ruefully said to him, "I think I'm taking on your work ethic." To which he said, "Good." I'm afraid I'm NOT the kind of Kool-Aid® the no-work-crowd wants to drink. I drive them away from Glazer-Kennedy with this kind of talk. I'm not sorry. And now that an overly generous economy has turned irritable and more demanding, and businesspeople and salespeople are having to dig in and work, I'm hearing a lot of whining. Most salespeople haven't worked in ages. I was comparing notes about this with a friend last week and neither of us could even remember the last time we were "prospected" by a salesperson, followed up on by a salesperson we've previously bought something from. There's crying in the car business, but no salesman or dealer from whom I've purchased new cars in the past 5 years has contacted me. There's mass exodus of real estate agents in surrender, but none I've purchased a property from has contacted me to sell me another. Retail: from the clothing store in my hometown where I spent \$1800.00 in my first visit two years ago...from the clothing store in my other home city, where I spent \$500.00 on first visit...from a store in Vegas where I spent \$2,000.00 on cowboy boots, no salesman has attempted contact. May they all be fired. May they all starve.

Yes, in my WEALTH ATTRACTION book, I write in-depth about liberating yourself from the Work-Money Link. But I never said: don't work, period. Nor did I suggest resenting it. I talked

about injecting leverage into the equation, as many ways as possible: better customer or client selection; premium prices or fees with higher profit margins; better systems, delegation, outsourcing; smart use of media in place of manual labor; smart time management; money wisely invested. But I never suggested any or all of it as a substitute for work. I presented it as an enhancement of work. It would be more accurate, I suppose, to talk about breaking the strict hours for dollars link.

Leverage. So I want to promote my books. To do my four events in four cities in four consecutive days I used a chartered jet costing over \$45,000.00. Sure, I could have flown commercial for a fraction of that cost; if careful and not choosy about routes and time, for as little as \$3,000.00. But not done in a four day window. Done this way to minimize consumption of one of my most valuable assets, my time. Besides, I got InfusionSoft to pay for it. When self-made billionaire W. Clement Stone talked about "OPM" - Other Peoples' Money - I listened very carefully. Plus, I tapped into InfusionSoft's lists, and laid the burden of logistics on them. But this also allowed me to tap into Glazer-Kennedy lists and media in a different way, providing Bill with a way to serve Members, promote to non-Members, and support our Independent Business Advisors in four major markets at zero out-of-pocket cost. I created "banked leverage" with current or prospective publisher(s) by doing promotion few other authors could or would do. **I hear you:** "but I'm not an author and not interested in promoting books, so this doesn't apply to me." **You wish I would talk about YOUR business - be it selling insurance or installing draperies or blacksmithing.** But this is the way of all Renegade Millionaires: they're masters at creating time efficient promotion for themselves and their businesses, with someone else picking up the tab. OPM, OPR, and OPC: other peoples' money, other peoples' resources and other peoples' customers. But make no mistake: it's not about avoiding work. In those four days, I did four days of hard, high pressure, exhausting work. But I'm leveraging it every way I can.

The WHY PEOPLE FAIL articles are provided by Dan S. Kennedy, serial entrepreneur, from-scratch multi-millionaire, speaker, consultant, coach, author of 13 books including the No B.S. series (www.NoBSBooks.com), and editor of The No B.S. Marketing Letter. WE HAVE ARRANGED A SPECIAL FREE GIFT FROM DAN FOR YOU including a 2-Month Free Membership in Glazer-Kennedy Insider's Circle, newsletters, audio CD's and more: for information and to register, visit: freegiftfrom.com/kjambol.

A Little HUMOR



A sales rep, an administration clerk, and the manager are walking to lunch when they find an antique oil lamp.

They rub it and a Genie comes out. The Genie says, 'I'll give each of you just one wish.' 'Me first! Me first!' says the admin clerk. 'I want to be in the Bahamas, driving a speedboat, without a care in the world.'

Puff! She's gone.

'Me next! Me next!' says the sales rep. 'I want to be in Hawaii, relaxing on the beach with my personal masseuse, an endless supply of Pina Coladas and the love of my life.'

Puff! He's gone.

'OK, you're up,' the Genie says to the manager. The manager says, 'I want those two back in the office after lunch.'

Moral of the story:
Always let your boss have the first say.

“ Have patience with all things, but chiefly have patience with yourself. Do not lose courage in considering your own imperfections, but instantly set about remedying them- everyday begin the task anew. ”
-Saint Francis De Sales