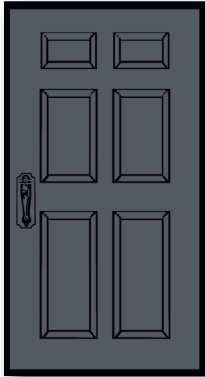


CLOSING THE DOORS



DOOR 1: ESTABLISH CREDIBILITY

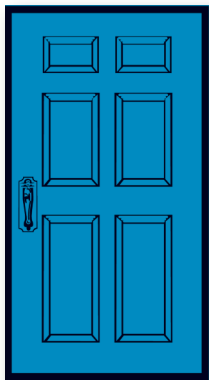
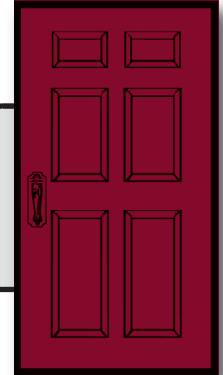
Introduction, Tour, Difuse, Intensify

Explain the pride of the business plus the history and integrity of the product. BE UNIQUE.

DOOR 2: ENGAGEMENT

Visit, Deflect and Redirect Bottom Line Inquiries

Find out about them. Get to know them.
Make a friend!



DOOR 3: IDENTIFY NEEDS

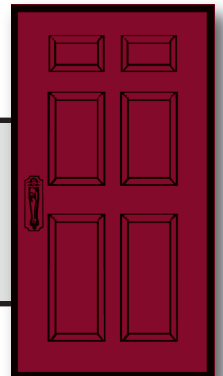
Find Out the Hows and Whys

Listen intently for hot buttons.
80% of a sale is rapport. CEMENT IT!

DOOR 4: PRESENT PRODUCT

Only After the First Three Doors are Closed.

You now have the ability to make accurate
personal recommendations.



DOOR 5: THE RECOMMENDATION

This is Where Your Homework Pays Off

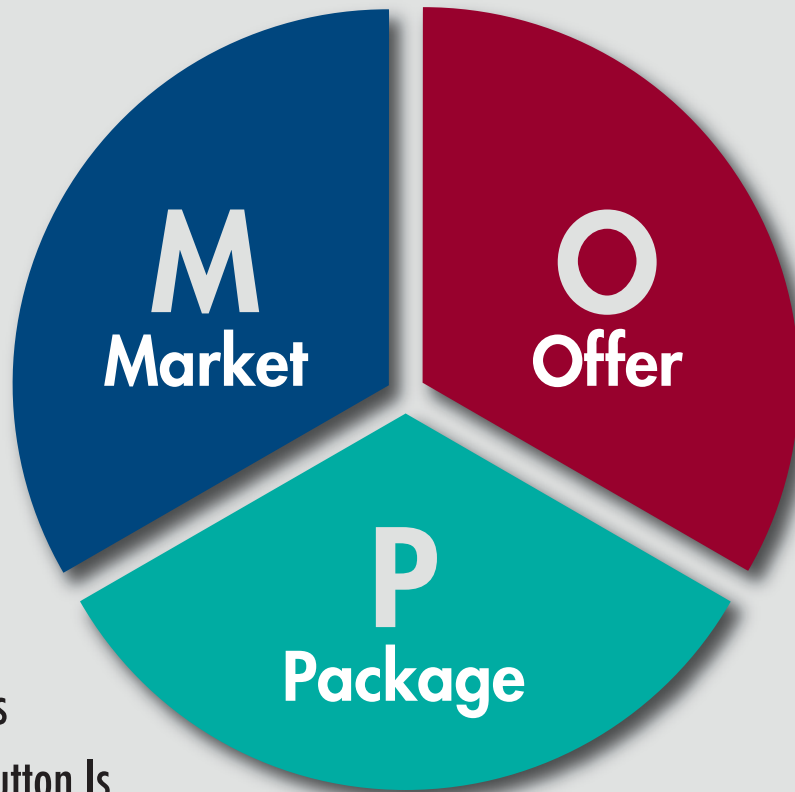
They trust your advice. Closing is overated. It's easy
when the foundation of the relationship is solid.
Fullfill their need. Satisfy the Hot Button(s)

MOP DIAGRAM

The efficient direct marketing approach whether it is mail, phone calls, e-mails or pro-active cold calls needs to offer this balance.

2 out of 3 doesn't work, you must know:

- A) Who Your Audience Is
- B) What Their Hottest Button Is
- C) How Best to Communicate on Their Level



MIDDLE THIRD

SALES DIAGRAM

SALES YOU WILL NEVER MAKE

This 1/3 represents adverse brand loyalty, existing relationships, bad chemistry, and lost customers.

MARKET SHARE BATTLEGROUND

Targeted relationships you find and build, networking, pro-active referrals, personal reputation.

ORDER TAKER SALES

This 1/3 represents brand loyalty, perfect timing, prospects who walk in you connect with, promo-motivated respondents.

*A pro-active marketing scheme positions you to attack the middle third of sales potential.
The market place winner will dominate this segment.*



We know who you need to know.