

GROWTH Strategies

Advisory Minute

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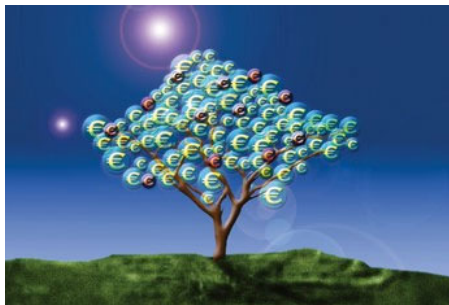
Dear Stephen,

Welcome to another issue of *Advisory Minute* - just for our Preferred Network. WARNING! - These quick read, meaty content, educational articles WILL dramatically improve the Sales and Marketing performance of your business - but only when IMPLEMENTED!

No Digital Trees Were Harmed in the Making of This E-Mail

One of the DOMINATE questions I get asked from business owners and sales professionals is this: "How can I turn my large stacks of business cards I've accumulated - into customers?"

They say, "I meet dozens of potential buyers at trade shows, networking events, introductions from my close network, even standing in line at the Starbucks."



"How do I turn my contacts into CASH?"

Know this first - not everyone is ready to be your customer at the moment you meet them.

But they may be tomorrow, next month, next year or even 2 years from now.

But here's the kicker - MOST prospects don't KNOW they need you. You have to continually communicate a BENEFICIAL "why" to your select prospect base!

Sounds like a lot of work? Well, it should come as no surprise to you that

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Stephen H. Jones

4 Ways to DOUBLE Sales

Number one: The Best Buyer Concept

There's always a smaller number of ideal buyers, rather than all buyers, so ideal buyers are cheaper to market to and yet bring greater rewards.

Number two: Educational-Based Marketing

driving a successful business does take a lot of work.

BUT, highly productive work that concentrates on the areas that drive the most PROFIT!

You're well aware that you can communicate via E-Mail, Mail, the Phone and In Person, so here's some practical ways to capitalize on your communications...

1. E-mail a beneficial communication to your targeted base twice a month, or every 10 days.

Make sure your messages:

- Educate and don't try to sell your services
- Introduce a respected company or individual that would be beneficial to your contacts
- Announce a Special Offer or Limited Time Promotion
- Communicate a Testimonial, an Endorsement or Case Study

2. Mail to your targeted base monthly, quarterly or at least annually.

Make sure your communications:

- Include a unique promotional item or unique gift with your company's name and contact info on it
- Introduce a new brochure, flyer, resource guide or other new marketing collateral
- Provide a reprint of a recent article you did, or one that speaks to the same message as your product or service

3. Schedule an appointment to call or visit identified key prospects

Your conversations should:

- Educate them on the Problems and Pain Points of their industry or situation that your product or service satisfies
- Introduce current research or statistics that point to the concern that you solve for them
- Offer to take them to coffee, lunch, dinner or a ballgame to build the relationship

The overriding SUMMARY: It's going to typically take 5 to 12 communications with your targeted prospects before they're open to buying from you.

Secondly, you will get WAY MORE buyers when you educate and bring value to your prospects - than you will by merely trying to sell to them!

Stephen Jones operates GROWTH STRATEGIES and provides marketing strategies and a marketing structure for small business owners.

Call directly to 770.601.0949 / 800.261.5034 or via e-mail at SJones@GrowthStrategies.us Visit us on the Web at www.GrowthStrategies.us for assistance with your business

Please feel free to Forward this on to 5 of your **Clients, Partners,**

You can attract far more prospects to take a look at what you have to offer by offering education than you'll ever get by offering your product or service.

Number three: Bring on Board Only Top Producers

If you're willing to part with a percentage of INCREASED revenue, there are star salespeople who will work for the money. Make the full commission position appealing, and you'll draw the right people!

Number four: Invest in Yourself

Find the Most Important qualities that you DON'T POSSESS, and be determined to increase your abilities in that area. Otherwise, surround your company with those who have the business development qualities you need.

Always be reading educational books, listening to educational CDs, going to seminars & workshops and surrounding yourself with those that will move yourself and your business forward!



Prospects or Networking Contacts if you find it to be helpful.

They'll thank you for thinking so highly of them!

Sincerely,

Stephen H. Jones
GROWTH STRATEGIES



**Ask us about our 45-Minute Strategy Session
(Valued at \$1,000.00) for YOU or any of
your most respected contacts!**

This offer provides 10 - 12 custom Sales & Marketing strategies WITH implementation steps.

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