

Business Bootcamp

ISME

Business Bootcamp



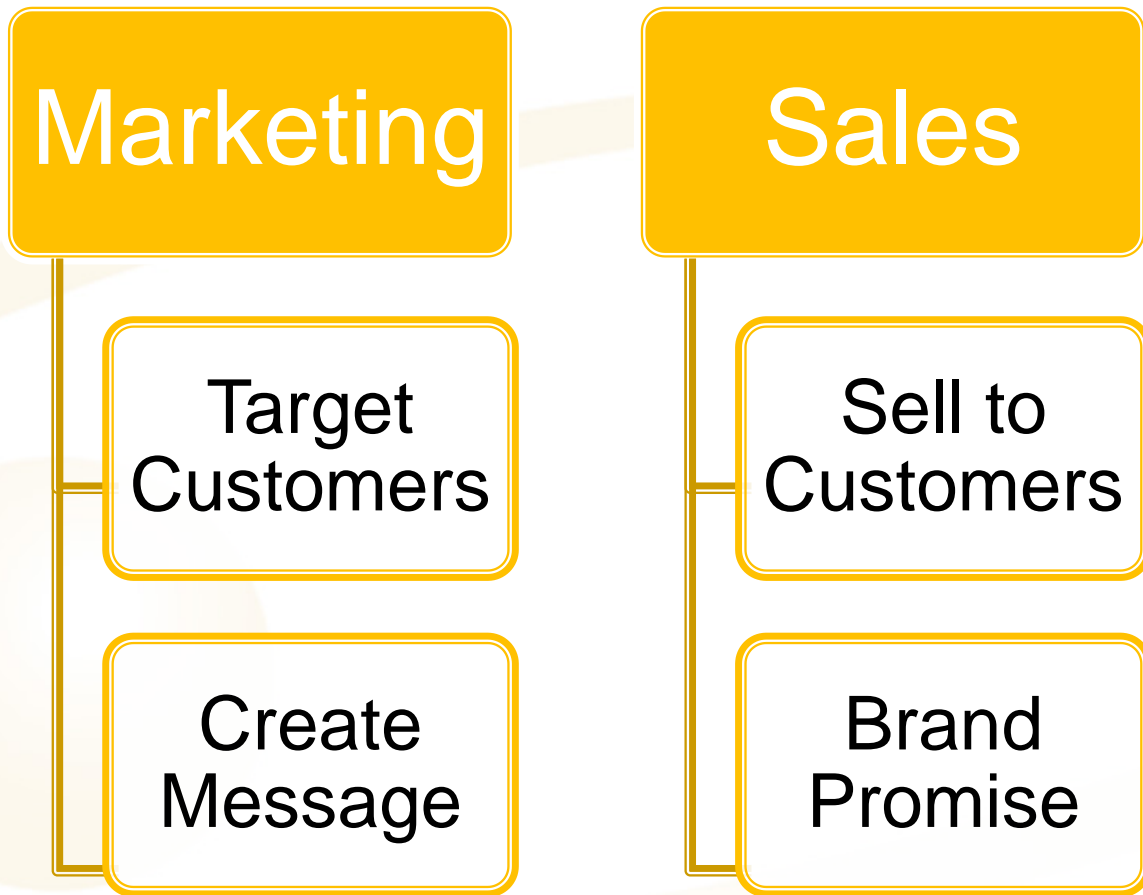
Nothing happens in
your Business
until a **SALE**
takes place

Business Bootcamp



**Panic Selling
is not the
Answer!**

Business Bootcamp



Sales Campaign



- Direct Mail is a proven channel of communication.
- People want to receive relevant information.
- Quality rather than Quantity as follow-up is KEY

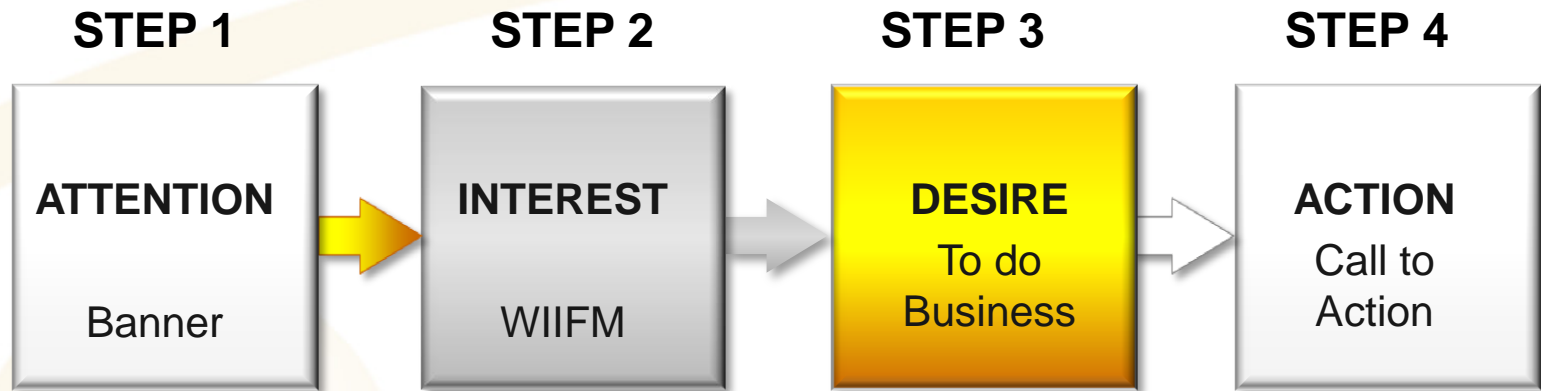
Sales Campaign



- Letter sent out Thursday – arrives Friday or Monday.
- Follow-up call Tues-Thurs (morning is best)
- Persistence is KEY.

Sales Campaign

SALES LETTER



MAKE YOUR LETTER MEMORABLE

Sales Campaign



- Make call within 5 working days.
- Purpose of call to get an appointment **NOT TO SELL.**
- Refer to correspondence and 'promise' to give them a call.

Sales Campaign



- Ask them how are they fixed the following week and you will only take 15 minutes of their time.
- Tell them you have something to 'show them'

PROSPECT TRACKING



What is the current Value of your
PROSPECTS?

When are they likely to CLOSE?



Questions?