

Using Sales Flyers Correctly

This is the easiest, simplest, and cheapest way for a business to immediately jump-start their sales, start bringing in the numbers, and take the first step towards getting cold calling out of their lives.

One thing to keep in mind with sales flyers: the effects are definitely cumulative. It will take some time before the calls start coming in consistently, but believe me, they will.

Flyers - To Do List

Sit down and create a good one-page flyer based on the following principles. Include your main contact information and be sure to have a simple faxback form on the page along with your fax number in bold print.

- a. Use bait – Do something to entice the prospect, get their attention, or communicate that you can provide something nobody else can.
- b. Target the right people – Don't communicate your message to people who can't act upon it. Addressing mail to "owner" or "office manager" won't cut it.
- c. Be creative – Announcing to the world that you sell a product or service that hundreds of other companies happen to sell won't get you a good response. Claim something different from your competition.
- d. Focus on what prospects really want – Ask all the important question, "What will make the prospect pick up the phone and BUY from me?"
- e. Don't let them form an opinion of you-do it yourself – If you don't tell people upfront why you and your company are the best and why they should do business with you, they won't. Differentiate yourself and your company in a creative ways.
- f. Offer something outstanding – Make your prospect an offer they can't refuse.
- g. Be in the right place at the right time – To succeed in the Information Age, you need to be in all places always. You need to come at your prospects from many different angles and in a variety of ways. Keep your message in front of them always. Then, and only then, will you be in all places always and avoid the unpleasantness of "oh, you're just a little bit too late."
- h. Name yourself or your product – Be larger than life. Remember, perception is reality to your prospects and you can be whoever or whatever you want to be. Be conspicuous at all costs. What is unseen counts for nothing? It's entirely up to you.

- i. Be consistent and never slow down – Persistence isn't profitable in selling, but it's everything in running a marketing system. Momentum will build as a result of consistent effort.
- j. Get rid of the company story – the prospects couldn't care less about your company story? Keep it off your marketing materials as well. In fact, in some cases you might get better results by not even including a company name at all. You won't miss out on calls from prospects who may have had a bad experience with your company in the past and you will present yourself as more of a consultant,
- k. Get into action now – Create a sense of urgency. Make them think they've got something to lose by not contacting you immediately.
- l. Make it easy for them to respond – Your materials must include several different ways to contact you. Include an office number, a cell number, an email address, and especially a faxback form.

Immediately start spending the time you normally devote to cold calling on getting your flyers out. Remember, this will typically triple the amount of qualified leads you're able to generate in a given amount of time. What's more, you enticed them to call you and so the positive frame of BUYING is set right from the start, instead of the negative frame of SELLING?

The power of leverage is working for you. Follow these instructions and you'll multiply your power by five.