

How To Become A MARKETING MASTER



Quick Tips to the Top . . .

800-486-9739

Table of Contents

Marketing.....	1
Leads.....	3
Mail.....	5
Telemarketing.....	7
Lists	8
Internet.....	8
Email.....	8
Landing Pages	10
Webinars	10
Videos.....	11
Newsletters	11
Branding.....	12
Personal Sales	12
Negotiating.....	14
General Business	15
Ultimate Tips To The Top.....	16

HOW TO BECOME A MARKETING MASTER

Quick Tips to the Top

©Oberlin Marketing
800-486-9739

MARKETING

1. **Be Consistent:** Any professional marketing program should provide a steady, continuous flow of leads and customers. Each promotion is different. Some do better than others. Results vary from one media to another. Results vary in different geographies and with different timing. The key to keeping your marketing pipeline full is consistency.
2. **Don't Change Without Proof:** Don't change your marketing strategy just because a new person suggests something different. Don't change just because someone got bored and wants a new look. Only change after testing new ideas and comparing the results to your existing strategy.
3. **Make Sure You're Making Sense:** Did you ever receive a subscription renewal notice six months before the expiration? Did you ever get multiple "last chance" offers? Did anyone promise to make your life easier if you filled out an involved, complicated form? What matters is that things make sense to your prospects. If not, they won't respond.
4. **Rules of Communication:** (1) Simplicity-Average Americans read at the 8th grade level. Use short words and sentences. (2) Brevity-Fast life styles mean people won't take time for lengthy messages. (3) Credibility-Many people don't do what they say they will. Keep your promises. (4) Consistency-You won't necessarily be heard the first time. Stick to your message. (5) Novelty-If you aren't different, you'll dissolve into the mainstream.
5. **The promise you make to your prospects:** Your promise to prospects doesn't have to be riches. It just has to be good enough that reasonable people can easily imagine themselves enjoying the benefit of your offer. Remember that if something seems too good to be true, it probably is.
6. **What makes people care enough to respond to your offer?** Self-interest. Make your headline suggest to readers that you have something they want. Example: "You can laugh at money worries if you follow this simple plan."
7. **Words That Sell:** (1) Guarantee – gives prospects confidence (2) Easy – make it simple (3) Free – everyone loves something for nothing (4) You – prospects care about themselves first.

"America's Most Trusted Name In Brokerage"

www.OberlinMarketing.com

800-486-9739



8. Words That Work (by Frank Luntz) – Part 1: “Accountability” – More than ideas, people give their trust to those who take responsibility for their actions. “Results” – Good intentions are meaningless to consumers. They want bottom-line practicality. “Innovation” – Implies boldness and forward-looking, which is better than ‘new and improved’.
9. Words That Work (by Frank Luntz) – Part 2: “Imagine” – creates an offer that is personalized based on the thoughts and feelings of the reader. “Hassle-free” – Consumers want ease of use and convenience (it’s worth 10 to 20 percent higher price, based on surveys). “Lifestyle” – creates a personal view of an individual, rather than that of a group or community.
10. Building Prospects Anticipation – (1) Use words and phrases that suggest a unique experience; such as, “limited”, “exclusive”, or “by invitation only” (2) Provide intrigue with teasers such as “do not bend” or “personal” or using a blank envelope (3) Offer the first of a series; such as sending the first of three reports, which requires inquiries for subsequent reports
11. One of the most powerful motivators is the word “free.” It eliminates risk, encourages the deal-seeker, separates you from the competition and adds value to your offer. The word “Free” works with direct mail but be cautious about email because of spam filters. The number of times you use “free” in an email and whether it’s all caps or larger font affects getting your message sent to “junk.” Run your email through a spam detector to know if you have a problem.
12. The Value of “FREE”: Shoppers tend to significantly over-estimate the value of a free deal according to MIT research published in Marketing Science. The study found consumers are more likely to accept a free offer than a low price offer that is essentially free. When Amazon.com tested free shipping vs. a negligible shipping charge (equivalent of 10 cents) orders increased dramatically with the free shipping offer.
13. Guarantees: If you’re an insurance marketer, you may think guarantees don’t apply. Think again. A guarantee answers the question, “What if I change my mind?” Since there is often a free look period, it can be promoted to address that potential objection.
14. Creating Your Tagline: Taglines or slogans build your image. They help prospects quickly understand what you are all about. Here are some guidelines: (1) Make it short (2) Have it easy to understand (3) Give a promise (4) Use “catchy” words. Start with your mission statement and narrow it down to a few words. Think about “We’re on your side so you’re in good hands to own a piece of the rock”.
15. Tired of Your Advertising Message? - Tired of Your Message? Don’t be. Your prospects see your marketing message far less than you do and also pay less attention to it than you do. Plus, they need consistency to remember a message. Keep to your standard message in all your promotions.

“America’s Most Trusted Name In Brokerage”

www.OberlinMarketing.com

800-486-9739



16. Focus on Core Marketing Channels: Focus on using one or two core marketing channels, like print or email. Market research company “Gleanster” suggests that those who invest in core channels know how to measure results and have grown because of it.
17. How to Attract Prospects: (1) People act in their own self-interest. To get more referrals, give people something for their time and effort in helping you. (2) Give-always must be relevant. Free gifts should relate to the subject matter. Otherwise they have diminished value to both you and your prospect. (3) Simplicity sells. Prospects must understand before they buy. Use plain English to make your offer easy to understand.
18. Modeling: Find prospects that look like your best customers. Analyze those customers for demographic and psychographic traits that can be replicated... where they live, what they buy, what they read, their age, their family make-up. Then get a list of similar “looking” prospects to target. They’ll become your future customers.
19. Buying Continuity: Once a buying decision is made, buyers generally continue to buy the same product or service. It’s easier for them to buy what they know and they’re accustomed to. It’s understood your best prospects are your current clients. So once a purchase is made from you, ask for an add-on sale right away.
20. How to build your reputation: (1) Consistently deliver on your promise (2) Offer superior service and customer experience (3) Be perceived as unique (4) Align your internal processing with what you want your customers to experience (timeliness, professionalism, accuracy, etc.)
21. An effective way of adding credibility is to let your customers speak on your behalf. Their comments, set off in quotation marks, imply authority and grab the readers’ attention. Make it easy for people to provide you positive comments. Ask for testimonials with emails as follow-up to you providing a service or product. Getting negative feedback can also help correct problems.
22. Dale Carnegie regarding Action: “Inaction breeds doubt and fear. Action breeds confidence and courage. If you want to conquer fear, don’t sit home and think about it. Go out and get busy.”

LEADS

23. How Not To Fail In Business: As a business owner you can implement the BEST strategies, hire TOP notch employees, and sell the highest quality products or services. But, according to Sales Guru Brian Tracy, you will **FAIL** if you don’t have a steady stream of leads to sell your product or service to.

“America’s Most Trusted Name In Brokerage”

www.OberlinMarketing.com

800-486-9739



24. Maximizing Leads: (1) Follow-up in a timely manner. Be persistent if you don't make contact on the first attempt. (2) Present benefits. Even if you leave a voice message, make sure you mention something of value you offer that will benefit prospects. (3) Leaving messages requires preparation, just like a sales presentation. Don't leave anything to chance.
25. Handle Leads Appropriately - Part I: (1) Don't expect people to be waiting for your call (2) Ask prospects the reason they inquired to get a conversation started (3) Follow up on every lead like it's the most important job you have to do.
26. Handle Leads Appropriately - Part 2: (4) You have 30-45 seconds to engage a prospect's interest- have an interesting "hook" ready with which to engage them (5) Since not everyone is ready to buy right now, establish a "drip" program to keep your name in front of them (6) Don't expect to close every lead - not everyone that inquires is ready to buy.
27. Why "Educational" Lead Generation Works: (1) Prospects value free information to help make complex decisions (2) Producing educational content moves prospects closer to purchasing (3) Allows capture of prospects contact information and what the state of their needs are (4) Requires fewer dollars than general mass advertising.
28. The biggest mistake in lead generation is expecting the lead to do the selling for you. Many producers want the lead mailer to give their entire sales presentation. Doing that allows the prospect to make a decision without speaking with you. The goal of lead generation is to get you talking to the prospect. The way to do that is to have your mailer say just enough to arouse prospects' curiosity so they'll respond asking for more information.
29. Lead generation is not mail order. Many people think their lead generation must sell a product or service. But the purpose of lead generation is to get prospects to request more information - to be a door opener. Prospects won't be waiting with a check in their hands. If it were that easy, there wouldn't be a need for sales people.
30. Lead Generation vs. Face-to-Face Sales: In lead generation the objective is to get a response, not to make a sale. To do that, apply techniques which are different from face-to-face sales. One method is to use curiosity. When prospects want to know more, they'll inquire. So don't tell too much. Also, you can offer a free gift. Everyone wants something for free. But make the gift relate to your product to better qualify your leads.

MAIL

31. Does Direct Mail Still Work? Yes, but it's changing. To remain cost effective you must pinpoint your efforts. Even if you're testing other media, don't stop direct mail. Even Google uses direct mail to reach businesses. Snail Mail generates more emotion and is perceived to have more value than digital mail.
32. Digital or Print? There are frequent reports of Web promotions becoming successful only when aided by Direct Mail. For all the power, agility and efficiency of digital marketing, it's hard to beat "paper-in-hand" as a way to make an impression and get prospects to respond. Direct mail commands viewers' attention. Although the initial cost is more, higher response proves the value of print advertising.
33. Today's media landscape is complicated and vast. It includes QR codes, video, email, social media, mobile and print. Advertisers who blend direct mail print with digital marketing stand out with consumers. According to a 2011 Epsilon study, half of all consumers pay more attention to direct mail than email.
34. Mail vs. Digital: If your marketing relies heavily on email, you may want to take a closer look at more effective direct mail. Average direct mail boasts a 4.4% response rate compared to .12% for email according to the Direct Marketing Association. Direct Mail compares even more favorably with online display ads. The DMA attributed the strength of mail to the overwhelming number of digital messages.
35. Direct Mail vs. Telemarketing: Direct Mail today is the preferred method of lead generation. Almost 85% of U.S. households are on the "Do Not Call" list, so market penetration is much better with mail. In addition, direct mail is less intrusive. Prospects have shown they're more likely to mail an inquiry card than talk to someone.
36. Internet leads not working? Are your prospects tired of their phone ringing off the hook after they request information online? Welcome back to the exclusivity of direct mail leads. You can work mail leads at your own pace, rather than with the onslaught of competition from internet leads.
37. Prospects Open Your Mail: According to the US Postal Service, a whopping 98% of consumers gather in their mail the day it's delivered and 77% sort through it immediately.
38. Why Direct Mail Works: It's personal. You can address prospects by name. And you can refer to details about them. ("Important Information for Texas Residents ... or Veterans ...or Teachers") Image advertising is designed for a mass market. Direct Mail is targeted to your specific audience.

"America's Most Trusted Name In Brokerage"

www.OberlinMarketing.com

800-486-9739



39. Top Mailers: Four of the top six mailers in the country (by revenue) are insurance or financial marketers, according to Target Market magazine.
40. How To Grab Attention: Your mailer's first sentence must grab attention to keep prospects reading. Here are some openers: (1) What if . . . (2) You're invited . . . (3) Good news! (4) Have you ever wished that . . . (5) If you're like me . . . (6) Because you're a . . . (7) I've enclosed . . . (8) Congratulations!
41. For effective letter writing; start with a single authoritative statement. Everything you need to say should be up front. All that you want to say can come later.
42. Direct Mail Tips – Part 1: (1) End a page in the middle of a sentence to encourage more reading (2) Put a picture of a phone by your phone number (3) Don't mix type styles (4) Use sub-heads (5) Give a free gift to increase response (6) Minimize the use of buzz words (7) Make your offer easy to respond to (8) Personalize as much as possible.
43. Direct Mail Tips – Part 2: (1) Put yourself on the mailing list to receive your own promotions (2) Postcards are read more than material in envelopes (3) Lumpy mail gets opened (4) Put your website on all mailing pieces (5) Use hand written notes (6) Include success stories (7) Repeat your offer at the end (8) Use captions under photos.
44. To Improve Copywriting: (1) Be specific, not general (2) Get to the point (3) Tell readers what to do (4) Anticipate objections (5) Tell the benefits of your service (6) Make copy easy to read with short words, sentences and paragraphs (7) Focus on the customer, not your company (8) Engage with action verbs.
45. Follow the "5-Second Rule": Readers must immediately know what your proposition is. They shouldn't have to figure out what you're promoting. Your headline should compel prospects to continue reading. Sub-heads further their interest. Make your logo big enough to get noticed, but small enough so it doesn't waste selling space.
46. Follow-Up Timing: According to DirectMarketIQ, if you're planning to follow-up in the mail, don't wait longer than 3 to 5 days. Otherwise people will have forgotten what you contacted them about.
47. Creative Pointers for Mailers:
 - Use Serif type (example: Times New Roman) in 12 point or larger.
 - Reverse copy is okay on headlines, but not text.
 - Keep ALL CAPS to a minimum. Use **bold** lettering instead.
 - Wording within a border or sidebar is read first.
 - Use black type for text. Color is okay for headlines and to emphasize important words.

"America's Most Trusted Name In Brokerage"

www.OberlinMarketing.com

800-486-9739



- 48. Advertising Response Killers: (1) Focusing on “I” or “we”, rather than “you” (2) Lengthy, dense sentences (3) Burying the point of your message (4) Over-promising (5) Not keeping your phone and e-mail prominent in your ad.
- 49. The BIG Secret: “Now I’m giving away the big secret. Online marketing has made direct mail more effective,” said Lisa Dreher, VP of Marketing at Logicalis in DMNews.

TELEMARKETING

- 50. Getting Voice Messages Returned - Part 1: (1) If possible, send an email to prepare your prospect for your call. Then refer to the email when you call. (2) Have more than one script if you need to leave multiple messages. (3) Make sure your script tells who you are, how they can reach you and why they should return the call.
- 51. Getting Voice Messages Returned – Part 2: (1) Personalize your script with the prospect’s name and other information you may know about them. (2) Let them know you have a solution to their problem. (3) Tell just enough to get their interest, but not too much detail. You don’t want them to be able to decide on your offer without talking to you first.
- 52. Getting Voice Messages Returned – Part 3: (1) Mention your contact information twice if possible (at the start and finish or twice at the end). Talk at the same speed as your message when leaving your contact info. (2) Practice until your scripts sound natural. (3) Concentrate on your presentation as much as your script. Keep your energy and enthusiasm at a high level.
- 53. Phone Follow-Up: Agents who don’t have a phone script often lose focus and are easily distracted. The best phone presentation is preceded by lots of practice. Build in questions to make sure the prospect understands your ideas and you are discussing points that are of interest to them. And remember, never interrupt.
- 54. “Do Not Call” Complaints - If someone inquires about your service, they may be called for up to three months, even if they are on the “Do Not Call” list. But “Do Not Call” complaints are rarely pursued according to a Dallas Morning News report. The Federal Trade Commission and the Federal Communication Commission jointly manage the “Do Not Call” list and caution consumers about limitations in jurisdiction.

“America’s Most Trusted Name In Brokerage”

www.OberlinMarketing.com

800-486-9739



LISTS

55. Maintaining Your Own Promotional Data Base – (1) Think about how data will be used in order to capture all information you might need in the future (2) Automate quality control, such as field length (3) Use software specialized for your type of business.
56. What's Your List Worth? A list of clients or prospects is valuable. How valuable? Neiman Marcus customer list can be rented for \$115 per thousand names. Your list may be the most important part of your business besides your own knowledge. Protect your list and keep it updated. Your future could depend on it.

INTERNET

57. According to the Nielsen company, here is the ranking on consumer trust of on-line marketing: (1) Branded Websites – 52% (2) Search Engine Results – 36% (3) Banner Ads – 29% (4) Mobile Devices Display or Text Ads – 27%.
58. Blogging to Maintain Your Reputation: (1) Feature your name prominently in the URL (2) Blog about your expertise to improve your search rankings (3) Be professional and use appropriate content to protect your reputation.
59. Dealing with negative on-line reviews - Whether it's truthful or not, a negative on-line review is bad for business. Deal with it quickly. If it's a legitimate complaint, respond with an apology and promise to improve if you can. If it's bogus, don't respond as it will draw more negative attention. People seldom look past the first page of search results for information, so move it to another page if you can in order to reduce its impact.

EMAIL

60. Email and Direct Mail: Use email to support direct mail campaigns by sending a pre-announcement that features the direct mail piece. A national bank used a combination of postcards and emails to promote their services and reported direct mail conversions 400 percent higher than industry averages.
61. Email vs. Social Media: Email is the method of commercial communication preferred by 74 percent of all online adults according to communications giant Merkle. When emailing, get people to opt-in and then concentrate on marketing to your house file. Emails to house files generate 2-3 times the click through rate than outside lists.

"America's Most Trusted Name In Brokerage"

www.OberlinMarketing.com

800-486-9739



62. To Ensure E-Mail Delivery: (1) Words to avoid – secrets, money-back guarantee, click here, risk-free, response required (2) Design – use many small images, rather than one big image (3) Text – at least 50% of message should be text, not image (4) Font – make it normal, not too big or too little.
63. Strategies to Help Get Emails Delivered: (1) Use capitalization sparingly (2) Less is more with punctuation (3) Background colors, other than white, are not recommended (4) Avoid subject lines with words like Free, Guarantee, the \$ sign and Call Now.
64. Successful Email: “Drip” on prospects monthly providing useful information and brand awareness. Highlight at least one call-to-action. Copy should be short, educational and relevant. Include info such as research reports, customer testimonials, and links to articles. This will build trust in you. Follow “Can Spam” laws which require an unsubscribe option, legitimate physical address and accurate “From” address.
65. How often should you email your list? Many marketers worry about emailing too often which offends prospects and encourages them to unsubscribe. One way to determine the right frequency is to measure the opt-out rate. As a rule of thumb, your opt-out rate should be 1/10 of one percent or less. Add an extra email to your schedule and if you stay under the 1/10 percent rule, you’re okay to increase the frequency.
66. How to Make E-Mails More Effective: (1) Best days to send e-mails are Wednesday, Thursday or Friday (2) Subject lines should be about 5 to 8 words (under 40 characters) (3) Avoid SPAM words such as “free, best-selling and guaranteed” (4) Keep copy brief and to the point because readers only spend about 15-20 seconds per e-mail (5) Send test e-mails to yourself and colleagues for review before general distribution.
67. How do you build your own opt-in email list? A popular method is to offer a free subscription to an online newsletter. You can also offer a free webinar or a special report. To get the free offer, the prospect must submit their email address and name which creates your opt-in list.
68. Reasons people might not engage with your emails: (1) They have changed their email address (2) They gave you a secondary address which is only checked occasionally (3) Emails are delivered to a bulk folder (like SPAM) which may not be read (4) You may have an image blocking problem.
69. Capture more email addresses: (1) Offer a free online newsletter, (2) Conduct a web-based survey, (3) Ask those on your list to forward your information to others that might be interested and (4) Promote your email address in off-line communication (general ads or direct mail).

70. How to lower your email opt-out rate: (1) Make sure at least 50 percent of your email message is informative content, not commercials (2) Use wide margins and lower case type – all CAPS feels like you’re shouting (3) Be concise and state your points quickly (4) The more links you have, the higher the click-through rate (5) Keep your subject line short.
71. Common Email Mistakes: (1) Failure to target the message to your audience. (2) No links to your website. (3) Weak call to action. (4) It’s all about you rather than how your prospect benefits. (5) No response tracking.

LANDING PAGES

72. Landing Page Content: Generally, when it comes to landing pages, less is more. Eliminate anything that does not relate to the purpose of the campaign. Do not use links to other pages or fancy designs or extra information about your company.
73. Effective Landing Pages: (1) Make your layout simple with a single call to action (2) Include your logo (3) Make content straight forward and to the point (4) Use bullet points which are easy to read (5) Offer educational information by email to capture valid email addresses.
74. Keys to Creating Better Landing Pages: (1) Write as if you’re sending a personal message (2) Keep copy up-to-date with ties to current news (3) Solve readers’ problems (“Now there is a better, easier and more effective solution to . . .”) (4) Offer a free gift in exchange for their email address (5) Build credibility by adding testimonials or a mission statement or your credentials.

WEBINARS

75. Webinar Tips: Industry legend Bill Harris suggests (1) Ask your conference vendor to disable entry and exit sounds (2) Do not roll call or list names for attendee privacy (3) Mute the audience (4) Record the webinar to help improve in the future (5) Get a report of who attended (6) Provide a toll-free number for non-local attendees.

SEMINARS

76. Seminar Notes: (1) Use a restaurant location which has a door to close off your meeting from the other diners (2) Set-up your seating in a horseshoe design for better interaction among attendees (3) The optimum is 30-40 attendees from within a 5 mile radius of the restaurant.

“America’s Most Trusted Name In Brokerage”

www.OberlinMarketing.com

800-486-9739



77. Public Speaking: (1) First, tell the audience what you're going to talk about that will help them (2) Then establish your authority by telling them your experience or background (3) Next, tell an interesting story from that experience (4) Give the audience useful ideas and tips (5) Selling yourself should be secondary to providing information.
78. Presentation preparation: In preparing for a presentation, mental practice produces only about 2/3 of the benefits of actual physical practice. Mental stimulation is able to help us anticipate appropriate responses to future situations.

VIDEOS

79. On-Line Videos: Approximately 85% of internet users watch online videos according to comScore.com. But consumer attention is shorter than ever. Use brief videos with proven direct marketing copywriting and design techniques to attract more attention than plain text messages.
80. Video on the Net: (1) Home Page - Most websites have media widgets for using videos. If not, access the admin section (2) YouTube - First timers are limited to 15 minutes. Info provided includes number of clicks and demo graphics (3) Social Media- Distribute videos on Facebook and LinkedIn with a unique URL.
81. The Value of Videos: (1) Easy to experience (2) Work with reduced attention spans (3) Has become expected (4) Enhanced with vocal inflections and visual emphasis (5) Can include client interviews and in-home mini-seminars (6) 85% of Internet users watch on-line videos.
82. Video Marketing Tips: (1) Don't have a bright light behind you which causes you to be in a shadow. (2) Don't lean forward for emphasis or your face will appear too big. (3) Stay centered with shoulders in view. (4) Tidy up what's showing in the screen and remember . . . no unexpected interruptions.

NEWSLETTERS/BROCHURES

83. Newsletter Marketing: (1) Timing - Quarterly is usually not enough. Daily is probably too much. Depending on your clients and your information, consider weekly or bi-weekly or monthly. (2) Focus – Topics should be important to your customers, not just promotional for your products or services. (3) Engage Action – Give readers something to continue their interaction with you. It could be an invitation to watch a video, download a whitepaper, visit a webpage or participate in a survey.

"America's Most Trusted Name In Brokerage"

www.OberlinMarketing.com

800-486-9739



84. To Create a Great Personal Brochure: (1) Share how you can provide the single most important benefit to your clients (2) Reveal your personality – what’s important to you, not just your products or services (3) Use a third-person point of view (“he” instead of “I”) for objectivity.

BRANDING

85. Defining Your Brand: Reinforcing your brand in all your communications will help customers choose you over your competition. To win the battle of the brands, you must (1) know who your target audience is and (2) what unique benefit you provide them. In today’s “sound-byte” culture, your brand message must quickly show the essence of your company.
86. Visual Brand Identity: The visual impression needs to convey the character of your company. Design elements include your (1) logo – use consistently in all communications, (2) colors – cool for formal, bright for bold and trendy, (3) fonts – use one that’s easy to read and available on your computer so you can reproduce it.
87. Brand Writing Style: Impart the feel of your company with the tone of your writing. It can be friendly or formal or forceful. Whatever you select, make it consistent throughout your communications so you don’t confuse customers.

PERSONAL SALES

88. Focus on the three “Cs”: (1) Concentration - Make every client feel like they are your primary concern (2) Courtesy - Being discourteous will lose you business (3) Communication - Knowledge is knowing what to say and wisdom is knowing what not to say.
89. Get a “Yes”: Prospects will respond with a “Yes” if you get them to say why they should want to do what you want them to do. Asking these questions will encourage them to change their thinking: (1) Why would you want to do this? (2) How ready are you to proceed? (3) Imagine you already have it. What would the positive results be? (4) What is important to you?
90. When should you contact lead prospects? A study at MIT’s Sloan School of Management indicated that Wednesdays and Thursdays are the best days of the week to contact lead prospects. Additionally, the study noted the best time of day to call is first thing in the morning or at the end of the day.
91. Address Objections Up Front: If you know your product has a flaw, address the issue up front in your sales presentation or advertising copy. Show why the flaw is minor and how it is overcome

“America’s Most Trusted Name In Brokerage”

www.OberlinMarketing.com

800-486-9739



by your product's other features. If you don't address the issue, prospects may assume their objection to be a deal breaker. Then you would have no chance of making the sale.

92. Body language is estimated to communicate more than 50% of what we express. Non-verbal signals are received and evaluated by others. To show strength and determination: (1) stand with your arms slightly away from your sides (2) sit with materials spread in front of you a little more than shoulder width (3) behind a desk, stand up, lean forward and plant your finger tips spread apart on the desktop.
93. Conversing to Sell: (1) Respond only after your prospect finishes talking (2) Asking questions gives you invaluable insight (3) Reflecting/paraphrasing what your prospect said shows you're serious (4) Defensiveness is not productive (5) Solutions offered before building rapport are perceived as self-serving.
94. Evaluate how you say hello graciously and how you say goodbye memorably. Does your receptionist politely say please and thank you? Do you send a thank you note to express your gratitude? Treat your customers and prospects cordially. Build your brand from start to finish.
95. How To Be A Good Listener: (1) Don't interrupt. Suppress your urge to talk. (2) Wait 3 seconds if you're not sure someone has finished. (3) Ask questions when you don't follow the point. (4) An occasional "yes" or "ok" helps to show your interest. (5) Don't change the subject abruptly. You may be cutting off a train of thought. (6) Postpone judgment. You cannot fully hear others if you judge before they finish.
96. How to connect with prospects: Connect emotionally with your prospects by telling them why you work, rather than what you do. This will emphasize and help communicate your core principles. An emotional approach makes people care.
97. Ask Questions: It's been said that you make more money asking the right questions than knowing the right answers. Just like doctors, you can't help people without asking questions. Remember the sales professional's motto, "Telling ain't selling . . . asking is."
98. Overcome Objections: According to Bill Harris, use the word "specifically" to help overcome objections. For example, when a prospect says he wants to think about your offer, reply with "What specifically do you want to think about?"
99. Small Talk: Chit-chat can build rapport. Make positive small talk about happenings around you. Find key words related to topics you prefer. Ask open-ended questions. Mention common experiences. Exchange cards or phone numbers.

"America's Most Trusted Name In Brokerage"

www.OberlinMarketing.com

800-486-9739



100. Tell Stories: You can persuade by telling stories. The bible is full of stories. Stories with unexpected extremes, like David and Goliath, tend to grab the most attention and are remembered best. Facts tell but stories sell.
101. Positive talk leads to more sales. Notice the difference between “I can’t remember anyone’s name” vs. “I’m working to improve my memory.” Isn’t the second response better? When confronted with an unreasonable request, a positive response can be, “I can’t do that, but this is what I can do . . .” Also, replace “I have to . . .” with “I’ll be glad to . . .” and replace “I’ll try to . . .” with “I will . . .”
102. Replace self-limiting talk with words that will empower you. A “problem” is something you dislike. A “challenge” is something you want to overcome. People don’t want to use their money for things that “cost” them. But they will spend money for products or services that are a good “investment.” Get rid of the word “impossible” from your vocabulary.
103. Remembering Prospects’ Names: Use people’s names three times in a conversation to help you remember it. If someone seems like they have forgotten your name, remind them right away. If you forgot their name, ask them to remind you rather than saying you can’t remember.
104. Networking Tips: (1) Network to support client needs, not just for reciprocal introductions (2) Discuss bilateral relationships with other professionals, rather than just assuming others will advocate for you (3) Small, close-knit networks are more effective than many, less effective professional contacts.
105. Tips on selling intangibles: (1) Tell prospects what you want them to do and why they should do it (2) Tell them how they will enjoy the end benefits (3) Work with your compliance department to get your wording approved (4) If you have an unusual approach, use it - could you ever have imagined a gecko selling auto insurance? (5) If you offer a free incentive, make it relate to your product - consumers value information that educates them.

NEGOTIATING

106. When negotiating: (1) Don’t monopolize the conversation (2) Pretend to not understand to get more details (3) Don’t complain . . . about anything (4) Don’t dwell on past problems - solve them and move on.
107. When negotiating: (1) Clarify assumptions (2) Use the other person’s words (3) Don’t ask for too much if you already have agreement on most of what you want (4) To reinforce your strength, don’t tap or fidget.

“America’s Most Trusted Name In Brokerage”

www.OberlinMarketing.com

800-486-9739



GENERAL BUSINESS

108. Business Wisdoms – Part 1: (1) The biggest mistake you can make is fearing you will make one. (2) The person who makes no mistakes usually makes nothing. (3) Nothing is too small to know and nothing is too big to attempt.
109. Business Wisdoms – Part 2: (1) Do Something – If it doesn't work, do something else. (2) Don't affix blame, fix the problem. (3) You never lose until you quit trying – the biggest mistake is to continually fear you will make one.
110. Business Wisdoms – Part 3: (1) Focus – It's easy to get distracted from what you do best. Usually when you get off course, time and money are lost. (2) Set Quantifiable Goals – Even something as simple as the number of prospect calls to make each day should be set as a goal. (3) Do Something! – More is lost through inaction than improper action. Be willing to do things your competitors won't.
111. Business Wisdoms – Part 4: (1) Listen to the success and failures of others (2) Test new ideas in small ways to avoid wasting money on unproven ideas (3) Always take advantage of your opponents' misfortune.
112. Business Wisdoms – Part 5: (1) Be unique – otherwise you compete only on price. (2) Take care of problems immediately or they will get worse and drain your time and emotions. (3) Watch for new ideas from everywhere - Be ready to take notes.
113. Business Wisdoms – Part 6: (1) Only amateurs stay angry. Today's foe may become tomorrow's ally. (2) Be exclusive. People want what they can't get. (3) Nothing succeeds like being the first with a concept or product.
114. Business Wisdoms – Part 7: (1) Don't waste your resources. Control your assets and expenses. (2) Greed will lead to failure. Be reasonable. (3) Do big things first to have the most impact on your bottom line.

ULTIMATE TIPS TO THE TOP (see next page)

"America's Most Trusted Name In Brokerage"

www.OberlinMarketing.com

800-486-9739



ULTIMATE TIPS TO THE TOP

115. Nothing happens until a sale is made. Everything must be focused on selling. You can have the best product and the best service, but only sales pay the bills and keep you in business.
116. Don't take "No" personally. You can't sell everyone. But every "No" you get brings you one step closer to the eventual "Yes."
117. Set Goals. Quantify what you want to achieve. Having written goals will keep you on track. Even something as simple as the number of prospect calls to be made each day should be set as a goal.
118. Focus – Pay attention to your main business that makes money. It's easy to get distracted from your primary focus, thinking new ventures will bring you riches. Usually when a company gets off course, it costs time and money.
119. Don't lose your momentum. If you are away from your business for a period of time and intend to get back to it at some point, stay in touch with the news and the people of your industry. Then, when you're ready to return, you'll know what to do and who to contact to be successful again.
120. If you don't have problems, you don't have a business. No enterprise runs without headaches from time to time. Don't let them get you down. They are part of the ongoing nature of commerce. Address the issue and then move on.
121. Always take advantage of your competitor's misfortune. You never want to wish anyone ill will, but if your competitor stumbles, always be ready to act in a positive manner to pick up customers who are in limbo.
122. Keep your name in front of your customers and prospects. A major ad campaign isn't necessary. A quick email or simple postcard is all that's needed periodically to remind them you're ready when they need you.
123. Do something. Be pro-active. Most companies wait for things to happen. The way to be successful is to make things happen. Don't worry about perfection. More is lost through inaction than improper action.
124. Perception is everything. People know you by the image you project. Toll-free phone numbers and great looking websites cost relatively little and can make you look bigger and better than you might be in reality.

"America's Most Trusted Name In Brokerage"

www.OberlinMarketing.com

800-486-9739



125. Always be on the lookout for new ideas. Be ready to take notes at any time. Brainstorms can come from everywhere. Read newspapers and trade journals to find new prospects and competitors' materials.
126. Be unique. Offer products and services that are new or different. Otherwise you'll only compete on price.
127. Go the extra mile. Be willing to do things your competitors won't. Show clients you will do whatever it takes to get the job done.
128. Do what you fear most and you will overcome fear. Obstacles must be faced head on. You'll save your-self unnecessary worry by taking care of problems right away. If not, you'll drain yourself emotionally with worry.
129. Only amateurs stay angry. It's not easy to forgive and forget, but you're better off moving forward.
130. Don't waste resources. It's easy to spend money. It's not easy to make it. The long run success of a business can depend on how you control expenses. Don't be wasteful.
131. Greed leads to failure. Good deals can be killed by greed. Try to compromise on a fair and reasonable solution.
132. Do big things first. It's easy to take care of little things reasoning that you'll get them out of the way so you'll have time to concentrate on big projects. Instead, do what will have the biggest impact on your bottom line. You'll also get more satisfaction knowing you've accomplished a major task.
133. Nothing recedes like success. Bill Gates said, "Success is a lousy teacher. It seduces smart people into thinking they can't lose." Don't let yourself get lulled into the euphoria that you can't fail.

©Oberlin Marketing – For more information call 800-486-9739

"America's Most Trusted Name In Brokerage"

www.OberlinMarketing.com

800-486-9739

