Speaker Fulfillment Services

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News & Notes

• Volume 8 •

WE'D LIKE TO FEATURE YOU!

Speaker Fulfillment Services exists because of outstanding clients like you! So we'd like to give you your due. Beginning this month each issue of this *SFS News & Notes* newsletter will feature a profile of one of our outstanding clients. We'd love to feature you in a future issue.

If you're interested in getting some press before a few hundred information marketing movers and shakers just send via email to Bret@SFSMail.com a 250-300 word bio of yourself. Be sure to include information about whatever products and/or services you'd like to highlight to our readers and the URL you'd like them to visit.

7 Pitfalls of Using Email to Sell

By Ari Galper, Founder of Unlock The Game™

Are you sending e-mails to prospects instead of calling them?

Is e-mail your selling medium of choice because it lets you avoid the rejection that you experience when you make real cold calls?

Do you wait and wait for return e-mails from prospects that will give you the green light to move the sales process forward?

Sad but true, these days most people who sell for a living spend 80% of their time trying to communicate with prospects via e-mail instead of actually picking up the phone and speaking with them.

Are you one of those people?

If so, you aren't alone...but do you understand why you've turned to e-mail instead of personal contact?

I think there are 2 core reasons that underlie this unfortunate trend:

- Fear of rejection. The sheer negative force of anticipating rejection makes people turn to e-mail to generate new prospect relationships because it hurts less to not get a reply than to hear that verbal "no."
- Getting blocked by gatekeepers and voicemail. When salespeople don't know how to break through the barriers of gatekeepers and voicemail, they start thinking, "Forget it -- it's not worth the aggravation, and it takes too much energy. I'll just e-mail instead."

However, when you try to use e-mail to offer your product or service to someone who doesn't know you, you can't possibly establish the natural dialogue between two people that allows the trust level to reach the level necessary for a healthy, long-term relationship.

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7 Pitfalls *continued from page 1*

We all know how much everyone hates e-mail spam, but even so, many salespeople are still sending introductory e-mails to decision-makers. They feel that, because they're from a credible organization, they won't be associated with the negative image of a spam solicitor.

However, these introductory e-mails typically contain the traditional three-part sales pitch – the introduction, a mini-presentation about the products and services being offered, and a call to action -- and this traditional selling approach instantly tells the recipient of the e-mail that your only goal is to sell your product or service so you can attain your goals, and not theirs.

If you're still using email to sell, watch out for these 7 pitfalls:

1 Avoid sales pitches. If you feel you must use e-mail to start a new relationship, make your message about issues and problems that you believe your prospects are having, but don't say anything to indicate that you're assuming that both of you are a match.

2 Stop thinking that e-mail is the best way to get to decision-makers. Traditional selling has become so ineffective that salespeople have run out of options for creating conversation, both over the phone and in person. However, it's best to view e-mail as a backup option only, not as a way to create new relationships. Try to use it primarily for sending information and documents after you've developed a relationship with a prospect.

3 Remove your company name from the subject line. Whenever you put your company and solution first, you create the impression that you can't wait to give a presentation about your product and services. Your subject line should be a humble reference to issues that you may be able to help prospects solve.

4 Stop conditioning your prospects to hide behind e-mail. When you e-mail prospects, it's easy for them to avoid you by not responding. Also, they get used to never picking up the phone and having a conversation with you – and they may want to avoid you because they're afraid that, if they show interest in what you have to offer, you'll try to close them. This creates sales pressure – the root of all selling woes. This avoidance becomes a vicious circle. If you learn to create pressure-free conversations, you'll find that you'll start getting phone calls from prospects who aren't afraid to call you.

5 Avoid using e-mail as a crutch for handling sticky sales situations. Are prospects not calling you back? Many salespeople who call me for coaching ask how they can get themselves out of sticky situations with prospects – but the e-mails they've sent have already triggered those prospects to retreat. It's tricky to come up with the correct softening language in an e-mail that will re-open a conversation with a prospect who has decided to close off communication – direct, person-to-person phone calls or meetings are much easier and more human.

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Remember These 5 Copywriting Formulas

By Michel Fortin

I used to teach marketing and selling at a local college here in Ottawa. And one of the things I used to teach with (I also use them all the time when I want to learn and remember new things, too) were mnemonics.

Mnemonics are tools or devices that aid retention. My best form of mnemonic are acronyms.

Do you remember the little ditty to remember all the planets taught mostly in kindergarten? It goes, "My very eager mother just served us nine pizzas," where the first letter of each word represents the name of each planet in our solar system (Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus, Neptune, and Pluto).

Similarly, I use acronyms to teach about copywriting. I do this to help you remember, appreciate, and understand the process I go through when I write copy. Here they are, with their meaning (they are also linked to their respective articles covering the formula in detail):

1. UPWORDS

"Universal picture words or relatable, descriptive sentences."

"Up words" are picture words, mental imagery, metaphors, analogies, examples, etc so that all people in a given target market can easily relate to and understand, in their minds, your message and its meaning.

2. QUEST

Qualify, Understand, Educate, Stimulate, and Transition.

This is the process prospects go through when they are reading your sales copy. In addition to the AIDA formula (attention, interest, desire, then action), it guides people, as if going "on a quest," so to speak, as they progress through your copy until they take the prescribed action.

3. FAB

Features, Advantages, and Benefits.

Simply, this one is to not only help remember but also understand what true benefits are. Features are what products have. Advantages (what people often mistakenly think are benefits) are what those features do. But benefits are what they mean — at a personal, intimate level. They are real benefits. You can also call them "end-results."

4. OATH

Oblivious, Apathetic, Thinking, or Hurting.

"Are your prospects ready to take an oath?" These are the four stages of your market's awareness. From not knowing they have a problem to desperately seeking a solution, your market falls in either one of these. Knowing this helps to determine not only how to write your copy but also how much is warranted.

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Formulas

continued from page 3

5. FORCEPS

Factual, Optical, Reversal, Credential, Evidential, Perceptual, and Social proof.

Finally, these represent the various proof elements you can include in your copy.This is particularly helpful when your product is new or unheard of. Proof is the single greatest requirement in all sales copy, especially online — and the lack thereof is the biggest killer of sales, too.

Do you have any formulas or acronyms you refer to to help you write your copy? I'd love to hear about them, and why you use them.

About the Author

Michel Fortin is a direct response copywriter, author, speaker and consultant. Watch him consult actual clients on video on how to improve their unproductive sales copy, and get tested conversion strategies and response-boosting tips in the process! Go now to www.TheCopyDoctor.com *and watch a free 2-hour video sample!*

7 Pitfalls

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6 Avoid using "I" and "we." When you start an introductory e-mail with "I" or "we," you immediately give the impression that you care only about selling your solution, rather than being open to a conversation that may or may not lead to a mutually beneficial match between what you have to offer and the issues your prospect may be trying to solve. If you can change your sales language to a natural conversation, your prospect will be less likely to stereotype your message as a spam solicitation.

Finally...

7 If you can, stop using e-mail selling altogether. There is a way to renew your confidence and eliminate your reluctance to picking up the phone and have pleasant conversations with potential prospects. Learn a completely new way of working with gatekeepers that will get you past voicemail and to your decision-makers without the rejection and frustration that are inevitable with traditional selling approaches.

For all these reasons, you should think of e-mail as your last resort. If you can learn to pick up the phone without fear, start a trusting conversation with a gatekeeper, learn how to go beyond voice mail and find your decision-makers, you'll join the many who have made their own personal selling breakthrough.

About the Author

Ari Galper is the founder of Unlock The Game™, the only selling program that completely eliminates pressure from the selling process. His Unlock The Game™ Sales Program has helped thousands of entrepenuers and sales professionals worldwide. Visit www.UnlockTheGame.com*. to take a Free Test Drive!*

Testimonial Hotline

To leave your comments about your experience with Speaker Fulfillment Services please call our toll-free audio testimonial line at 800-609-9006 ext. 1669. Thank you.

6 Ways To Creating a Talk Title That PULLS Clients In Like Crazy!

One of the most popular questions I get from people is on how to generate even more leads to their business, get more exposure and visibility to attract more prospects that will eventually turn into paying clients.

I've often said that the three best ways to attract clients quickly and consistently are:

1. consistent networking,
2. a stay-in-touch vehicle such as an ezine, and
3. a Client Attractive signature talk.

What's a signature talk? It's the one talk you give that you start to be known for, referred for, and the one you'll know like the back of your hand. It's the talk you give over and over again, the one you've mastered and the one crafted to attract all the clients you need.

You're title is the one thing that will help you pull clients in like crazy, because it's the one thing they can see first

In my opinion, your title is more important than any other part of your talk. Why? It's the one thing that will help you pull clients in like crazy, because it's the one thing they can see first. You want to make it so compelling they'd cancel their Tuesday evening dinner plans just to see you speak.

Here's how you can make your topic irresistible:

1 Results: Mine happens to be called "How to attract all the clients you need" and it's extremely popular, and the most requested talk among all the topics I offer. Are you surprised? You shouldn't be, because that's exactly what my claim is in the marketplace: When you work with me, I will help you attract all the clients you need, quickly, and consistently. Those are the results I promise. So, naturally, that's what I called my signature talk, because it focuses on RESULTS that my ideal clients would do anything and pay (relatively) anything to get.

2 How to: Aaaah, the ever-popular "How to" creates fantastic results for service business owners like us. Here's a variation on mine: "How to increase your client base quickly and consistently."

3 Numbers: Prospects just LOVE numbers in talk titles or articles. It makes them curious about what the steps or elements will be. A variation of my signature talk using numbers could be "5 steps to attracting all the clients you need."

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4 Percentages: We love to see how much something has increased or decreased. One example of this is "How to quickly increase your client base by 50%."

5 Time periods: If you can be bold enough to say your talk's advice can produce results in a very specific period of time, you'll really get attention. Here's an example: "How to increase your client base by 50% in just 3 months!" That will make someone curious enough to look further into your talk.

6 Double, Triple, Half: If you want to take it a step further and really get their attention, consider crafting a talk title that includes the words Double, Triple, or Half. Here are two examples: "How to double your client base in less than 6 months" or "How to attract all the clients you need, with half the stress."

Catch my drift? It's easy once you get going.

YOUR ASSIGNMENT: Make a list of the most wanted result that your ideal clients are looking to achieve. Once you narrow it down to one really compelling result, try putting a twist on it with the following:

- How to
- Numbers
- Percentages
- Time periods
- Double, Triple, Half

You'll find yourself being booked to speak more often and you'll find attendance numbers to be greater. The more ideal prospects you fill a room with, the more clients you'll get. Guaranteed.

About the Author

Fabienne Fredrickson, The Client Attraction Mentor, is founder of www.ClientAttraction.com and the Client Attraction System™, her proven step-by-step program to attract more clients, make more money and have more time off to enjoy it all. To receive a FREE audio CD by mail and get her weekly high-content, high-value articles on attracting more clients, visit www.ClientAttraction.com.

Authorize.net Verified Merchant Seal

Authorize.net recently announced a new merchant verified seal was available to all Authoirze.net merchants.

All you need to do is to log into your authorize.net account and click on the 'Verified Merchant Seal' link. You then submit your website URL, and then it gives you the code.

This news item was pulled from SFS Client Christina Hills' blog at http://shoppingcartqueen.com/blog

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Merchant Accounts: What Information Marketers Need to Understand *(Part 1)*

If you're involved in marketing information products on-line, then there's no disputing the need for you to accept credit cards in order to increase your overall sales. Typically, in a retail environment, your sales will increase anywhere from 15 to 40% when you have the ability to accept credit cards.

Visa and MasterCard account for over 90% of all credit card transactions, so the acceptance of those two card types is mandatory. Amex and Discover are the other two significant players, but account for only 5 to 7% of the market. If you're selling higher priced information products acceptance of Amex is highly recommended.

There are four primary components involved in the processing of credit cards. The first is the actual card issuing entity, be it Visa, MasterCard, or other. The second is the company that sets you up to be able to accept credit cards, which is called the Merchant Account Provider. The third component needed for online processing of cards is a payment gateway, such as Authorize.net or Plug 'n Pay. And the fourth is your online shopping cart system. All are required to do business on the Internet.

When a new information marketer applies for a merchant account the primary thing the merchant account provider is looking at is the personal credit of the requestor. The underwriters for the company will be looking to see if you pay your bills on time first and foremost. Then they'll be looking to see if you own real estate. In the processing industry, owning real estate and having decent credit says to them this is a stable merchant.

Another big component of the underwriting process is your refund warranty policy. What type of refund policy are you giving? From the viewpoint of the merchant account provider the longer the guarantee period the less desirable it is. Why? Because it stretches out the risk of a refund even longer. The greater the length of potential liability the increased chances there are for a chargeback of the sale.

There can be many different reasons for a chargeback, but the bottom line is the customer is saying they don't agree with something regarding that transaction. It could range from the product not being received to the wrong product received, to the product not being as described to any number of other reasons.

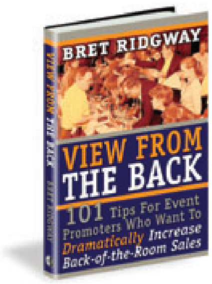
Chargebacks can typically be made anytime from six months up to a year. In fact, on international sales there are some regions that may allow customers up to a year and a half to request a chargeback on a purchase.

Next Month — Part 2 of "What Information Marketers Should Know About Merchant Accounts."

The View from the Back:

Tips for Increasing Back of the Room Sales

This regular column is pulled from Bret Ridgway's book ***View from the Back**: 101 Tips for Event Promoters Who Want to Increase Back-of-the-Room Sales*.



Tip #7

Dedication is a Key

Use a dedicated sales staff for your order table at your event rather than having a speaker collect their own orders. It's not that you don't trust your speakers — you should if you've asked them to speak on your platform. It's so that your attendees always know where to go to order their continuing education.

I know some event promoters who simply put their speakers on the honor system to process their own orders and pay the promoter the money due them. Others want to have more intimate knowledge of how well each speaker has done so they have all the monies run through their order table. You'll have to decide which model is right for you.

I feel a consistent ordering process is critical to your back-of-the-room sales and would encourage you to follow this model.

Can't wait for all 101 tips?
Buy the book at:
101TipsForEventPromoters.com

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*Bret Ridgway presents Mike Filsaime and Tom Beal with a special plaque in recognition of their **$1 Million +** launch of "The 7 Figure Code"*