



Speaker Fulfillment Services

SpeakerFulfillmentServices.com

News Notes

• Volume 9 •

WELCOME

Well, Fall has definitely arrived here in Indiana. Morning have a sort of “crispness” to them and the leaves are beginning to change colors. One of the nation's largest festivals — the “Covered Bridge Festival” is taking place right now just north of Terre Haute and a few extra hundreds of thousands of people will be through the area during this week.

It's amazing how moving in to our large facility in June has changed the communication dynamics internally within our organization. It's something you don't give a lot of thought to ahead of time. Where our shipping department was a 15 second walk away before, it's

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Merchant Accounts: What Information Marketers Need to Understand (Part 2)



It's fairly common for merchants to think the merchant account provider and the card issuer are one and the same, but they're not. A good merchant account provider works to protect the merchant, whereas Visa and the other card issuers primarily work from the standpoint of protecting the cardholder.

If a customer calls in for a refund as a merchant you've got to use your discretion as to whether you wish to issue the refund or not. Even if they are just a few days past the returns window our experience is that you're better off issuing the refund. Expect a chargeback in that scenario, in which case you'll have to decide whether you wish to contest the chargeback or not. Some merchants contest every chargeback and other contest none. It's really your call.

You should protect yourself as best as possible by having a clearly stated refund policy on your website. If you have too many chargebacks and cross the charge-

back “threshold” with the card issuers (typically 1% of your volume) then the providers may shut you off.

A good merchant account provider has their own chargeback thresholds and will proactively work with you to address issues if they see too high of a chargeback rate occurring. They want to try and help you get your chargebacks under control.

You should never issue a refund via check if the original purchase was made via credit card. There are people out there who will use stolen credit cards to make purchases and then shortly thereafter request a refund via check. They're simply thieves who are trying to bilk you out of money. Always issue the refund back via the credit card.

The best way to protect yourself from chargebacks is to put out quality products.

Next Month — Part 3
“Discount rates and fees”

7 Ways to Cut Loose from Old Sales Thinking



By Ari Galper, Founder of Unlock The Game™

Sooner or later, we all backslide into old ways of thinking about selling that lead us down the wrong path with potential clients.

A few weeks ago, I had a phone conversation with Julie, who has been struggling with the old-style selling methods that her manager insists are the only way to sell their company's technology solution.

Regardless of what product or service you're selling, you should be able to relate to her dilemma.

Outdated sales skills fail to address the core issue of how we think about selling and unless we get to that core and change it once and for all, we'll go on struggling with the same counterproductive sales behaviors.

And we'll continue believing that we're always just one new sales technique away from the breakthrough we're looking for.

New Thinking = New Results

Maybe it's time to take a different approach. Maybe we need to analyze our thinking and identify why we're not making more sales.

Take a look at the table below and think about your current selling mindset.

How would your selling behaviors change if you changed your sales thinking?

Old Sales Mindset	New Sales Mindset
Always start out with a strong sales pitch.	Stop the sales pitch. Start a conversation.
Your goal is always to close the sale.	Your goal is always to discover whether you and your prospect are a good fit.
When you lose a sale, it's usually at the end of the sales process.	When you lose a sale, it's usually at the beginning of the sales process.
Rejection is a normal part of selling, so get used to it.	Hidden sales pressure causes rejection. Eliminate sales pressure, and you'll never experience rejection.
Keep chasing prospects until you get a yes or no.	Never chase prospects. Instead, get to the truth of whether there's a fit or not.
When prospects offer objections, challenge and/or counter them.	When prospects offer objections, validate them and reopen the conversation.
If prospects challenge the value of your product or service, defend yourself and explain its value.	Never defend yourself or what you have to offer. This only creates more sales pressure.

"7 Ways to Cut Loose" continued on page 4

SFS Client Profile: Bob Bly

BOB BLY is an independent copywriter and consultant with more than 25 years of experience in business-to-business, high-tech, industrial, and direct marketing. Bob is a prolific producer of information products for copywriters, authors, and information marketers and Speaker Fulfillment Services has been working with Bob for a couple years.

Bob has written copy for over 100 clients including Network Solutions, ITT Fluid Technology, Medical Economics, Intuit, Business & Legal Reports, and Brooklyn Union Gas. Awards include a Gold Echo from the Direct Marketing Association, an IMMY from the Information Industry Association, two Southstar Awards, an American Corporate Identity Award of Excellence, and the Standard of Excellence award from the Web Marketing Association.

Bob is the author of more than 50 books including *The Complete Idiot's Guide To Direct Marketing* (Alpha Books) and *The Copywriter's*

Handbook (Henry Holt & Co.). His articles have appeared in numerous publications such as DM News, Writer's Digest, Amtrak Express, Cosmopolitan, Inside Direct Mail, and Bits & Pieces for Salespeople.

Bob has presented marketing, sales, and writing seminars for such groups as the U.S. Army, Independent Laboratory Distributors Association, American Institute of Chemical Engineers, and the American Marketing Association. He also taught business-to-business copywriting and technical writing at New York University.

Bob's products include:

- Ultimate Direct Response Secrets
- Becoming an Instant Guru
- Selling Your Services
- Six Figure Consulting
- Killer Copywriting Secrets



- Instant Sales Lead Machine
- Talk For Money
- Do-It-Yourself PR
- Bob Bly's Marketing University
- And Dozens More!

For more information on any of Bob's products please visit www.Bly.com.

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Let's take a closer look at these concepts so you can begin to open up your current sales thinking and become more effective in your selling efforts.

1. Stop the sales pitch. Start a conversation.

When you call someone, never start out with a mini-presentation about yourself, your company, and what you have to offer.

Instead, start with a conversational phrase that focuses on a specific problem that your product or service solves. For example, you might say, "I'm just calling to see if you are open to some different ideas related to preventing downtime across your computer network?"

Notice that you are not pitching your solution with this opening phrase. Instead, you're addressing a problem that, based on your experience in your field, you believe they might be having. (If you don't know what problems your product or service solves, do a little research by asking your current customers why they purchased your solution.)

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1ShoppingCart.com Version Update



Many of our clients use 1ShoppingCart as their on-line order taking system. 1ShoppingCart has recently migrated to a new version that may impact how your order forms work within their system.

If you use any of the following tags on your order form they will no longer work in their new "V2" system:

iframe	meta	link	frame
frameset	object	embedded	script

For example, if you use Audio Generator within your order form it uses the object tag, which at the time of this writing will not work in the newer version.

This new version should not affect in any way how we receive order notices from you, but it may impact your closing ratios on your order form if certain aspects are no longer functioning properly. Be sure to carefully analyze your ordering process and make sure everything works as you want it to.

Welcome *continued from page 1*

now a 2 to 3 minute walk. The accounting department isn't a simple yell out my door distance away anymore. It's forced us to change how we do various things around here compared with before.

As you grow your information marketing empire communications with your employees, your vendors, your virtual assistant, your customers and more will be critical to your success. You need to con-

sider who will be impacted by even minor changes to a product or a process.

We want you to know that we always want the communication channels to be open with us. We do our best to keep you informed of changes that impact you. Be sure to include us in the communication loop when you make changes that may impact us.

Bret Ridgway Bryan Hane

Overcome Your Perfection Paralysis in Marketing (And Start Getting More Clients!)

By SFS Client Fabienne Fredrickson

Have you ever become a victim of your own perfection paralysis when it comes to marketing yourself? I talked to a few clients recently who have been toying with the idea of putting together a talk to promote their services for months but haven't done anything about it. The problem is they're waiting to have the talk written, finished, practiced, the flyer completed, and have a list of marketing sources that are lined up to promote the thing before actually selecting a date and getting it done. NONSENSE!

If I'd waited to have all things perfectly settled before moving forward with a talk, I'd still have only 3 or 4 clients in my practice, and believe me, I wouldn't be moving forward very quickly. Instead, I believe in scrapping this traditional route and going backwards. Ask any client of mine and they'll tell you I'm notorious for getting my clients to commit to a date 4 weeks from today (yes, we actually have them pull out their calendar and select the date right then and there) and book the space, time, and title of the talk, before anything else is done.

What are my clients' reactions? Yup, you guessed it... "YIKES! I need to get my butt in gear and get things going! I'm giving a talk in 4 weeks!!!"

Magically, everything always gets done. The talk is written, finished, practiced, the flyer is completed, and they have a list of marketing sources lined up to promote the thing, and always before the deadline. I call this being PULLED forward by your marketing, instead of being a victim of Perfection Paralysis.

When you set yourself up to stop procrastinating and to start working to make it happen, it works every time. In the past, I too have dragged my feet on picking a date for an event I wanted to give. "Should I have it in the summer, should I wait 'til fall?" Since nothing was happening, I pulled out my calendar, picked a date, gave my credit card number to reserve the space, and then made it happen, and you can too! There's nothing like setting a deadline and getting in gear to make it happen. That kind of mindset gets you clients.

Your Client Attraction Assignment:

Your turn. Are you procrastinating putting together a seminar or big event to market your services and reach out to your prospective clients? End the questioning NOW and just pick a date. Commit and then everything will fall into place because you'll HAVE to get it done. Now, that's what I call being pulled by your future. Use your coach or a buddy as an accountability benchmark, and then send them an email with the date of your newly scheduled seminar or workshop. The most accountable thing you can do though is to pay for the space ahead of time. That'll get you moving! :)

2. Your goal is always to discover whether you and your prospect are a good fit.

If you let go of trying to close the sale or get the appointment, you'll discover that you don't have to take responsibility for moving the sales process forward.

By simply focusing your conversation on problems that you can help prospects solve, and by not jumping the gun by trying to move the sales process forward, you'll discover that prospects will give you the direction you need.

3. When you lose a sale, it's usually at

the beginning of the sales process.

If you think you're losing sales due to mistakes you make at the end of the process, review how you began the relationship. Did you start with a pitch?

Did you use traditional sales language ("We have a solution that you really need" or "Others in your industry have bought our solution, you should consider it as well")?

Traditional sales language leads prospects to label you with the negative stereotype of "salesperson." This makes it almost impossible for them to relate to you with trust or to have an honest, open conversation about problems

they're trying to solve and how you might be able to help them.

4. Hidden sales pressure causes rejection. Eliminate sales pressure, and you'll never experience rejection.

Prospects don't trigger rejection. You do - when something you say, and it could be very subtle, triggers a defensive reaction from your prospect.

Yes, something you say.

You can eliminate rejection forever simply by giving up the hidden agenda of hoping to make a sale. Instead, be sure that every-

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Bret Ridgway presents Greg Poulos of ProfitsRun, Inc. with one of the coveted SFS "Gold Records" for Greg's \$1 Million + New Product Launch for his "Forex Profit Accelerator" course. (Launch was actually \$2 Million +)



thing you say and do stems from the basic mindset that you're there to help prospects identify and solve their issues.

5. Never chase prospects. Instead, get to the truth of whether there's a fit or not.

Chasing prospects has always been considered normal and necessary, but it's rooted in the macho selling image that "If you don't keep chasing, you're giving up, which means you're a failure." This is dead wrong.

Instead, ask your prospects if they'd be open to connecting again at a certain time and date so you can both avoid the phone tag game.

6. When prospects offer objections, validate them and reopen the conversation.

Most traditional sales programs spend a lot of time focusing on "overcoming" objections, but these tactics only create more sales pressure.

They also keep you from exploring or learning the truth behind what your prospects are saying.

You know that "We don't have the budget," "Send me information," or "Call me back in a few months," are polite evasions designed to get you off the phone. Stop trying to counter objections. Instead, shift to uncovering the truth by replying, "That's not a problem." No matter what the objection, use gentle, dignified language that invites prospects to tell you the truth about their situation without feeling you'll use it to press for a sale.

7. Never defend yourself or what you have to offer. This only creates more sales pressure.



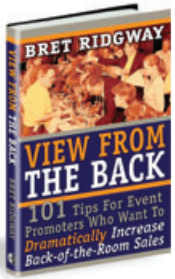
When prospects say, "Why should I choose you over your competition?" your instinctive reaction is to defend your product or service because you believe that you are the best choice, and you want to convince them of that. But what goes through their minds at that point?

Something like, "This 'salesperson' is trying to sell me, and I hate feeling as if I'm being sold."

Stop defending yourself. In fact, come right out and tell them that you aren't going to try to convince them of anything because that only creates sales pressure. Instead, ask them again about key problems they're trying to solve.

Then explore how your product or service might solve those problems. Give up trying to persuade. Let prospects feel they can choose you without feeling sold.

The sooner you can let go of the traditional sales beliefs that we've all been exposed to, the more quickly you'll feel good about selling again, and start seeing better results.



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 #8 *Go Totally Triplicate*

Use Whether you're providing order forms for everyone or you're having your speakers provide their own order forms, try and go with a triplicate form or

what is known as an NCR form and can easily be done at FedEx-Kinkos. That way there is a copy for the customer to take with them, a copy for the speaker, and a copy for you.

You should have your order table folks staple a copy of the "Order Summary Sheet" as described in Tip #6 to the customer's copy of the order form. Especially if the speaker's order form doesn't include a detailed list of what is included in their show special.

Your customers need a copy of their order form. They've likely just spent several hundred or thousands of dollars and need a record of what they bought. It helps the sales stick and it provides professional customer service to the individual. It also save you time as a promoter from having to fax a copy of the receipt to the customer later.

*Can't wait for all 101 tips?
Buy the book at:*

101TipsForEventPromoters.com

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Testimonial Hotline

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