

Finding new clients

Prospecting your way to success

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Keynote speeches & training programmes by Frank Furness



Do you want to improve your prospecting, cold calling, telephoning and sales techniques?
Do you want to improve your questioning & listening skills? Reach decision makers? Overcome objections? Build a winning sales team? Improve your sales management skills?
Sales training & sales management programmes are available for business owners, corporate executives, sales managers and Salespeople.

Frank Furness is an international speaker who has entertained, inspired and educated audiences in forty countries. Let your organisation benefit from his 100 mph entertaining talks laced with humour, anecdotes and stories. Frank's expertise in sales, leadership and motivation will elevate both you and your employees into a new playing field of peak performance. Frank has helped audiences around the world to shine with improved sales, leadership and communication skills.

Keynotes:

Walking with tigers

Share the secrets of top sales performers from around the world with the 21 point success plan

Selling for fun...and profit

Numerous sales ideas and scripts in this entertaining and educating talk could boost your sales performance immediately

Lead or bleed

Leadership skills to move your organisation to the next level

Business predators

Reasons businesses fail and how your organisation can avoid them

It's all about YOU

Secrets of goal setting and stories of exceptional people. Unleash the magic inside you

Finding New Clients

Secrets, tips & ideas on how to find new clients

Workshops & training events:

Finding new business & clients

Proven ideas on prospecting, networking and referrals that will put you in front of more qualified clients more often

Providing a magical customer service

Case studies of three top organisations and how your organisation can benefit from their success formula

Gaining, training and retaining top performers

Proven ideas to help you build a winning sales team

Presentation magic

Advanced presentation skills. Video examples of top speakers & their success formula. Skills that will take you to advanced levels of presentations

Frank is available for:

- Keynote speeches
- After dinner talks
- Full day and half day workshops
- Business Consultancy
- Coaching

What they are saying

“After many years in the sales industry, it has been highly refreshing to find a professional who can rekindle the fire in our sales force. Frank’s professionalism and knowledge of sales in my opinion cannot be equalled and since his motivational talk, there has been a dramatic increase in our sales figures.”

Stuart Thomson, MD of PIC, Dubai

“I thought that your talk at our management conference at Twickenham Stadium was absolutely tremendous!”

Jeff Travis, Chief Executive, Life Insurance Association, UK

“What an excellent presentation. It was unanimously claimed as the best session any of the team had experienced. Everybody is charged up and my only challenge is to ensure that we carry through the great ideas you provided.”

Alistair Altham, Group Marketing Director, Johnson Fry Securities Ltd., London

“It was a great day, allowing some fantastic team bonding, and inspiring everyone to believe in themselves and their goals”

Georgina Wise, Sales Manager, Phoenix IT Services

“It was pitched perfectly and the feedback from both the audience and the senior management was excellent, it certainly fired up the troops and they have gone back to their ‘dens’ with more focus, imagination and ambition”

Becky Graveney, Sales & Marketing Director, Initial Style Conferences

“Frank has managed to put the FUN back in selling and defines the basics of selling so clearly. The feedback from the managers to their sales staff was so overwhelming that every single sales consultant in our business is insisting that we book Frank to speak at our next sales convention”

J D Henderson, Commercial Director, Relyant Retail, South Africa

“You are just one of the best speakers I have had the opportunity of working with since our company was formed in 1988”

Stuart Lee, Managing Director, Worldspeakers Celebrity and Speaker Management

Products to help you grow your business

Walking with Tigers – This triple audio CD set covers the secrets of success of the top salespeople in the world. Frank interviewed over 500 top salespeople on how they achieved such great results. The details of the research as well as a 21 point plan to achieving greatness in sales will give you ideas to move your business forward.

Finding New Business and Clients – This triple audio CD set shares numerous ideas on prospecting & how to find new business. Everything is covered from networking, referrals, swap clubs, article publications, centres of influence, cold calling and much, much more.

Selling for fun...and profit – This is a condensed series of Frank's workshop which has been presented in 40 Countries. Everything from the basics of selling to advanced ideas is shared in this series. Included are: the sales cycle, prospecting, telephone skills, interviewing & negotiation skills, closing, personality styling & customer service. The series includes many practical scripts on phoning, developing rapport, overcoming objections & closing.
Triple audio CD set, Single CD, Video & DVD

Business Presentation Skills – One of the most effective and fastest ways to boost your career success is by consistently delivering excellent presentations that really engage the hearts and minds of your audience. You may be presenting one to one, to a small group or a large audience, however, the core skills that make you an engaging and inspirational speaker are the same. In this triple audio CD set, master presenters Frank Furness & Hilary Wilson share comprehensive and highly practical details on all the key aspects of becoming a first rate speaker.

The Secret Power of Questions – Frank Furness & Keith Banfield. In this audio CD Frank & Keith share ideas and proven questioning techniques that will enhance sales, business and relationships if used effectively.

Secrets of Successful Consulting – In this triple CD audio series Frank Furness & Tom Lambert share proven ideas on how to attract more business and run a successful consultancy practice. Tom's ten books are global best sellers in 13 major languages. This series shares ideas that will enable the dedicated professional to build a personal practice capable of earning a six figure sum.

Finding New Clients

Getting started

Have you ever gone into the office and wondered where your next client is coming from? Have you ever sat waiting for that phone to ring and silence prevails. When all else fails you realise that all there is left to do is pluck up the courage to cold call. After being rejected three times, leaving four messages on answering machines, you begin to wonder, 'where to from here, how can I find those new clients?'

**Master
increasing your
KASH**

**Knowledge
Attitude
Skills
Habits**

If you have ever been in that position, then this book is for you. I have been there and felt the pain. Ten years ago when we moved to the United Kingdom from South Africa, I was promised mountains of leads. Unfortunately when I arrived, I found that all the good leads had been taken & I had to fend for myself. By applying a number of techniques shared in this book, I was able to produce £14,000 commission in my first month and £20,000 in my second month not knowing a soul. I then went on to qualify twice for 'Million Dollar Round Table, Top of the Table', placing me amongst the top half percent of salespeople in the world. Having worked with organisations in forty countries over the past six years, the one factor that has stood out for me is that the most successful people are those who are master prospectors. In this book, a number of methods are covered that will help you find new clients; some may be relevant to your business, some not. Just take what will work for you in your business and apply these consistently.

The degree of your success in sales is mainly dependant on four factors, knowledge, attitude, skills and habits. Master all these areas and sales will rocket.

The Sales Cycle

The Sales Cycle in most businesses covers the following process:

- Prospecting
- Telephoning for appointments
- The First Interview/appointment
- Analysing needs/the discovery process
- Preparing the correct solution for the client
- The Second and subsequent interviews
- Presenting solutions that meet the clients' needs
- Negotiating
- Overcoming objections
- Closing
- Service and follow up

The key to success in selling is more to do with your prospecting ability than any other skill.

Throughout the sales process, you should be continually:

- Asking questions
- Listening
- Qualifying
- Discovering hot buttons
- Building rapport
- Establishing trust
- Developing credibility
- Developing a relationship
- Addressing objections
- Planning action steps
- Confirming the understanding
- Asking for referrals
- Evaluating positive and negative responses
- Affirming decisions and minimising buyers remorse

Prospecting

The key to success in selling is more to do with your prospecting ability than any other skill.

Basics of Prospecting

Your success in sales depends on three factors:

1. Your ability to maintain high new prospect awareness on a daily basis.
2. Your ability to obtain the information about these prospects.
3. Your ability to organise the information.

**Become a
110%
salesperson**

High “new prospect” awareness

KEY SUCCESS FACTORS:

How salespeople spend their time:

Poor salespeople

| | |
|--------------------|-----|
| Prospecting | 10% |
| Sales Presentation | 23% |
| Service | 15% |
| Administration | 30% |
| Travel | 20% |
| Self-Improvement | 2% |

Successful Salespeople

| | |
|--------------------|-----|
| Prospecting | 25% |
| Sales Presentation | 35% |
| Service | 15% |
| Administration | 5% |
| Travel | 10% |
| Self-Improvement | 10% |

The 110% Salesperson...

Analyse your activity

| | |
|---------------------------|----------|
| Prospecting | % |
| Sales Presentation | % |
| Service | % |
| Administration | % |
| Travel | % |
| Self-Improvement | % |

Analyse your success ratios

Prospecting Methods

Cold calling

To me, cold calling was the price I paid for not doing all the other things I should have been doing. If your diary is empty, you pick up the phone and cold call. Put yourself into the right frame of mind. Have only your diary, your telephone and your list of prospects on the desk and focus only on results. Some people feel more comfortable 'warm calling'. Warm calling is when you send out a letter, brochure or introductory email before you cold call, but the basic rules remain the same. [Find out more, click here..](#)

Key Points

- Plan your calls and know what to say
- Analyse your success ratios
- Have the right environment, clear your desk of anything that could distract you from phoning
- Have a set number of hours that you phone & stick to them
- Focus only on results, not negatives
- Concentrate on your voice tone
- Know what objections to expect and how to answer them
- If possible, phone every day
- Phone when your energy levels are highest
- Know your script
- Be organised
- Be enthusiastic

- Maintain a positive attitude

Action Planning

Write out your action plan for cold calling

**Remember, it's
your attitude,
not your
aptitude that
determines your
altitude**

Referrals

The most successful people in sales are those who ask for referrals on a consistent basis. Ensure that you obtain at least three referrals from every satisfied client. Keep all of these organised in a book or on a computer system with programmes such as Outlook, Act or Goldmine. You also have to put yourself in the position of clients and understand the psychology of why they don't like giving referrals.

Always ask for referrals in a manner in which the answer will be a name and not a 'yes' or 'no'

Why don't clients want to give referrals?

- Clients are afraid of upsetting friends & relatives
 - Clients feel their purchases are personal in nature
 - Clients do not want friends to think they're being talked about
 - Clients tend to qualify their friends by income or class
 - Clients, in general, look down on salespeople
 - Clients may believe in the product but not the salesperson
 - Clients fear that the salesperson won't be around in years to come
 - Clients may not know anyone to refer
-
- What is the best way to get referrals???
- SIMPLY ASK FOR THEM**
- Why don't we ask???
- 1. FEAR OF REJECTION...**
2. WE DON'T KNOW HOW TO ASK!!!

Always ask for referrals in a manner in which the answer will be a name and not a 'yes' or 'no'.

The wrong way of asking

“Mr. Smith, do you have some names of people who may be interested in doing business with me?”

“If we were to swap jobs today, who would be the first three people you would call on?”

The right way of asking

Referral script 1:

“Mr Smith, I find that all successful people have something in common and I’m sure you are no different. I have found that all successful people like to see other people grow, improve and become more successful. Mr. Smith, who do you know who has just been promoted – relocated to the area – is a member of the local golf club – is your major supplier.” (Any other prompts that will suit your business)

Referral script 2:

“If we were to swap jobs today, who would be the first three people you would call on?”

This script works incredibly well as there is no pressure.

Key Points

- Ask for as many names as you can possibly get and then start qualifying them by getting more information on each name.
- Ask for permission to use the name.
- Contact the referral as soon as possible.
- Inform your client of the outcome.
- Prospect for referrers.

Three keys to successful referral prospecting are: integrity, informing your clients what they should expect from you, and telling your clients what you expect from them, specifically, referrals.

Only 42% of sales and business people ask for referrals

ONLY 42% OF SALES AND BUSINESS PEOPLE ASK FOR REFERRALS

- Clients are flattered when you ask for referrals
- They have just purchased your product, they trust you,
- They trust your Company & they want to help you

Referral Prospecting

Identify your ideal prospects

A) List your 20 best clients

B) List the characteristics of your best clients

C) List your 5 worst clients

**Prospect for
referrers**

**D) List the characteristics of your worst
clients**

E) What prospecting methods can you use to get more 'BEST CLIENTS?'

Successful prospectors always concentrate on the end result, while others get stuck on focusing on all the reasons why some things don't work for them

F) List your 'best clients' that you are going to phone in the next three days to ask for more referrals

**Success
results more
from attitude
than ability**

Success Stories

When I was a manager for a large life insurance organisation, I recruited a lady into the business who was a real dynamo. Right up front she told me that she was going to work only with referrals and her target market was going to be senior executives. She then went to a private wine estate and had cases of wine bottled with her name labels. Every time she delivered the policy documents, or when clients celebrated birthdays or other special occasions, she would take them a case of wine. As you can imagine, when these senior executives had dinner parties with other executives, questions were asked as to where the wine with the strange label came from. This resulted in a huge number of referrals and as a bonus the wine estate became her biggest client

Action Planning

Write out your action plan for referrals

Centres of Influence.

Centres of influence are people who may not even be clients of yours but who like you and your business and want to support you. These people could be schoolteachers, secretaries or anyone else who you can develop a business relationship with and who could be passing on potentially excellent leads to you.

**You are in
business for
yourself, but
you are never
in business by
yourself**

Key Points

- Identify as many centres of influence as you can.
- Find out about them, their interests and their hobbies.
- How can I help them in their business?
- You must make the first move.....they will act to balance the debt.

Success Stories

I knew a very successful general insurance broker who had an incredible client base that I really wanted access to. Every time I asked him, he told me to get lost. I then thought about turning things around and giving to him first, knowing that the law of reciprocation would happen. I asked him out for lunch on the proviso that we wouldn't discuss business. At lunch we discussed his favourite subjects, his two sons and his favourite football team. That afternoon I went back to the office and realised that five of my big clients had opened new businesses and I telephoned them and recommended the insurance broker to them. They all became clients of his. A month later he invited me to lunch and afterwards we went back to his office. He had 2,000 leads for me, and even better, he had written to all of them to introduce me.

Action Planning

Write out your action plan to develop centres of influence

To develop great centres of influence, always give first and help them in their business, it will always be repaid in some form or other

Networking

**When meeting
strangers, get
them to speak
about the
most
important
person in their
life,
THEMSELF**

Successful networking can help you incredibly if you stick to the basic rules. Networking involves attending meetings run by organisations such as Chambers of Commerce, Toastmasters, Chief Executive groups or anywhere else where you can build your profile, meet other business owners and exchange business cards. You also need to 'work the room'. The biggest mistake I see at network meetings is people speaking and socialising with people they already know. If you're going to attend a network meeting, set yourself a target of meeting a certain amount of new people, speaking only to strangers and having fun. There are many great networking clubs and organisations springing up all over the world. My advice is to join two or three of these clubs and really work them. You also have to approach these meetings with a different mindset. If your approach is 'Who can I meet and sell to immediately', you might find yourself a little isolated. Rather approach with the attitude of 'Who can I meet where there are areas of common interest, who can I help with their business and who can I make a new friend of and build a relationship with.' Remember, many of these people will not be potential clients or even need your product or service, but if you make a friend they could become a centre of influence or refer business to you. Success results more from attitude than ability. Whenever you meet someone new and build a relationship, your chances of success increase because of their vast network that you may have access to sometime in the future.

When meeting strangers, always get people to speak about themselves (the most important person in their life). Also know what kind of questions to ask them to get them to open up to you. One of the most important things I learned in

selling was to use the 'Past, Present & Future' question. It goes something like this:

Past

'Bob, this is a great accounting practice that you have built up, how did you get started...'

Present

'Tell me about your current situation, how are things going at the moment...'

Future

'Bob, what are your plans for the future and where do you see your business in five or ten year's time...'

The growth of your business will be in direct proportion to the number of people you network with on a regular basis

Suggested Networking questions

- What is the best thing about your business?
- What are some of the unique features of your business that set you apart from your competitors?
- What are some of the biggest changes that have taken place in your industry over the past few years?
- What makes you so passionate about your business and is the real driving force that makes you so successful?
- How do you go about finding new business?
- How does your customer service and products differ from your competitors?

Write a list of questions that you will ask at your next networking event

**Networking is
like planting
bamboo, you
seldom see
immediate
benefits**

The triple CD series '[Finding New Business & Clients](#)' is filled with practical, usable tips and ideas that could increase your bottom line immediately, to find out more, [click here!](#)

**Use 'Past,
Present &
Future' to
stimulate
conversation**

Key Points

Before you attend your next event:

- Try to obtain a list of attendees
- Find out who the key people to meet would be
- Set a target to meet six (or more) new people
- Don't spend all your time with people you already know
- Mix and meet with strangers
- Be proactive and engage everyone in conversation
- Ensure you take a good supply of business cards
- Take a small notepad and pen to make notes
- Take breath fresheners and deodorant
- Arrive early and see if you can assist the organisers. This will also help you to strike up conversation with the key people that you'd like to meet.
- If given a name badge, wear it on the right side so that when you shake hands, your badge is in their direct line of sight.
- Remember, people would rather do business with someone that they have met at a networking meeting and developed rapport with, than a cold call with a stranger
- Develop your elevator speech. An elevator speech is a brief introduction for whenever you meet anyone at any social or business occasion. This is a brief description of what you do and whom you do it for. It describes how you offer value, benefit and quality to your clients.

Success Stories

About five years ago I was doing some training for an organisation in Hong Kong. A new salesperson joined the company and said that he was only going to do business with Chinese millionaires. I was rather surprised, as his previous occupation was as an import/export manager and he did not have an 'in' to that circle. He borrowed money from friends, banks and relatives and with this money joined the two most prestigious clubs in Hong Kong. Soon he was meeting, mixing and socialising with the millionaires and business followed. The good news is that he is now well on his way to becoming one himself.

Spend time speaking to strangers rather than friends at networking events

Action Planning

Write out your action plan to develop your networking skills

Your Elevator Speech

**Think in terms
of what you
customer does
with your
products or
services after
they've been
purchased**

Whenever you are at a networking meeting or even a social occasion and you meet someone new you start a conversation. The stranger would normally ask you what you do; your answer is your elevator speech. The term 'elevator speech' comes from the scenario of where you would meet a complete stranger in a building where you are both going up or down the elevator and in that short time you should be able to describe who you are, what you do, and how you can help them (what's in it for them). It describes how you add value, benefit or quality to your potential client. Your elevator speech must be short and concise and you must know it so well that the words just roll off your tongue and you could repeat it in your sleep.

You must also realise the difference between an elevator speech, which sells you and how you can help other businesses or people, and a statement which will inspire no further conversation.

Introductory statements that are not elevator speeches include:

"My name is Michael and I am a financial consultant".

"My name is Mary and I work as an accountant for XYZ".

"My name is David and I'm a marketing consultant".

None of these statements stimulate any conversation and will either drive potential clients to the other side of the room or bore them while they say to themselves, 'so what.'

Remember every potential client is thinking 'how can you help me in my business'? Remember if anyone can say 'so what's in it for me' after your elevator speech, you are selling benefits.

**Create a great
elevator
speech and all
kinds of doors
will open**

Rather change your introductory statement to:

“My name is Michael and I help clients with their mortgages / help them retire early / maximise their investments.”

“My name is Mary and we help clients with proven, practical ideas so that they can increase their profitability”

“My name is David and our organisation helps businesses improve the way they promote and market themselves, so that they can close more sales and find more clients in a cost effective manner.”

Remember your goal is to keep the conversation going and to stimulate a response from the person you are speaking to. Your goal is not to talk about yourself and what you do but it is to find out what the other person does and what is important to them, i.e. 'what's in it for them.'

To prepare your elevator speech, first identify how you can help your potential clients.

List at least five things that you could do to help your clients, and then list five reasons why people should be doing business with you.

List five things that you do to help your clients

**Your elevator
speech should
always
stimulate a
response from
The person
you're
speaking to**

**List five reasons why people should be doing
business with you**

Strive to be well received by those you approach by setting yourself up for a friendly call-back

Make your elevator speech into two parts. Part one would describe what it is that you do, i.e. I help clients to maximise their investments in the most tax efficient manner. Part two would describe how they would derive benefit from what you are selling them, i.e. **so that** they may retire earlier; **so that** they may have their mortgage paid for in ten years time; **so that** their children's education at top universities are taken care of. The part two should always include a phrase like, 'so that'.

'so that they can increase their profitability'

'so that they can close more sales and find more clients in a cost effective manner.'

Key Points

- Your goal is not to be talking about what you do and who you are. Your goal is to find out more about the other person and what's important to them
- Discover needs by asking questions
- By encouraging others to speak you become known as a great conversationalist
- You can use your elevator speech any time, even on the phone
- It's fine to have different elevator speeches for different products or services
- Always get their business card and follow up with a call within two days

Action Planning
Write out your elevator speech

**You can avoid
the pain of
rejection by
saying
nothing, doing
nothing, being
nothing**

Voicemails

Don't let call reluctance and the fear of rejection stop you on your adventure of building your business

We are all constantly plagued with voicemails and often in a quandary on whether we should leave a message or not. Try using your elevator speech the next time you leave a message and it could be something like, ***“Hi Mr Jones, this is Frank Furness on 8526039051 and I help businesses to improve their internet security so that they cannot be attacked by hackers or people who can access confidential information. I would like to meet with you and was wondering if I could take a few moments to tell you a little more about what I do. I will try calling you again on Monday to see if we can get together late next week. My phone number again is 8526039051 and I will be in the office for the rest of today and tomorrow. I am looking forward to working with you.”***

Key Points

- Speak slowly and clearly so that they can understand what you are saying.
- Leave your telephone number twice, once at the beginning of the message and at the end. This makes it easy for them to write down your number.
- State the purpose of the nature of your call so that they know why you're calling.
- Leave a time when you're available for them to phone you.
- State what it is that you would like them to do.

Action Planning

Prepare your plan of action for answering voicemails

Try using your elevator speech the next time you leave a message

Set yourself a target of becoming involved in at least two clubs, charities, self-development organisations

Clubs and Social Activities

When I arrived in the United Kingdom thirteen years ago, I didn't know where to start. I needed to meet business people and successful and wealthy individuals. To do this, I decided to join a number of clubs. I joined a golf club as well as a prestigious cricket club. The cricket club was very snobbish, but a great thing happened within a month of joining. They asked me if I would assist with the coaching of the juniors and every Friday evening the parents would come to fetch their sons after practice. We would soon strike up conversation, I would give them my elevator speech and the business followed. I also joined an upmarket health club where I was known as the mad South African because I would speak with everyone, but once again the business rolled in. My best friend and training partner was the top sports lawyer in Britain at the time and he really networked the health club and got an incredible amount of business for his practice.

I had been involved with Toastmasters International for 13 years in South Africa. They are one of the largest non-profit, self-development organisations in the world and many of their members are senior executives and professionals wanting to improve their speaking skills. When I arrived in London, I approached them and asked if I could set up a club in the town where I lived. They agreed and within two months I had twenty five people as part of the club who were exactly in the target market that I was working. My advice to everyone is to become socially mobile & give your elevator speech all the time. You can also get involved in great charity organisations such as Rotary and Lions that do so much good for society and at the same time allow you to meet and develop relationships with people in your target market.

Presently I have developed a strong relationship with the Chambers of Commerce and Business Links in my area and have done business with or through them at least six times in the past year.

**Develop
strong
relationships
with key
organisations
in your area**

Key Points

- Set yourself a target of becoming involved in at least two clubs, charities, self-development organisations
- Attend meetings at least weekly, network and develop relationships
- Volunteer to be part of the committee or management. Get into a position of power and help others
- Have fun

Success Stories

A chap that I knew in South Africa was incredibly successful at sales due to his innovative way of finding new clients. His target market was wealthy individuals, successful businesses and executives of large corporations. His typical working day was to have sales appointments at 7.30am, 9.30am and 11.30am. Every day he would then have lunch with one of his existing clients who was celebrating a birthday – on the proviso that that person brought along someone else of equal stature to join them for lunch. Every afternoon at 3pm he would play golf with another of his clients who was celebrating a birthday – on the proviso that they brought two people of equal stature to make up the four-ball. He said that he was living a dream lifestyle, having lunch and playing golf every day, but more importantly, the three new people he met each day became appointments in his diary and many became clients themselves.

Action Planning

Write out your plan of action to develop more relationships through clubs and social activities

Have fun while prospecting & networking

Introducers and Professional Connections

Arrange monthly meetings with your professional introducers with a view to cross-referencing clients

Introducers and professional connections are people who can provide you with an endless source of leads. Think of anyone who would be able to provide you with leads and who you can reward either with similar leads, or financially. Make it a part of your target each month to meet with two potential professional introducers and prepare an excellent presentation of how you can work together and what would be in it for them.

If you develop enough professional connections providing you with an endless source of leads, your business will sky rocket.

Key Points

- Arrange monthly meetings with your professional introducers with a view to cross-referencing clients.
- Educate them in very simple terms on what you do and how you can help them.
- Place articles in their newsletters.
- Copy the introducers on all correspondence relating to mutual clients.

Action Planning

Write out a list of potential introducers and professional connections and an action plan on how and when to approach them.

**Daily activity
determines
monthly
productivity**

Marketing and promoting yourself

There are many ways to market and promote yourself and your business using sales promotions and public relations.

Persevere with every ounce of enthusiasm to give yourself the necessary excitement to succeed

Trade Shows and Exhibitions

These are excellent places not only to promote your goods and services but also to spend a day or two walking around. Many people at these exhibitions will be exhibiting their goods or products and this is a good time for you to strike up conversations with them and see if they could be a potential client, a professional introducer or a centre of influence. Do not approach them with the attitude of “what can I sell them immediately” but rather “are there any areas of common interest”.

Novelties such as pens and calendars.

Everything about you or your organisation should be selling you in some form. Small novelties such as pens work fairly well but what I have found to be excellent are the small a-framed calendars that you provide to clients at the beginning of each year. This way they are subconsciously studying their calendar at least twenty to thirty times a day and your name is in front of them all the time.

Christmas, birthday and special occasion cards

Everybody likes to feel special. Why not send cards to your clients, their partners or spouses and their children. Also call your clients early on the morning of their birthday and congratulate them. Most times they will be in a positive frame of mind and this is a good time to ask for additional referrals or even to get together to review their own business situation. Remember to keep in touch with your clients all the time.

**Rub shoulders
with the right
people and
doors will
open**

Press releases and feature articles

Build your profile and exposure in the community with articles in magazines and newspapers. There are thousands of publications in circulation, find out which ones relate to your industry and area of expertise, write articles and submit them to the editors.

Always remember to include a photograph of yourself as well as your contact details. Find out whom your biggest clients are and if they have an in-house magazine. If so, get your articles published in their magazines as well. Should your organisation launch any new or updated products, have a press release where clients and potential clients can find out about these immediately. Remember to always keep building your profile.

Media Interviews

Find out which are the local radio stations and approach them with a view for a radio interview. For the radio interview, be confident, prepared and have three main points that you want to get across to the listeners. One organisation that I work with has a one-hour radio slot every week and this has built tremendous exposure for the organisation and keeps the phone ringing constantly. If your area of expertise fits in with any of the television stations, i.e. Bloomberg, CNN or any other local television stations, once again approach them as they are always looking for interesting people to interview.

Promoting Yourself

- Contribute time or money to a worthy cause
- Sponsor a sports team
- Give free speeches
- Rub shoulders with the right people and doors will open

Group Prospecting through Seminars

Some questions to ask yourself before you start are:

- Where do my prospects gather in groups
- How/what can I contribute to them
- The advantages are that it saves time, are much more productive and a lot of fun.

**Contribute
time or money
to a worthy
cause**

Success Stories

Some years ago I wanted to get some exposure through the press. I approached the Financial Times with a view to having an article published in one of their international publications, but was rejected. I persisted and this resulted in me having my own full page column with my contact details in this publication for two years. I could not have afforded this kind of advertising, but getting the full page free resulted in huge amounts of business and helped to build my exposure globally.

Action Planning

Write out an action plan to market yourself and your organisation more effectively

Newsletters and Ezines

Develop a monthly, weekly or quarterly newsletter or Ezine (internet newsletter) for your clients. This does a number of things; it keeps your name in front of your clients all the time and also helps to establish you as an expert in your field. It also gives you a massive online exposure and gains further credibility with your current clients. It also forces you to package your knowledge into concise articles on a regular basis, which you can recycle for many other marketing uses.

At every networking meeting that you attend or potential business contact that you meet, you should be collecting their business cards, capturing these and then obtaining permission to send out newsletters or Ezines to these people. The newsletter or Ezine puts you in front of your clients and potential clients all the time, helps to sell more products and services and keeps you in the client's mind all the time.

**Collect
business cards
at every
networking
meeting and
get permission
to send them
your newsletter**

Key Points

- Ensure that you have a main article that always provides a lot of information that your readers will find valuable.
- Have links to related articles and other sites that may be of value to your readers
- Offer tips to your readers such as books, reports or anything else that can help them in their business
- Market your own products, services and workshops through your Ezine
- Have an editor's note at the beginning of each Ezine or newsletter
- Incorporate power words
- Have links to products that you want to sell
- Offer testimonials from satisfied clients

Make your prospects an offer they can't refuse

- Give real life examples and show how you've helped clients
- Case studies always position you as the expert in your readers' minds more than you coming out and saying so.
- Jot down eight questions your clients have asked you in the past
- Answer each one in a short article, as there may be many other clients who have the same questions in mind.
- If you have been to any industry conference workshops or seminars where you've picked up some helpful hints, share these with your readers
- Offer a list of your top five to ten tips on a certain subject
- Recommend books or resources and offer reviews on some of these books.
- Include stories and photos from clients

Last year, someone suggested that I start a newsletter as I have so many contacts. I made a lot of excuses, saying that I wasn't any good at writing and did not have the time. Eventually I relented and send out my first newsletter to about 3,000 people. The very next day, I received a phone call from Singapore from someone who had been forwarded my newsletter. He said that he liked what I was doing and had two sales teams in Singapore and Australia. He then enquired if I could travel out and train the teams. This turned into multiple assignments in Asia and if I had not sent out the newsletter, I would have missed out on massive potential income.

It is also important to monitor your newsletter. My list has now grown to 10,000 subscribers and increases weekly. It is very important for me to find out how many people actually open the newsletter, how many unsubscribe and how many click through to my website

<http://www.frankfurness.com/> to book me for speaking engagements or invest in my resources. To automate everything and make life easy, I use [Constant Contact](#). You can try a demo as I did and now it is the most cost effective way of keeping in touch with my clients and subscribers on a monthly basis.

In my newsletter I cover four topics, Sales and Marketing Tips, Technology and Emarketing Tips, Motivational Tips and Speaking and Presenting Tips. If you would like to receive my newsletter please [click here](#).

Below is a screen shot of my newsletter...it works, last month it generated \$7,000 in sales.

Subject: Sales, Speaking & Technology Tips





Speaker • Trainer • International Recruitment

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Sales & Speaking Tips & Ideas
Information to increase productivity

Dear frank,

So much has been happening lately, that I am a month late in getting out my newsletter. So what I have done is make this a **bumper issue** with great information, audio interviews and a 'must read' Ebook on [Search Engine Optimisation](#).

If you enjoy the newsletter, please forward it to your friends.

To get the most from the newsletter, view in HTML and connect with the Internet to hear our audio clips.

in this issue

- California Dreaming
- Prospecting for New Business
- Inspired Leadership
- Technology - Get your website indexed in 24 hours
- Media Tactics

Prospecting for New Business



California Dreaming




I also use [Ezine Announcer](#) to build my lists.

This is a great product. I bought it and saw the results immediately. It will help you to:

Automate your ezine marketing by up to 100% using ONE software product - not two or four.

Instantly access over 1700 resources to promote and market your ezine - you could easily waste 12 months wandering around the Internet trying to find this information yourself.

Suck in 50-700 subscribers in a single week by sending one 17 line e-mail!

Advertise your Ezine to thousands (even hundreds of thousands) of potential Ezine subscribers for free -- without using free classified ads

Create your own "Ezine virus", let it spread the word about your Ezine automatically -- just sit back and let it go!

Get high rankings in ALL the major search engines - automatically! (takes you no more than 30 minutes of work per month)

Find all the content you'll ever need for your Ezine. In fact, you'll have new content e-mailed to you every day/week!

Get more subscribers -- guaranteed! I don't care if your newsletter targets Gardeners or Small Business Owners -- it doesn't matter.

Get 100s of new leads every week utilizing a few simple, proven tactics

Action Planning
Develop an action plan for your
newsletter or Ezine

Advertising

Advertising has and will always be a great way to keep your name in front of clients and potential clients. Some questions you need to ask yourself before placing an ad are:

- What is the message you want to convey
- Who is your target market
- What is the most effective way to reach your target market
- What is your budget
- When is the best time to advertise
- Where is the best place to advertise

Strong relationships with your clients are more important than price alone

Key Points

There are many ways that you can advertise.

Brochures - professionally designed and written on high quality paper, they increase credibility significantly.

Direct mail – good for name recognition and exposure

Novelties – inexpensive and constantly reminds your clients of you

Print ads – expensive and effective

Radio and TV – expensive but reaches the demographic group you desire

Website – for millions of online users, the shopping centre of the future.

Action Planning

Write an action plan for advertising

Websites

Internet service provider AOL, has more subscribers than the ten largest newspapers in the USA

In today's day and age, you must have a website. Not only must this website act as an online brochure, but more and more this must become a prospecting, marketing and sales tool for you. Is it attracting more clients, selling more products or services and establishing you as an expert in your field? Nowadays with millions shopping online everyday, your website needs to look good and be a magnet that attracts potential clients to you.

You would normally need to find two web specialists with different skills, the one being a designer and the other someone with the technical abilities to get you to the top of the search engines. You would also need to find somebody who knows about Emarketing and affiliate selling. Research shows that there are in excess of 515 million people online with millions each day searching the web for free information

Some questions you need to ask yourself about your own website are:

- Is your website updated constantly
- Is there a reason for people to return to your website
- Do you have free giveaways, i.e. articles, booklets etc.
- Do you track the number of visitors
- Are you set up to take orders online with a secure banking facility
- Can your goods, products or services be sold through affiliates
- By using other affiliate programmes, i.e. Amazon, could you increase your sales?
- Does your website rank highly enough to attract visitors there in the first place.

- Do you have goods or services that you can promote and sell to bring in passive income (most companies can do this, I even know of one accounting firm that brings in a large income through selling articles over the internet)

Research shows that there are in excess of 515 million people online with millions each day searching the web for free information

If you have answered yes to all of the above, yours is definitely a marketing tool. If not, a lot of work needs to be done as this can potentially increase your business substantially.

Key Points

- Most people on line nowadays are looking for free information. Give away free articles and information that is updated monthly. This establishes you as an expert in your field and will convince potential clients to use you over your competitor.
- Have contact details on every page, make it easy for clients and potential clients to find and reach you.
- Monitor the flow of traffic to your site and the various pages and see how long visitors stay on each page. If they're in and out, you may consider redoing this page.
- Establish many links to other sites and this will help you to go higher in the listings with many search engines.

I use a company called [Advenzia](#) for my website. They are more than just website developers, they understand sales and marketing. I have a fully automated Affiliate and Ecommerce system incorporated and best of all, I have a back office system that I can manage. With this I can add and change information, products and articles at no additional cost.

Action Planning

**Develop an action plan to increase your
online exposure and sales**

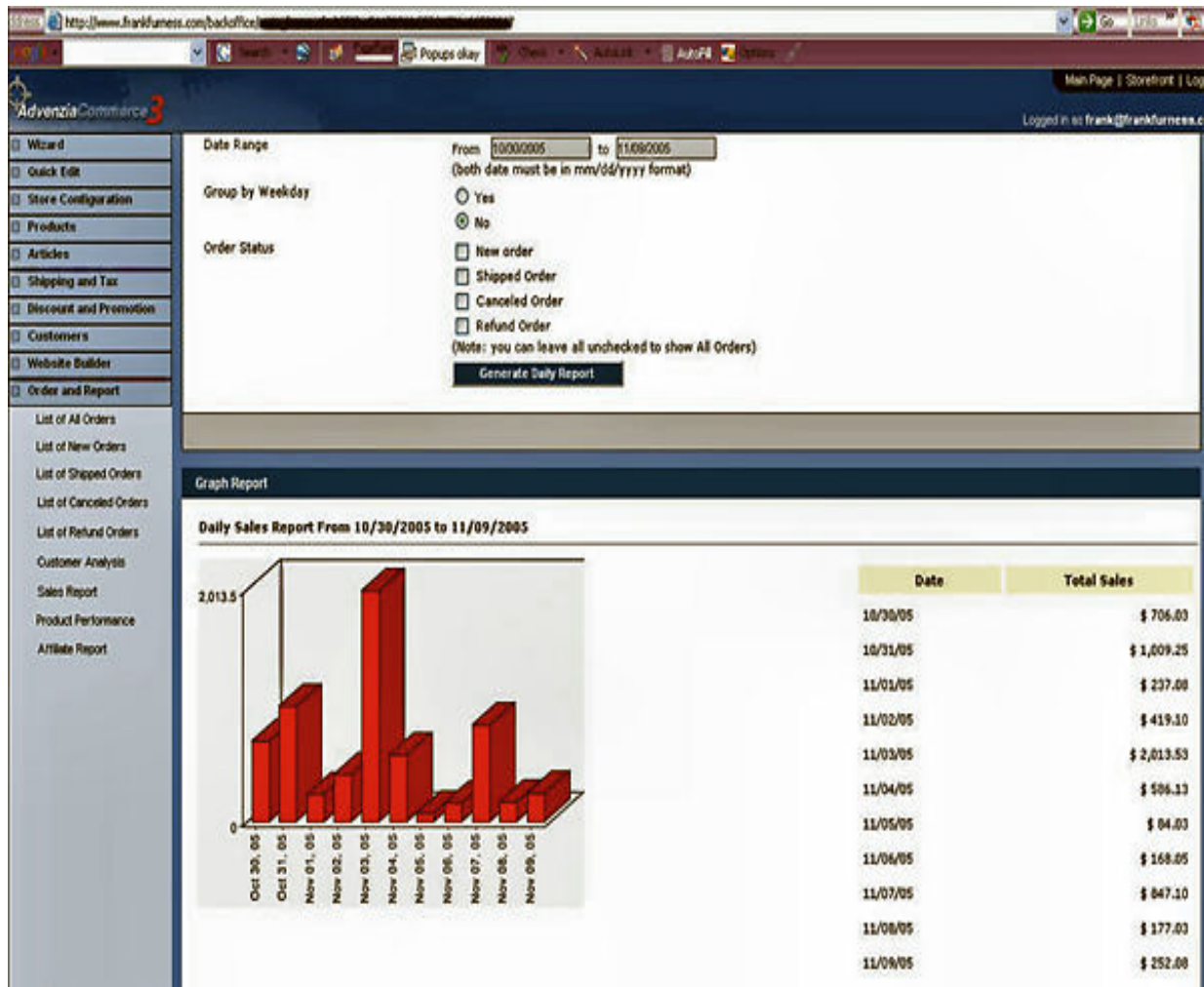
**Your website
must become
a prospecting,
marketing and
sales tool for
you**

Online Sales and Marketing

I realised some time ago that I was the business and that if I didn't work, there would be no income. I then developed a plan of action to produce products and market them both to existing clients and online.

Along the way I have made many mistakes that have cost me a lot of money, but now it forms a large part of my income. Over the last few years I have produced 23 products and resources including books, e-Books, CD's and DVD's ([see resources](#))

At first I found that very few sales were being generated online because I was confusing potential clients. I was promoting speaking, training and products so left potential buyers in a state of confusion where the easiest option was to do nothing. I now have over 100 domain names and I am developing a one-page website for each product. It is a one page sales letter that gets the potential buyer involved and focused on only one product and then encourages them to the action of buying. This has really worked well and has generated sales of up to \$7,000 in a week, the best part of this is that it is passive income. I earn it whether I'm sleeping or sitting on the beach. Take a look at some figures generated recently....



I used a number of tools to create my one-page websites, they include:

[60 second salesletters](#)

This is an online service that helps you create long copy sales letters very quickly. Even people already good at copywriting use this because it saves lots of time. If you sell products or services on the internet and mess up the advertising copywriting, you will fail miserably. You **MUST** be able to write the words that move people to action . . . in most cases we want them to pull their wallets out of their pockets and give us money. The 60 second sales letter saves enormous amounts of time and helps you organize your thoughts quickly. It used to take me a week or more to write a good sales letter

and this tool has reduced that time to a few hours at most.

Header Generator - Header Generator is a new tool that gives you the winning edge over your competition. You will find that it:

1. INCREASES your conversion ratio by 300%.
2. ALLOWS you to INSTANTLY LOOK MORE PROFESSIONAL.
3. TAKES only minutes to use.
4. GIVES you the BRANDING SOLUTION you will need to make more of an impact.
5. MAKES your customers respect your company and product more.

If you are looking at how to aesthetically enhance your site to give it the extra edge for your soon to be customers, this new software, **HEADER GENERATOR IS YOUR SOLUTION!**

Here is a small list of what Header Generator can do for you:

- Creates Professional Header Graphics In Minutes! Yes, this amazing simple to use software allows you to create your own header graphics without any graphic design experience at all. You will become an expert within minutes!
- Increases Sales By Over 300%. It is a fact that a better graphical representation of you and your products can increase sales **OVER 300%**.

If you could increase sales over 300% by using a simple product, would you do it?

- **People Buy More From Professional Sites.** You have finally found the script you want after searching for days and now you don't know how to edit all this code that looks like a foreign language to you. End result, you don't use it.
- **Builds More Trust with Your Prospective Customers.** Customers tend to trust sites that look more professional. If your site looks like a child did it, your customer will see that.
- **Creates a Lasting First Impression.** You only have one chance to make a first impression. The better the first impression you create, the longer your site will last in your prospect's mind. Also, the better chance your customer will buy or return to your site.
- **Brands you and Your Products.** Branding yourself and your products is very important on the Internet. Companies pay thousands of dollars to build a brand or an easy to remember identity for their customers to recall.
- **Increases The Perceived Value of Your Information and Your Products** How do customers determine if your product is worth what you say? The only information they have to go by is 1.) Their perception of your website and its looks and 2.) Your ad copy on your site.
- **Increases The Level of Interest In Your Product.** If your site looks interesting from

the moment your customer arrives and if it grabs their attention, then you have a better chance of keeping them there and to gain their trust and get a sale

Using these tools to generate my one page sales letter (take a look at [Walking with Tigers](#)), I generate an ongoing income that is independent of me and develops multiple sources of income. You can generate the same.....

| Transaction ID | Date | Type | Currency | Amount | Balance | Other |
|----------------|---------------------|----------|-----------|--------|---------|-----------------------------------------------|
| 140868234 | 3 Nov 2005 09:02:23 | Purchase | GBP 45.57 | -45.57 | -2.11 | 43.46, 1,379.05, 0.00, 1,379.05, 137 |
| 140868466 | 3 Nov 2005 09:05:19 | Purchase | USD 84.03 | -45.57 | -2.11 | 43.46, 1,422.51, 0.00, 1,422.51, 138 |
| 140872133 | 3 Nov 2005 09:31:37 | Purchase | GBP 45.57 | -45.57 | -2.11 | 43.46, 1,465.96, 0.00, 1,465.96, 139 |
| 140874137 | 3 Nov 2005 09:45:35 | Purchase | GBP 45.57 | -45.57 | -2.11 | 43.46, 1,509.42, 0.00, 1,509.42, 140 |
| 140885888 | 3 Nov 2005 11:00:18 | Purchase | USD 84.03 | -45.57 | -2.11 | 43.46, 1,552.88, 0.00, 1,552.88, 141 |
| 140888389 | 3 Nov 2005 11:13:32 | Purchase | GBP 45.57 | -45.57 | -2.11 | 43.46, 1,596.34, 0.00, 1,596.34, 143 |
| 140888468 | 3 Nov 2005 11:13:40 | Purchase | USD 84.03 | -45.57 | -2.11 | 43.46, 1,639.80, 0.00, 1,639.80, 142 |
| 140899196 | 3 Nov 2005 12:12:11 | Purchase | USD 84.03 | -45.57 | -2.11 | 43.46, 1,683.26, 0.00, 1,683.26, 144 |
| 140902351 | 3 Nov 2005 12:28:21 | Purchase | GBP 45.57 | -45.57 | -2.11 | Warning, 43.46, 1,726.72, 0.00, 1,726.72, 145 |
| 140904686 | 3 Nov 2005 12:41:33 | Purchase | USD 84.03 | -45.57 | -2.11 | 43.46, 1,770.17, 0.00, 1,770.17, 146 |
| 140904964 | 3 Nov 2005 12:43:03 | Purchase | GBP 45.57 | -45.57 | -0.56 | 45.01, 1,815.18, 0.00, 1,815.18, 147 |
| 140910741 | 3 Nov 2005 13:12:34 | Purchase | USD 84.03 | -45.57 | -2.11 | 43.46, 1,858.64, 0.00, 1,858.64, 149 |
| 140911072 | 3 Nov 2005 13:14:32 | Purchase | USD 83.00 | -45.01 | -2.09 | 42.92, 1,901.57, 0.00, 1,901.57, 148 |
| 140912444 | 3 Nov 2005 13:21:47 | Purchase | GBP 45.57 | -45.57 | -2.11 | 43.46, 1,945.03, 0.00, 1,945.03, 150 |
| 140926112 | 3 Nov 2005 14:52:37 | Purchase | GBP 45.57 | -45.57 | -2.11 | Cashier, 43.46, 1,988.48, 0.00, 1,988.48, 151 |
| 140947124 | 3 Nov 2005 16:40:38 | Purchase | USD 84.03 | -45.57 | -2.11 | 43.46, 2,031.94, 0.00, 2,031.94, 152 |

Creative Marketing

Successful people often do the things that failures hate and avoid doing

About 90% of beautifully produced colour brochures end up in the bin, so what can you do to promote your business in a different way? Creative marketing, by putting all of your goods and services onto an interactive CD is an excellent and innovative way of providing a huge amount of information onto a CD. This can include video clips, photographs, articles, product ranges, order forms, links back to your website and sound files.

Advantages of using creative marketing are that they are normally passed around from person to person, not discarded, interactive and convey a mood and are able to provide video and sound.

There are many companies that provide this kind of service and the company that I have found to be excellent and whom I have used often in the past is Virtual Showcase in St Albans. Their website is www.virtualshowcase.ltd.uk (mention that you got their contact from this book and Dave Simmons will send out a free sampler CD).

Key Points

- Have a brainstorming session to think of how you can put your products or services on to an interactive marketing CD
- Video your products
- Video testimonials with satisfied clients
- Put your order form on the CD
- Have links back to your website
- Show a list of satisfied clients
- Display a list of comments from satisfied clients

Action Planning

Develop an action plan to create a marketing CD

Have a brainstorming session to think of how you can put your products or services on to an interactive marketing CD

Working with Top Executives

Secrets of Working with Top Executives

When prospecting, one of the biggest problems most of us face is trying to get in to see a top executive. They all have well-trained “protectors” who are excellent at protecting these top executives. Before you approach any Chief Executives you may want to know what some of their favourite business discussion topics are. These include:

- The company’s image and what it stands for
- The company’s mission statement
- The team and its products
- Staying ahead of the competitors
- Measurable and tangible results
- The success of the company

These are things that should be spoken about during the meeting. But how do we get in front of these top executives. Normally a lot of research would need to be done before phoning, mailing or making any contact. I would recommend that you contact the company, take a look at their catalogues, brochures and annual reports and study their website. This can give you a lot of information and a good feel for the company.

The next step would be to send out a pre-approach letter to the Chief Executive marked, “private and confidential” and for their attention (this will still be opened and checked out by the protector). Start with a headline statement of 40 words or less – you find that if you read any magazine such as Time, Newsweek or any newspaper, you normally look at the headline first and if this grabs your attention, you will read further.

As you grow personally, so will your business, and, as your business grows, so will you

- Addressing the needs and relevance to the organisation.
- Establishing your credibility
- Based on factual information
- Highlighting the benefits of doing business with you and your company
- Referring to other credible clients.

**To reach VIPs,
establish
relationships
with their
secretaries
and personal
assistants**

Spend a lot of time on preparing this headline statement as the letter you'll be sending out to the Chief Executive will be made up of one page with a headline statement, some bullet points and a call for action. Remember, busy executives don't have time to trawl through pages and pages of information. They want a quick look at what you're doing and you can then follow up with a phone call to set up an appointment.

A great idea is to add a signature, i.e. PS, at the end of the letter, as most people always read the PS. In the PS write, "I'll call your office on Wednesday the 11th of May at 8am. " At that time when you phone and get through to the protector, confidently state, "Mr Jones is expecting my call and I'm running a few minutes late, please connect me". This way you're not lying and if the Chief Executive likes what you are offering, he will be waiting for the call. One word of advice is always to phone exactly on time.

Action Planning

Write out an action plan to get to those top executives that can help grow your business

**Develop the
skill of
building
business
rapport**

Other Ideas for finding new business

**Prospecting
must be your
driving force,
your obsession**

Lists – Lists can be purchased with contact details of ‘opt-in’ prospects that may have an interest in the products or services that you offer. A word of caution, ensure that these are not spam lists and that the list brokers are reputable. Also make some initial checks that the lists have up to date contact details

Old clients – look after your old clients and keep in touch on a regular basis. More importantly, look after your competitors’ clients that have been ignored or have received shoddy service

Target marketing – Target market sectors of the business community and become known as a specialist in that industry. A friend of mine is a distributor for digital recorders and could choose to sell to anyone who is interested. Instead he has targeted accountants, solicitors and quantity surveyors, learned about their business and built himself a reputation as a specialist supplier in their industries

Prospecting Management

**Take care of
your
numbers
and your
numbers will
take care of
you**

There are many systems for organising your prospects and clients and these would include software programmes such as Outlook, Goldmine, ACT and many others. In some ways a very simple system also works whereby you keep the details of all your prospects on 3x5 cards. Have as many details as possible of the prospect on the cards and rate these prospects either A, B or C. Then just keep them in a box in various sections, the first being

- Hot leads – these are clients you should be phoning immediately
- Prospects and Leads
- Current months appointments
- Future months appointments
- Clients
- Not interested

The secret is doing whatever works for you but more importantly getting a system and following up on it.

Notes and Action Plans

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Postcode: _____ Tel: _____

Credit Card No

Visa

MasterCard

Signature: _____ Expiry: ____/____

| Description | Price | Quantity | Take/Send | Total |
|----------------------------------------------|-------|----------|-----------|-------|
| Selling for Fun & Profit – 3 CDs | \$97 | | | |
| Marketing Toolkit for Business – 3 CDs | \$97 | | | |
| Selling for Fun & Profit DVD | \$33 | | | |
| Tomorrow's Technology Today – CD | \$37 | | | |
| Walking with Tigers - 3 CDs | \$97 | | | |
| Finding New Business – 3 CDs | \$97 | | | |
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| It's all about YOU – 3 CDs & action planner | \$129 | | | |
| How to Gain, Train & Maintain a Winning Team | \$157 | | | |
| Ebook Secrets – CD | \$37 | | | |
| Media Tactics – 4 CD Set | \$97 | | | |
| TOTAL | | | | |