

\$ALES \$EN\$E - March 2003  
from BaerMarketing.net, representing Thomas Regional  
(see further description of BaerMarketing.net at bottom)

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This month's sales advice has five tidbits!

1. Thomas Publishing during World War II
2. Small Talk
3. Trade Shows
4. DMOZ.com - Get Listed Here; it feeds other search engines
5. Gitomer - "People don't like to be sold, but they love to buy"

Be sure to read them all!

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FACTOID: THOMAS PUBLISHING DURING WORLD WAR II

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During the second world war, the War Department (now Dept. of Defense) asked the federal government to exempt Thomas Publishing from all rationing of goods or materials. Why? They believed that Thomas was such a critical and useful tool to American industry that it was indispensable to the war effort.

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TELEPHONE SMALL TALK

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Don't do it unless the prospect initiates it! Then keep it brief! I don't recall where I read this recently, but personal experience tells me its true! People are busy and they want you to get to the point! Why are you calling them? Tell them! Small talk is transparent and phony and everybody knows it. Most telemarketing companies teach their reps to try small talk first to "establish rapport". What a bunch of garbage! If small talk from telemarketers annoys people at home, then it probably annoys people at work too!

You're not calling people to find out what the weather is like in their neck of the woods! You're not calling to find out how they're doing; you don't even know them! You're calling to find out you're your best contact is, about their company, their challenges, their needs and whether or not your product can help them with those challenges and needs!

And remember, the purpose of most phone calls is not a sale, but discovery and a then a step forward! If your product requires face-to-face time, then sell the appointment by asking for it! Don't beat around the bush. Sell the appointment, not your product! Use a positive-assumptive close. Rather than saying, "well, uh...maybe we can get together some time"...say something like..."Based on what you've told me, I think it would be a good move for us get together and discuss this further. I've got some morning appointments in your area on Tuesday but I do have some afternoon time slots. Would you be available around 2:00pm?"

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## TRADE SHOWS

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Everyone knows that follow-up marketing after a trade show is crucial. But too few companies know that pre-marketing their trade show appearance is also critical! If you don't encourage people to visit your booth before the exhibit, they probably won't visit you! I recently read (again I don't recall where) that over 70% of trade show visitors arrive at the show with a list of the companies that they plan to visit. I know I prepare a list ahead of time when I go to a show. If you're not on your prospects' target list, you're not doing something right and you're missing opportunities!

Market to your target customers before the show! Invite them to the show and let them know your booth number ahead of time! Tell them why they should visit you. Send a small direct mail piece (see the direct mail link at [www.baermarketing.net](http://www.baermarketing.net)) letting them know about your booth and mentioning special times they should visit when you'll be demonstrating your product or when certain people from your company will be in your booth. Create some kind of incentive for anyone who brings the direct mail piece to your booth at the show! Call them as well! Invite them by phone, or at a minimum by voice mail! For buyers, trade shows are non-threatening, no-pressure venues to look at products, services and vendors. So invite them!

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DMOZ.ORG - GET LISTED HERE: [WWW.DMOZ.ORG](http://WWW.DMOZ.ORG)

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(Quoted directly from DMOZ.ORG) The web continues to grow at staggering rates. Automated search engines are increasingly unable to turn up useful results to search queries. (My note: That is why ThomasRegional.com's 100% business-to-business industrial audience is so much better!) The small paid editorial staffs at commercial directory sites can't keep up with submissions, and the quality and comprehensiveness of their directories has suffered. Link rot is setting in and they can't keep pace with the growth of the Internet.

The Open Directory Project is the largest, most comprehensive human-edited directory of the Web. It is constructed and maintained by a vast, global community of volunteer editors. The Open Directory (dmoz.org) is the only major directory that is 100% free. There is not, nor will there ever be, a cost to submit a site to the directory, and/or to use the directory's data. The Open Directory data is made available for free to anyone who agrees to comply with our free use license.

The Open Directory is the most widely distributed data base of Web content classified by humans. It powers the core directory services for the Web's largest and most popular search engines and portals, including Netscape Search, AOL Search, Google, Lycos, HotBot, DirectHit, and hundreds of others.

If your site has been accepted into the Open Directory, it may take anywhere from 2 weeks to several months for your site to be listed on partner sites which use the Open Directory data, such as AOL Search, DirectHit, HotBot, Google, Lycos, Netscape Search, etc. Updates of the

data are available weekly, but each partner has their own update schedule.

So get your site listed at DMOZ.ORG! Its simple! On the top of the front page at [www.dmoz.org](http://www.dmoz.org), there is a menu choice that says "add URL". Read the instructions and do it!

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GITOMER - MARK YOUR CALENDAR!  
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You are a salesperson! You can be better at selling! I highly recommend that you attend this 1/2 day sales motivational and training presentation!

By reading Jeffrey Gittomer's website ([www.gitomer.com](http://www.gitomer.com)) and articles as often as I can I always learn new techniques, pick up new insights, reinforce the best of what I do, break bad habits, and recall forgotten but useful sales tips. We can all improve our selling. We can all use sales motivation!

Jeffrey Gittomer's sales advice column appears in more than 75 business journals nationwide! He gives motivational sales talks more than 150 times a year from coast to coast. He provides answers, informs, challenges and entertains sales forces and customer service departments for companies like IBM, AT&T, Coca-Cola, Hilton, Sports Authority, Inc. Magazine, Blue Cross Blue Shield, Fed Ex, Milliken, Siemens, and Cintas.

The Business Journal Serving the Greater Triad Area presents Jeffrey Gitomer LIVE in Greensboro!

Here's just a portion of what you will learn...

- Creating a real difference between you and other companies
- Getting to talk to the check-writer every time you call or visit
- How to sell in any economic climate
- Eliminate price objections
- Cold call mastery
- Voice mail response mastery
- Creative sales approaches
- Using the web to sell
- The myths about objections
- The relationship and how to build it
- The difference between satisfied and loyal customers
- Getting Your Phone to Ring with Qualified Prospects
- Putting Yourself in Front of People Who Can Say Yes to You
- A Formula for Converting Leads to Sales
- How to leave a sales call with an answer
- A 63 question sales skills self evaluation
- Putting more fun into the selling process
- Three strategies to double your sales

The program takes place at the Airport Marriott at One Marriott Drive, Greensboro, NC 27409 on August 8th, 2003. Jeffrey will speak from 8:30am to 11:30am (registration begins at 7:30am).

Tickets are \$90 each.

\*includes Jeffrey Gitomer's Sales Mastery 2002 training Manual, filled with strategies and techniques for the 21st Century. This event will sell out!!

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BaerMarketing.Net represents the Thomas Regional Industrial Buying Guides and ThomasRegional.com (a part of Thomas Publishing/Thomas Register). We help connect manufacturers and MRO companies in North Carolina with their target customers. We offer comprehensive marketing solutions and lead generation programs for manufacturers and for any company selling to the manufacturing or MRO marketplace.

BaerMarketing.net also offers complimentary marketing services such as websites and internet marketing, eCatalogs and online order taking solutions, online RFQ bidding for industrial buyers and sellers, direct mail, logo design, telecommunication solutions, and lead research and follow-up training.

Additionally, BaerMarketing.Net will partner with local and regional industrial development and economic development groups to conduct marketing/business promotion seminars for existing industries and businesses.

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