

# Computer Sales Digest

*Monthly Business Producing Ideas,  
Techniques, and Strategies  
for Sellers of Computer  
Products and Services*

PUBLISHED MONTHLY BY DATASEARCH INCORPORATED, 4954 WILLIAM ARNOLD ROAD, MEMPHIS, TN 38117 (901) 761-9090

## Now! You can subscribe to this valuable monthly newsletter at no risk...

### Guaranteed to help you increase your sales or you pay nothing!

If you can spend 20 minutes each month reading COMPUTER SALES DIGEST, you'll find more ways to increase your sales THIS YEAR than from any other computer publication... If you don't agree after 3 issues, tell us and you'll owe nothing.

*WHOEVER YOU ARE* - seasoned sales pro, technician or non-sales executive needing answers - *WHATEVER YOUR SPECIAL NICHE IN THIS INDUSTRY* - COMPUTER SALES DIGEST will show you how to better reach, stake up, and pull more business from your markets.

Each month we pick at the industry's best sales/marketing brains, sift through over 100 news sources, and bring in new input from our nationwide Computer Sales Workshops... Here are just some of the regular feature sections - -

- SELLING TECHNIQUES - to speed up your sell cycle - smoke out your REAL prospects - be a tougher competitor - get to the right people - control your sales situations - plan and organize your time - handle objections with ease and CLOSE MORE BUSINESS
- PROMOTION CLINIC - result producing advertising, direct mail, and sales aids - seminars and open houses, tradeshows, private mini-shows, promotional newsletters, telephone marketing techniques, publicity and PR strategies... *AN INTENSE CREATIVE SESSION IN MARKETING COMMUNICATIONS* - *EACH MONTH* for building your market image, posture, and paving the way to more business
- MANAGER'S CLINIC - for shaping your sales operation into top form - motivating and compensating your salespeople - attracting top help - setting up quotas/forecasting systems - slashing sales costs and *ACHIEVING A BETTER BOTTOM LINE*
- MARKETING/BUSINESS OPPORTUNITIES - new market hotbeds you can seize as they come up
- QUESTIONS & ANSWERS - about reader's special sales bottlenecks - a free service
- FROM THE OTHER SIDE - user/prospect input on how they feel about YOU - the seller

Since 1976, thousands of computer firms and individual entrepreneurs have used our sales/marketing publications and attended our seminars... COMPUTER SALES DIGEST IS A MONTHLY 12-PAGE MINI-SEMINAR YOU ATTEND COMFORTABLY AND ECONOMICALLY IN YOUR HOME OR OFFICE...

Computer marketing opportunities are now the greatest in history - but so is competition. Many markets are overcrowded with suppliers - some firms with great products will never

(please turn)