

Two 1-day seminars to help you boost your sales, edge out your competition, improve your image, control rising sales costs and sweeten your bottom line.

Marketing Computers and Software

... more competitively

A team approach from the president to the front lines for selling to business and professional users.

Attend one or both days...

1st DAY

For Management & Support

- Guerilla Marketing
- Advertising/Promo clinic
- Building the marketing machine
- Raising sales force competence
- Balancing marketing with technology

Anaheim..... Oct 24-25
San Francisco... Nov 1-2
Chicago..... Nov 27-28

2nd DAY

For The Sales Force

- Prospecting and qualification
- Penetrating tough accounts
- Solution selling
- Multi-call campaigns
- Power presentations
- Competitive tactics
- Closing techniques

Atlanta..... Dec 4-5
Boston..... Dec 11-12
New York Dec 18-19

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What you'll learn the first day -

- How to position yourself against competition and magnify your advantages and differences.
- How competitive marketing resembles military warfare - Step-by-step procedures for laying out your battle plan.
- 75 ways to improve your mailings and increase responses.
- Why most advertising, mailings and sales letters never get read - how to raise readership - Samples of the best and worst ads and materials will be shown and critiqued.
- How to get instant quantitative payback from tradeshow instead of just exhibiting for your image and health.
- How to correct the #1 problem with salespeople: Time utilization and activity planning.
- And the #2 problem: Underqualifying and overselling.
- Why 20% of the salespeople do 80% of the business - how to balance the load so you're not totally dependent on your top people.
- How to find, attract and keep top-grade salespeople, and detect winners from losers before you hire them.
- How to motivate your salespeople permanently vs temporarily with bonuses, prizes and rah-rah meetings.
- The pitfalls of transferring technical people into sales.
- How to shorten your sales cycle with a powerful "Funnel" principle.
- How to set up a telemarketing operation so productive, you'll be sick you haven't done it up to now.
- All about "Telemail", today's way to sell from the office economically, and raise the quality of your time in the territory.
- How to open the communication lines between salespeople, staff and management for vital market feedback, accurate activity reporting, and realistic forecasts.
- How to capitalize on the free press, and write news releases that get printed and not canned.

And the second day you'll learn how to -

- Turn up more prospects and work in more calls
- Qualify accounts, analyze their situations better, avoid low-probability accounts and time your efforts to the prospect's buy-cycle
- Queue your prospects by "chance to close" and allocate your time with each prospect accordingly.
- Pipeline your accounts for a steady activity flow and accurate forecasting.
- Use different strategies for large corporate and small business prospects
- Break into new accounts, get to the right people, sell to committees, maintain visibility through the maze of situations, people and politics, take charge and build momentum in multi-call sales efforts.
- Eliminate fear with first-time users - Overcome the 3 major barriers to installing new systems.
- Overcome the most difficult objections users have with computers and software, and use your answers as stepping stones to closing.
- Eliminate your competition at the street level.