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Business Marketing Bulletin
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Top Sponsor Ads
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*****Changing Times Requires Changing Courses*****

We're marketing during changing times and it's no longer business as usual. Tips, articles, resources, and more for addressing new concerns, changing values, and priorities for helping you help your clients during changing times.

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What's New?

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Hello everyone and welcome new subscribers,

This is the 150th issue of the Bulletin so I am offering an extra special special for all subscribers. You can read more about it below in the Weekly Subscriber Special section.

I am getting ready to put the next money-saving package in the store so if there are any particular niche products you would like to save a lot of money on, just let me know. If I do not receive any requests, I will be doing an ecookbook /recipe package! terri@seymourproducts.com?subject=package-request

In the News

Man Arrested after Making Threats on Twitter

<http://www.lockergnome.com/blade/2009/04/27/man-arrested-after-making-threats-on-twitter/>

New Ebooks this Week: Resell Ebooks Just \$1.00 Each!

Doorway Express (software/scripts)

Mouth-Watering Fair Recipes (ecookbooks)

Secrets to Garden Design (yard/garden)

How to Thrive in a Down Economy (business)

Colors & Pigments as Used by Artists (crafts/hobbies)

Visualize & Attract (self-help)

Article Ideas Software (article marketing)

The Romance of Golden Star (romance/relationships)

The Bar Master Pkg (entertainment/leisure)

FormFilla Pro (web design)

<http://www.seymourproducts.com/ebooks-resell>

****Weekly Subscriber Special****

Celebrating the 150th issue of the Bulletin!

This is an unbelievable special and is available today ONLY, so order now!

Get 150 ebooks of your choice for just \$35.00!

Order 35 ebooks from the store and pay as usual and then browse the store to find 115 more ebooks you would like for free! Send me the exact titles and I will get the links to you ASAP! Once you order the 35 ebooks, you are locked in to get the special so you can browse at your leisure for the remaining titles you would like for free! ;-) I will even throw in the store script as a bonus so your customers can receive their orders automatically.

This special is valid **April 28 ONLY!**

NOTE: New eBooks listed above are not eligible for Weekly Subscriber Specials.

Join the Seymour Products Trivia Challenge!

Find the hidden trivia question and be the third person to send in the correct answer for a free feature ad in next week's issue of the Business Marketing Bulletin. Send your answer to terri@seymourproducts.com?subject=answer

Congratulations to **Greg Ahrensfeld** for being last week's trivia winner!
Good luck to everyone this week!

Last week's Q: *On average people fear _____ more than they do death.*
Last Week's A: *Spiders*

Join in the fun and try to win a free feature ad. Good luck all!

If you know anyone who could benefit from this ezine, please feel free to forward them a copy in its entirety. Thank you.

If you would like to advertise in the BMB, please visit:
<http://www.seymourproducts.com/newsletter/advertise.shtm> for more information. Advertising prices are as low as \$5.00. I am also looking for ad swaps from other ezine publishers. BMB now goes out to 1572 subscribers.

Studies show that it takes 7 views of an ad before people take action, so to help you accomplish this we are offering some good deals on 7 ad packages!
<http://www.seymourproducts.com/newsletter/advertise.shtml>

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Freebies & Biz Helpers
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This week's free ebook: 100 Simple Coffee Cake Recipes
<http://www.seymourproducts.com/ebooks-resell/dl/100-S-CC-rec.zip>

Lots of business resources
<http://www.allbusiness.com/>

Everything you need to know about patents and trademarks!
<http://www.uspto.gov/>

15 Ways to Get Free Traffic
<http://www.bizweb2000.com/freetraffic.html>

Free Download: Picasa

Picasa is free photo editing software from Google that makes your pictures look great. Sharing your best photos with friends and family is as easy as pressing a button! <http://picasa.google.com/>

What is a scatologist?
terri@seymourproducts.com?subject=answer

Write Better Ads Do It Free!
<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Tell Your Visitors to Bookmark Your Site!

Giving your visitors a command such as this one will very often give them a sense of what to do. Give them reasons for bookmarking your site such as: you post new specials each week or you add new content each week. This will increase the chances of people returning to your site.

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Feature Ad
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There is a NEW, EASY way to
SAVE MONEY & EARN MONEY
at the same time...

TAKE A LOOK!
www.SavingsParty.com
(Fund raising opportunities also available)

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Feedback
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Please send in your comments, suggestions, questions, etc to
terri@seymourproducts.com?subject=feedback
We appreciate all feedback, good or bad!

*I am signing up for the free download I have already purchased a lot of ebooks from your site. I love it!!! * Jenn*

*I have downloaded many of your books and am extremely happy with what you offer. The book I just bought PLR 100 Fitness Articles is absolute rubbish - I am telling you this cause if I were you I would delete it from your site - as it is doing you a dis-service. You have a great newsletter, specials etc and great books - this one is a DUD. It is 100 articles each a few lines in crappy type - * Cherie*

Anytime you come across a product that does not live up to your standards, by all means, let me know about it. I want only quality products in our store and will gladly check out the mentioned product to see if it should stay or go. If the product does not pass inspection, you are free to choose another to take its place. I want to hear bad feedback as well as good because it helps me improve our store for everyone. Thank you Cherie!

P.S. Just to let you all know, the PLR articles are usually short factual articles meant for you to add to it and make it your own. They really are not meant to use as is.

8 Rules for Successful Selling

by Kelley Robertson

We live in a quick-fix society so it's no wonder that many salespeople look for the magic cure or band-aid solution to increase their sales. However, I believe that success in sales follows a basic set of rules.

Fill the pipeline. Many people experience tremendous peaks and valleys in their sales because they do not consistently prospect for new business. This frequently occurs when a sales person is busy. They neglect to prospect because it is the least enjoyable aspect of their job but when the sales drop or business with their current clients ends, they scramble to generate new business. Invest time filling your pipeline on a regular basis and you will seldom have to worry about reaching your targets.

Ask high-quality questions. I have written about this before but the vast majority of sales people (even seasoned pros) fail to ask their prospects and customers high-quality questions. This can happen because they have never been taught to ask questions or because they think that they do it. Unfortunately, failing to ask high-quality questions early in the sales process means they often mis-pitch their product, service or solution which causes the prospect to voice more objections. And once you ask a question, be quiet, wait for an answer. Too many sales people give their prospects answers to the questions or continue talking after the question has been asked.

Listen. I believe that the best salespeople are the best listeners. If you invest time asking great questions it is critical to listen to what the other person tells you. Many things can get in your way and prevent you from accurately hearing what has been said. Try this; at the end of a sales meeting, summarize your understanding of the conversation in your own words and check the accuracy of this summary with your prospect.

Focus your presentation. Make your presentation all about the customer. It's not about you, your company or your product. Virtually every sales presentation I have been subjected started with the sales person talking about their company; reciting stats about how long they have been in business, who they have as clients, etc. Adapting the presentation to meet the specific needs of each individual customer is what the top sales people do. Regardless of what your marketing department thinks people seldom care about your company. They want to know what problem your solution will solve. Avoid using unnecessary jargon or terminology. The simpler your presentation, the easier it is to understand.

Trust is essential. If people don't trust you chances are they won't buy from you. This is more challenging than it sounds because your prospects are inundated with calls and emails from other people all trying to sell them something. And, because of the less-than-honest experiences decision-makers have encountered, they are more reluctant to trust someone they don't know. That means you need to demonstrate exactly why a prospect should trust you. You can't tell them; you must show them. You can do this by acting in a professional manner, treating the people at your prospect's company with respect and dignity, and respecting the time of your prospect.

Show value. The best way to demonstrate value is to show exactly how your solution will benefit your prospect. Contrary to popular belief this does not mean talking at great length about it or telling your prospect everything there is to know about your product or service. Showing value means discussing the aspects of your solution that are most relevant to each customer or prospect, in terms that are easy to understand.

Do what you say you will do when you said you would do it. Sounds simple, huh? Personal experience has taught me that sales people frequently say they will do something then fail to follow through on their commitment. This lack of attention to detail demonstrates a lack of respect and quickly leads to a loss of trust.

Know when to let go. I often talk to sales people who continue following a lead even when it is clear that a sale will not happen. This usually happens when their pipeline is not active with prospects. If you have done everything you can to move the sales process forward but it has ground to a halt you must consider whether it is the best use of your time to keep trying to make it happen. More often than not, it is not worth the time and effort. You have a finite amount of time in a day or week which means you need to focus your attention on leads and prospects who are interested in your product, service or solution.

Follow these rules of selling and you will notice an immediate improvement in your results.

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Kelley Robertson, President of the Robertson Training Group, works with businesses to help them increase their sales and motivate their employees. He is also the author of *Stop, Ask, and Listen: Proven Sales Techniques to Turn Browsers Into Buyers*. For information on his programs, visit his website at www.RobertsonTrainingGroup.com.

If you would be interested in any of my other articles for reprint or reference you can see the complete list at www.seymourproducts.com/articles/index.shtml Feel free to use any of the articles you feel are appropriate for your business.

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Feature Ad
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This 'n That - A Little Bit of Everything!
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EcoBaby World - A one-stop eco-friendly information source featuring eco articles, news and interviews with the people behind favorite baby products.
<http://www.ecobabyworld.com/>

*Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around. * Leo Buscaglia*

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<http://www.cityjournalistdirectory.com/>

Fun Free Download: Last Chaos

Last Chaos is an on-line role playing game where thousands of players can simultaneously be connected, fight and upgrade their courage and battle skills through adventures, quests and crafting skills with fellow adventurers.
<http://lastchaos.aeriagames.com/>

This week's riddle: What Movie is This?

Rearrange the following letters to form the title of a 1980 movie.

VAMPIRE IN JET BAN

Answer at the end of the ezine.

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To not receive this newsletter:

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Contact Info
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Answer to Riddle: The movie is Private Benjamin (with Goldie Hawn)