



June 19, 2002

Welcome To

Making The Connection:

The Art of Selling To Your Market

Effectively – Online & Offline

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www.ValeoCommunications.com

Valeo – adj. –
to be powerful,
to be effective

TOPICS



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“What’s The Big Deal?”

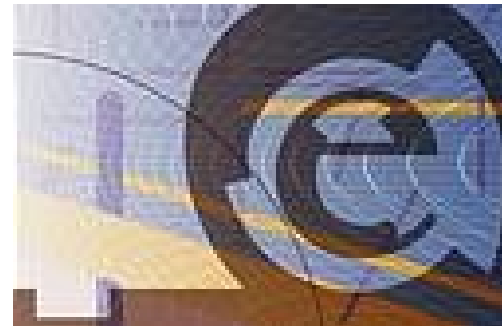
- De-mythtifying the Internet**
- More sales – More Revenue**
- The Impact To Your Bottom Line**

“Setting The Stage”

- What’s Your Business Model?**
- Four Questions Every Business Owner Must Ask**
- Your Online Strategy**

“Be Seen & Heard - Online”

- Plan To Be Effective**
- Affiliate Programs**
- Search Engines**
- Online Advertising**



“Be Seen & Heard - Offline”

- Networking**
- Word of Mouth**
- Sales Channels**



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What's The Big Deal?



**“The human brain is a wonderful thing.
It operates from the moment we’re
born until the first time we turn on
a computer.”**

Pete Nelson

The Myths



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- 1) Having a Web site is a novelty.
- 2) Every company should be E-Commerce enabled.
- 3) If you're not listed on search engines your site won't be found on the Web.
- 4) Anyone with a technical background can design an effective Web site.
- 5) You have to know about computers & technology in order to be successful on the Web.

Greatest Internet Myth of All Time

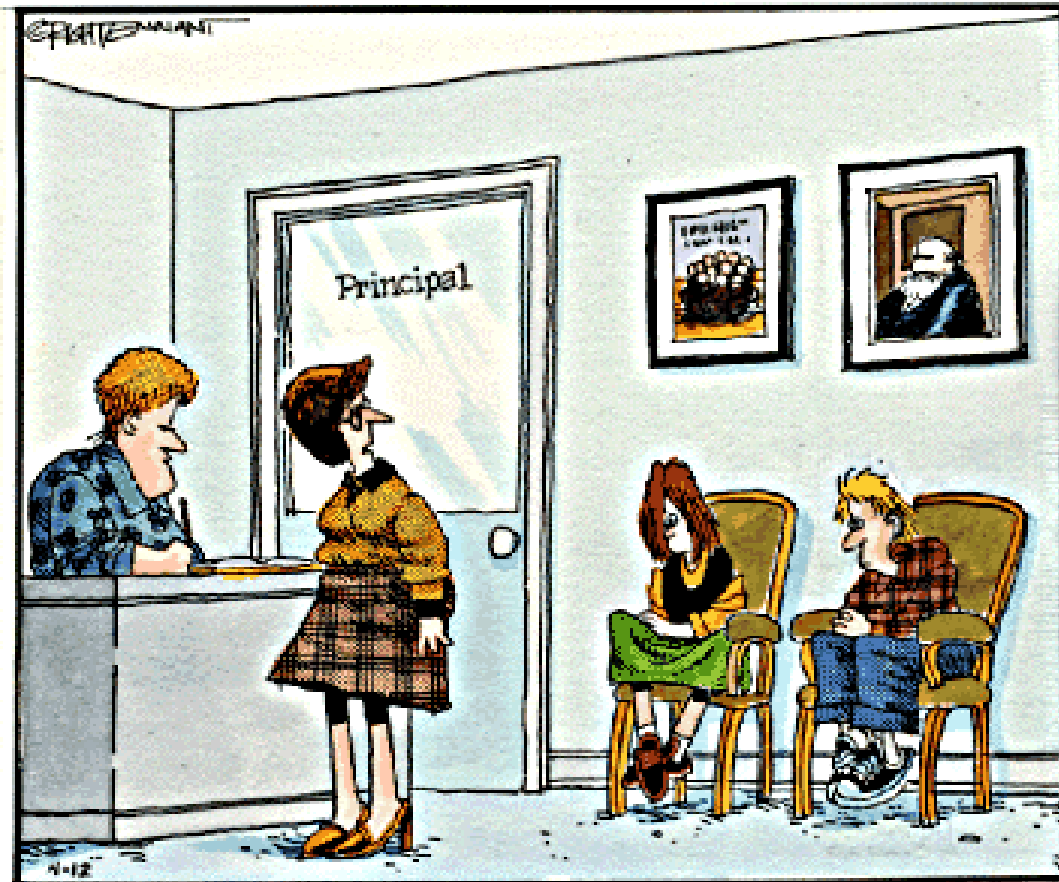
Get a Web site and become an instant \$millionaire\$





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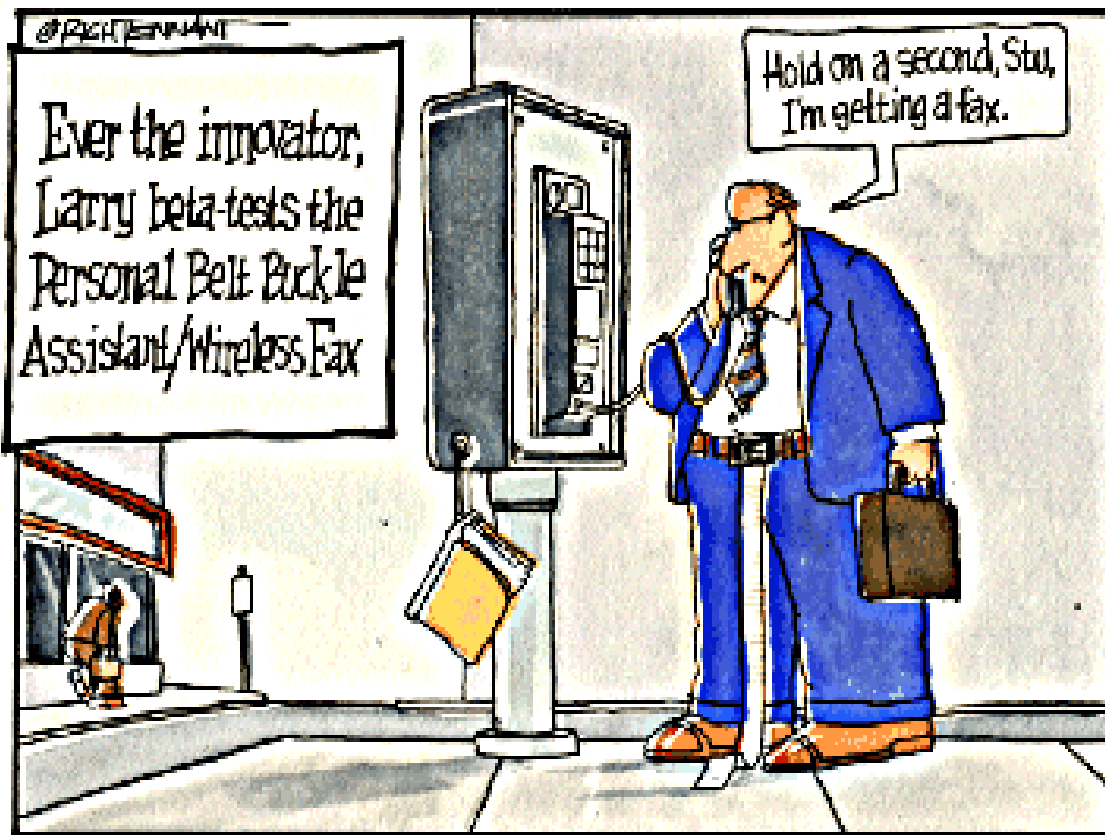


"I found these two in the multimedia lab morphing faculty members into farm animals."



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More Sales

More Revenue

How can a business profit from the Internet?

Use It As Another Sales Channel:

- Pharmaceuticals
- Office products
- Music/books/movies
- Open a bank account
- Obtain a mortgage
- Buy a car
- Anything if you're on E-Bay



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"Over 50% of all U.S. companies are selling online." - **Association of National Advertisers**

Impact to Your Bottom Line

Saving Money Online

- Answer questions on the Net.
Reduce Telephone Support
- Expand your sales reach.
Reduce Retail/Brick-Mortar Costs
- Complete orders online.
Reduce Customer Service Expenses
- Place all company collateral online.
Reduce Printing Expenses
- Send documents via email.
Reduce Mailing Costs



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So The Big Deal Is...

Value of the Internet

Neutralizes the issue of race and age.

Significantly lowers the cost of entry into the mainstream marketplace.

Benefit For Your Business

Higher visibility

Demographically target specific groups

Additional sales channel

Increase revenue – while saving money

Benefit To Your Customers

Speed – Simplicity – Quality - Value



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The “Winner’s Edge”



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The “winner’s edge” is the phrase given by peak performance experts, Denis Waitley & Brian Tracy, to describe what they have discovered to be the key to achieving huge results from the slightest shift in one’s activities.

They summarize that it takes only a minor shift in your current actions (2% to 3%) to achieve massive results.

We call it the “photo finish” result.



CSUF



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Setting The Stage

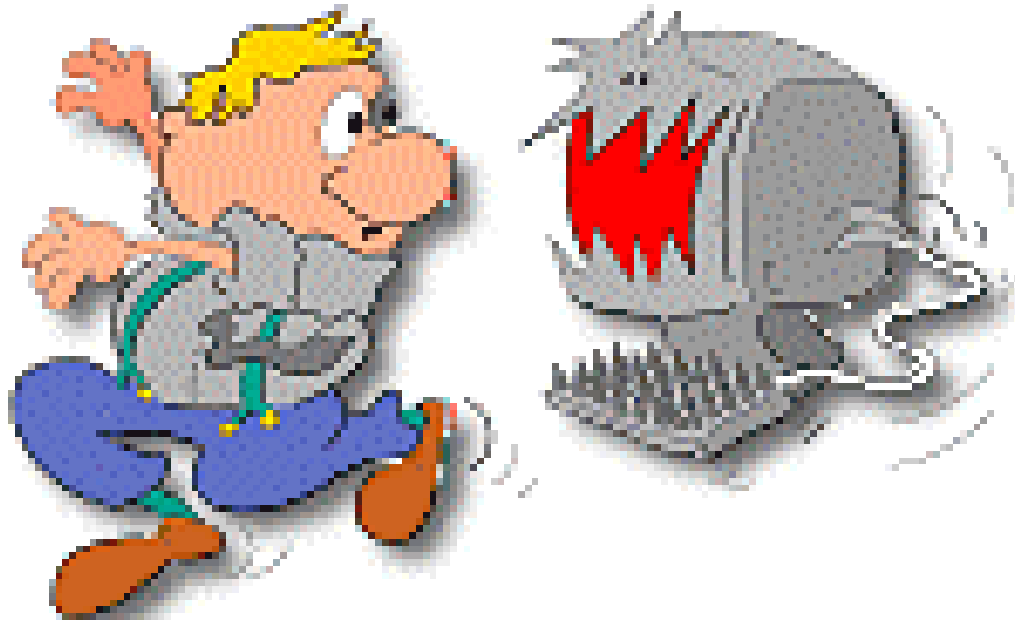
"The reason a lot of people do not recognize opportunity is because it usually goes around wearing overalls, looking like hard work."

Thomas Edison



**“All I wanted to do was
check my email!”**

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What can a great Web site do?



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- Reach large groups of people
- Motivate employees
- Launch a successful campaign
- Generate publicity
- Persuade
- Educate
- Secure a client/customer
- Save money
- Establish rapport
- Clarify
- Increase sales/revenue
- Set you apart from the competition
- Establish you as an expert/credibility



Your Biz Model?



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- **A Vanity Site**
Personal info-resume.
- **Online Business Card**
A brochure site. A lead generator.
- **Support/Project Site**
Supports your customers and internal team on product & company issues.
- **Merchant Site/E-Commerce**
Selling products and/or services directly off your site
- **Interactive**
Gaming. Audio/video streaming. Discussion group.

Four Questions?



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1) Will it do the job?

Set realistic expectations.

2) Is it worth the investment?

Keep things simple. Allow room for scalability.

3) Will my customers use it?

Tell them and then give them a reason to come back.

4) Does my business need it now?

A Web site is no longer a novelty it's a necessity.

Your Strategy

Whether you're already running an established business, having an "Online Business Plan" is essential to your long-term success.

The content of your biz plan & ultimately, your Web site, will be determined by your intended audience.

How fast do you expect – or want – your online business to grow?

What are your financial & operational goals?

Who's your intended audience online?

Who are your online strategic partners?



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Developing Goals

One of the inherent problems with setting goals is that most people confuse activity with accomplishment, ultimately missing their mark and are left wondering how and why their goals aren't met.

Keys To Powerful Goal Setting

- Visualize your goal
- List the benefits (at least 50)
- Create an action plan
- Set a time-frame to reach the goal
- Identify barriers
- Choose your support team (resources & people)



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Developing Goals

- Our desire (passion) fuels our commitment to a goal.
- Our actions accelerate us past our goals.
- But sharing our goals with others brings them to life.

Write out an *Online Business Plan* and then share it with colleagues and employees.

Have them hold you accountable to the plan.



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"It's quite a business plan, Ms. Strunt. It's the first one I've read whose mission statement says, '... Keeps me out of trouble.'"

Developing Goals



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Victories motivate us to strive for more.

Start each day with a victory-based goal. For example, if you have five major tasks to accomplish, start off with the one you feel most confident with and go from there.

Best selling authors and world renowned speakers, Jack Canfield and Mark Victor Hansen, are masters at exceeding the goals they set.

Their secret: The Ten Step Action Plan

Every day do a minimum of Ten (10) Things that'll get you closer to the goals you are most passionate about.

Strategy Resources

Cyber Atlas

www.cyberatlas.com

Media Metrix

www.mediametrix.com

About

www.about.com/smallbusiness

Striking It Rich (Jaclyn Easton)

www.strikingitrich.com



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Be Seen & Heard – “Online”

“You can help yourself get what you want if you spend enough time helping others get what they want.”

Zig Zigler



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Plan To Be Effective

There are three outcomes to your company's Web site.

- **Your Site is Irrelevant.**
- **Your Site is Good or Poor.**
- **Your Site is Effective.**

In order to be effective your message has to be communicated effectively.

To be truly successful online one must be willing to share. In other words – **Barter. Trade. Negotiate.**

Plan To Be Effective



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**“Don’t start your business
without finishing it first”**

Mark Victor Hansen

ANALYZE YOUR: Audience - Market - Industry

- **How big is your market online?**
- **Is your market online growing or shrinking?**
- **How many customers are in your market?**
- **Who is your direct competition online?**
- **How much money do you have to market your site?**

Plan To Be Effective

Anticipate everything. Become an expert in handling the unexpected.

Set your goals beforehand.

What do you want to accomplish?

- Locate new customers
- Build brand awareness
- Sell products/services
- Secure newsletter subscribers
- Obtain information on your market



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Plan To Be Effective



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How many hats are you willing to you wear?

- **Answering Emails**
- **Creating Banner Ads**
- **Getting Listed on Search Engines**
- **Updating Links On Your Site**
- **Filling Web Orders**
- **Overseeing Site Statistics**
- **Creating Press Releases**
- **Writing Site Content**
- **Designing Your Site To Be Effective**



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Plan To Be Effective

➤ **Capture Audience Right Away**

Present your most relevant content at the top of your pages.

❖ ***Most people won't scroll down a page if the top half doesn't interest them.***

➤ **"Frequently Asked Questions" Page**

This will increase customer satisfaction by providing almost instantaneous service for your customers!

Affiliate Programs



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- **Low cost–Low risk–Great Sales Channel.**
- **Affiliates deliver 13% of online retail sales today, 21% by 2003.**
- **Revenue Model:**
Pay per click or per sale.
- **Strategic Alliances That Have Synergy:**
Choose companies who have similar market to your own.
- **Promote Program: Internally & Externally.**

Search Engines



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- **85% of Web users utilize search engines to locate information.**
- **Submit your site on your own or pay a company to mass submit for you.**
- **Directories: Yahoo and GoTo.com**
Search Engines: AltaVista and Lycos
- **Make sure your site is 100% up and operational before submitting.**

Online Resources

Link Exchange

www.linkexchange.com

Marketing Sherpa

www.marketingsherpa.com

NetMechanic

www.netmechanic.com

Be Free

www.befree.com

Click Z

www.clickz.com



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Be Seen & Heard – “Offline”

“Being creative doesn’t mean reinventing the wheel. Small acts of creativity can be amazingly effective. And they accumulate and gather momentum over time.”

Seth Godin

Offline Advertising



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Direct Mail - Networking

Magazines - Newspapers

Radio - Television

Business Cards - Trade Shows

The Online Goal For Offline Businesses:

Increase repeat business offline.

Expand channels of distribution.

Enhance overall awareness of company.

Networking

You do not have to be outgoing or sociable to be effective at networking.

Top qualities for successful networking

- **A strong motivation to succeed.**
- **A genuine willingness to help others.**

What's Your Perception of Networking?

What's Your Frame of Mind When You Walk Into A Room With People?



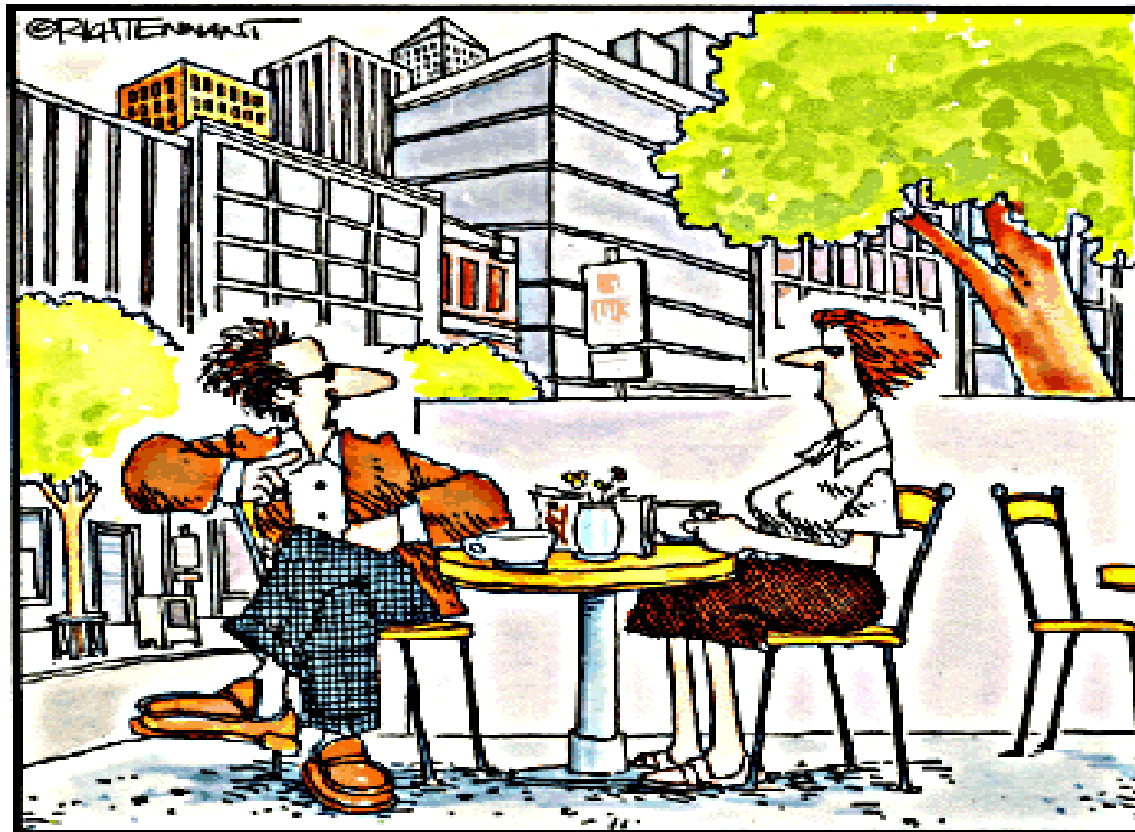
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"You know, I liked you a whole lot more on the Internet."

Networking

Game Plan

- List action items to achieve.
- Know the questions you want to ask.
- Have your business cards ready.

Greet

- Make eye contact & Smile.
- Be the first to introduce yourself.
- Be the first to extend your hand for a handshake.

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Connect

- Find a common thread between you & others.
- People don't help companies – they help people.

Communicate

- Follow the 80/20 rule. Speak 20%. Listen 80%.

Follow Up

- Constantly remain in contact with those you meet.



Networking Resources



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Vojo

www.vojo.com

Irvine Chamber of Commerce

www.irvinechamber.com

**National Association of Woman Business
Owners: www.nawbo.org**

Los Angeles Area Chamber of Commerce

www.lachamber.org

Asian Business Association

www.aba-la.org



Word of Mouth

- Viral Marketing + One-to-One Marketing = **“Word of Mouth”**
- Link up with local businesses & business organizations & associations online and offline.
- Place your domain name **EVERYWHERE!**

Business cards

Stationary

License Plate Frames

Even Stamp It On Envelopes



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Opt-In Lists

People who have asked to receive emails, fax or direct mail about a specific subject and/or product.

- **Target customers via demographics and interests.**
- **Gain repeat visitors & create a loyal customer base via news letters, fax, emails & direct-mail.**
- **Keep your customers informed about new products and special offers.**

Opt-In Resources

Bcentral.com – E-Zines.net – infousa.com

Sales Channels

- ❑ Don't sell the way you want to sell, sell the way your customer wants to buy.
- ❑ Allow customers the option to choose the sales channel that best suits them.



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Strategic Partners		Internet
	Internal & External Sales Teams	
Re-Sellers		Vendors

Case Study:

Where2GetIt.com



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Problem: Relied on telemarketing for sales. When the economy slowed the company's sales became unpredictable.

Solution: Implement a consistent multi-channel, multi-touch marketing campaign.

Campaign: Five pronged marketing strategy.

- **Cultivate Prospects Manually**
- **Initiate Contact By Direct Mail**
- **Phone Contact - Via Telemarketing**
- **"Monday Morning" Email Memo & then sent traditional Marketing Email**
- **Online & Offline Educational Seminar**

Case Study:

Where2GetIt.com

Result: The marketing campaign delivers consistent sales, even in a continually slow market.

Time Frame: Results were almost immediate, producing increased sales output for the past four months consistently.

Quotes: According to co-founder, Manish Patel, "The whole multi-pronged effort worked great. We get customers into a funnel and can predict, almost with certainty, who and how many are going to purchase every month. The trick to doing this is to keep at it. It is not a one time effort. This is not a short term campaign."

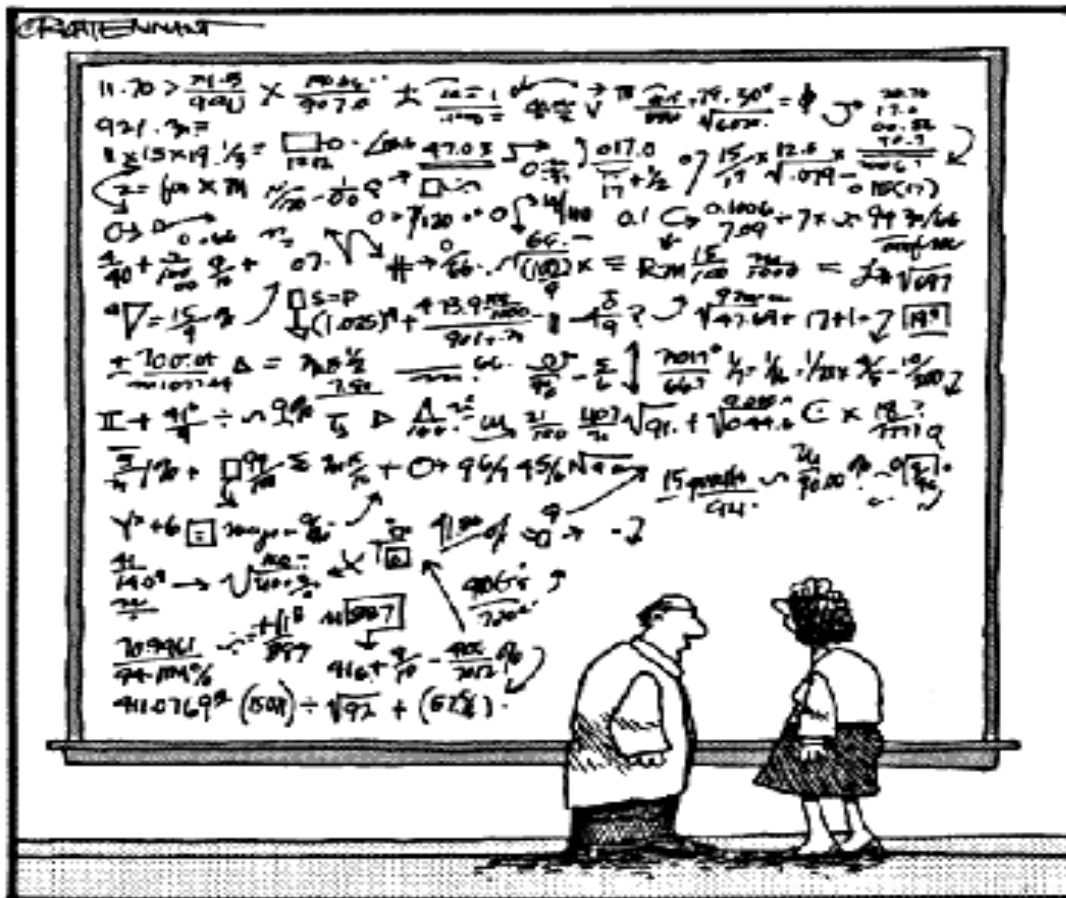


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"WHAT EXACTLY ARE WE SAYING HERE?"

Summary



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Too Much Too Fast

Be realistic in your expectations.

Avoid Cutting Corners

Seek reliable & professional advice.

Failing to Plan- Is Planning to Fail

Don't go online without a detailed plan.

Contact Info

Make sure to place your domain name and email address everywhere – especially offline material.

Summary



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- ✓ Greatest advantage of the Internet is it allows a business to demographically target specific groups.
- ✓ An online business neutralizes the issue of race and age. Significantly lowers the cost of entry into the mainstream marketplace.
- ✓ Strategic Partnerships – Links and Affiliate Programs. Most proven method for growing your online business.
- ✓ Network – Nobody will promote your business as well as you.

Enjoy The Process

After his second retirement, NBA legend, Michael Jordan was asked what advice would he give to the new and upcoming NBA players. His answer is very applicable to all of us.



"Young players need to know what makes them happy off the floor – when they're not working. Too many of today's players are overwhelmed with finding the perfect meal, playing the perfect game or cultivating the perfect attitude. Slow down. Enjoy life. Don't make things so difficult. There's only so much you can control anyway. If you don't enjoy the process of becoming successful, then there is no beauty in the achievement." **Michael Jordan**



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of sales one person at a time”**

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**Sales Training
Peak Performance
Public Speaking
Team Building**

Empower Your Company Today!

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