



1-2-3 Strategy!

V-Books are undoubtedly one of the most exciting sales tools to come along in a very long time! When utilized in a savvy sales strategy they will supercharge your sales efforts!

Great 1st Impression!

1 A great 1st impression is critical in the sales arena and ***NOTHING*** makes a better first impression than a V-Book! One that opens doors wide and that dazzles your prospects!

Command their attention!

2 With that door wide open your video will captivate your prospect for the next 1.5 - 2 minutes. So you've already made a great first impression and now they are excitedly watching your video. Take a moment to really contemplate the power and the value that has already been established *within the first 60 seconds!*

Conversion to Customer!

3 Making a great first impression is super critical in any sales process and the V-Book has just accomplished that for you. The V-Book then delivered your message (quite possibly to numerous people around the office) in a very exciting and engaging way and in many instances without you even being there! Now it's time for your follow up; can you think of a better way to have warmed up a prospect? When you stop back or call they will undoubtedly be eager to speak with you as no one has ever prospected them in a such a unique and engaging way! Get ready to write some orders

THAT's the power of a well thought out V-Book strategy and one that will supercharge your sales efforts

The **1-2-3** plan in action

The 1-2-3 plan actually works on a four day cycle. Repeat this cycle weekly for 3 months and watch your sales explode like never before.

Distribute

Monday & Tuesday - Deliver 10 of your V-Books to 10 quality companies both days (This is why we recommend 20 of them/rep). With each one that accepts the V-Books (and almost every one will) set a time for either Wednesday or Thursday of that week to follow up and get the V-Book back. Also, whenever possible get the contact info of the key person who will be interested in the information presented. For some this will be a buyer, for others the head of sales etc.

Follow Up

Wednesday and Thursday - Go back and do your follow-ups and either close deals or set another appointment to do so! **DON'T EVER** say that you'll give them a call to set an appointment! Be prepared, have your calendar ready and give them two options to pick from: "Bob, thanks for your interest in my product/service/offering. I have next Wednesday at 8:45 or Friday at 2:10, which of those would work best for you?" Always, always, **ALWAYS** strike while the iron is **HOT** and take action right then and there!

Repeat

COMMIT to sticking with this program 4 days a week for just 3 months and you'll be amazed at your results. With each day on the street you'll get better and better at answering questions, overcoming objections and setting appointments. As your confidence builds so will your success rate! People want to work with winners! Make it through your first three months and then write us and tell us how it went and we'll add your story to our "Wall of Fame" and post your results on the site!

Before you know it you'll be training others in the **1-2-3** technique and building a sales force! A force that will blow your competition out of the water and land **YOU** in the sales master of the year seat!

Go get 'em and Good Luck!

Other great ways to utilize the amazing V-Book

Highly targeted Direct-Mail campaign - We all have lists of prospects that are very hard to get through to; they won't take a call, respond to an e-mail or anything else. This is where the V-Book comes into play. Utilizing a matching V-Book mailing sleeve you can send them your V-Book through the mail. Once it reaches their desk you'll have their undivided attention for the next 2 - 3 minutes! Once again, don't be a bit surprised to learn that your V-Book had been paraded around the office for all to see - they are just that impressive! Now it's a simple matter of timing your follow-up to coincide with the V-Book delivery and suddenly that prospect is going to take your call!



Trade Show Booth - Your in your booth talking with a highly motivated and interested prospect who is definitely in need of your product...now what? Do you hand him a boring brochure just like every one of your competitors at the show is going to do, or do you

dazzle him with a V-Book. I know, dumb question!

The V-Book will be the single most exciting item in his swag bag and the ONLY thing that will be shared around the office. In so doing your story is told over and over again making you stand out while it swings the door wide open for you to close the deal!



Networking Events - We've all been there; another Networking after 5, Chamber breakfast or BMI meeting, so how do you stand out, let alone create a buzz about you and your product? It's quite simple really, just open up a V-Book! You'll have people crowding around you and looking over your shoulder as others there excitedly ask you questions. Oh, and be sure to bring extra samples as you'll have prospects BEGGING you for one! Trust us on this, you DO NOT want to go to a prospecting event with just one V-Book...unless that's all the deals you want to close!



Feel free to give us a call with any questions or to place an order for the amazing V-Book!

414-839-1575