

The Premier Event for Professional Speaking **2018** **INFLUENCE**



SIX-FIGURE SPOTLIGHT- Transcript

Alan Berg, CSP

Break through the clutter and get the attention of your best prospects by merging email with direct mail.

Here are the steps I've used successfully for two years:

Step 1: Identify your best prospects. For me it's people who've brought me in to speak or do sales training, or have inquired, but haven't yet brought me in. I have 14,000 people on my email list, but less than 100 get this promotion.

Step 2: Come up with gift that fits with your brand, your message, or whatever. My logo looks like a Swiss Army Knife, so I found gizmos that look like folding knives, and they have cables to connect your phone to your charger or computer. They say "Connected to Your Success" on them.

Step 3: Come up with a mono-focused message about what value you can bring them. I made a postcard that asks: "Why should you have wedding marketing expert Alan Berg come and train your sales team?" And then it has 5 one-sentence testimonial quotes, followed by the call to action. (Don't worry, all of this is in the resources page)

All of this goes in an 8 ½ X 11-inch, orange, padded bubble envelope.

Step 4: Now here's where it gets good! I mail the envelopes out on Saturday. On Sunday, I email each person who's getting an envelope: "Watch your mailbox for a big, orange envelope from me. It should arrive early this week. Enjoy!" I get a few replies to this, saying they're excited to see what it is.

Step 5: I wait until around Thursday, when they should have received the envelope, and I email them: "Getting noticed is the first step to making more sales, that's why I sent you that Big Orange envelope. Now that I have your attention, would it make sense to look at having me come in to work with you and your sales team?"

I get some replies to this.

Step 6: A couple of days later I email those that have not replied: "Do you remember getting the big, orange envelope in the mail? The first of the 4 Steps to More Sales is getting noticed..."

I get a few more replies from this.

Step 7: I think this is my favorite one. If they still haven't replied, I email with the subject: "How persistent is your sales team?" and inside "We've been secret-shopping businesses like yours and most give up after 1 or 2 attempts."

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With postage and what's inside, each envelope costs about \$12, but with over \$25,000 in sales, that investment is well worth it.

Tech Blade – this is the gift that I put in the big Orange envelope (orange being my brand color). That makes the envelope “lumpy” to get their attention:



Direct Mail Postcard (which goes inside the envelope) – the actual one is 6” x 9”



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INVEST IN YOUR TEAM'S SUCCESS

When you're budgeting for 2018, don't forget to include an investment in sales training. That's the kind of investment that feeds your bottom line.

Why should you have wedding marketing guru Alan Berg CSP come and train your sales team? (whether you're a team of 1, 5 or 50)

That's a great question. Rather than tell you all the reasons why we think you'll benefit, listen to these businesses who've had Alan come:

"Alan Berg turned my sales team into a selling machine!"
ROBB DESIMONE, LAKE FEARL, WERTHAM, MA
"It was an outstanding morale booster, all attendees left feeling uplifted and with a positive attitude."
BARB SCHULTZ, V'AMICO CATERING, MINNEAPOLIS, MN
"All I can say is 'Wow.' Best training class ever."
JEFF WILKER, JEN GATSONG, MILWAUKEE, WI
"Since our meeting with you my booking ratio has gone up substantially."
DANNY GEE, ELITE SOUND ENTERTAINMENT, SADDLE BROOK, NJ
"HOLY COW! Alan rocked my world. We have had our best month in business."
ASHLEY BACKS, HELLO LOVELY HAIR & MAKEUP, LIBERTY, KS

If these are the kinds of results you want for your business, call, text or email Alan today, Alan@AlanBerg.com 732.422.6362

Three ways you can afford to have Alan come for sales training:

- 1) Private Sales Training for you and your team - Alan will come and spend the day (or days) with you and your team
- 2) Mastermind Day - invite one or more other businesses to share the day with you. They share the experience and share the cost.
- 3) Hybrid Day - have Alan spend part of the day with just you and your team, then invite some other businesses for the rest of the day. You can either charge them, or invite your preferred Vendor Partners as a thank you for working with you during the year.

Ready to find out more, or have Alan help you decide which is right for you?
Call, text, or email Alan today,
Alan@AlanBerg.com 732.422.6362

732.422.6362
WWW.ALANBERG.COM

Email campaign:

- **Email 1 – sent the day after the envelopes are mailed (before they would have received the envelope)**

Subject: Watch your mailbox for a big, orange envelope

Message: *Watch your mailbox for a big, orange envelope from me. It should arrive early this week. Enjoy!*

- **Email 2 – sent about 4-5 days later, so they would have received the envelope – note, you can also use the tracking information to see when they actually receive them**

Subject: Did you get your big, orange envelope?

Message: *Getting noticed is the first step to making more sales, that's why I sent you that Big Orange envelope.*

Now that I have your attention, would it make sense to look at having me in to work with you and your sales team in the coming months, or arrange a small-group mastermind with a few other local businesses?

- **Email 3 – sent a few days later**

Subject: Did you get it?

Message: *Do you remember getting the big, orange envelope in the mail? The first of the 4 Steps to More Sales is getting noticed.*

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Here's what just one client wrote after having me come and work with his team:

"Bringing Alan in to talk to not only you, but your team will be one of the best investments you could make for your business, I can promise you that."

Jorden Mahler, Briscoe Mahler, Richardson, TX

Want your team to sell more? Call/text or email me to check availability and get a price quote, [732.422.6362](tel:732.422.6362)

- **Email 4 – A few days later, if they still haven't responded**

Subject: How persistent is your sales team?

Message: *How persistent is your sales team? We've been secret-shopping businesses like yours and most give up after 1 or 2 attempts. That's leaving way too much money on the table.*

Is it worth the investment for you to bring me in? Here's what just one client wrote after having me come and work with his team, for a second time:

"He is the best out there! We brought him in for two training sessions at our club. Money well spent. The impact he left on our sales force has been nothing but incredible."

Steve DiMarco, Penn Oaks Golf Club, West Chester, PA

Want your team to sell more, in less time, and have more fun doing it? Call/text or email me to check availability and get a price quote, [732.422.636](tel:732.422.636)