

## SCORE CPA April 2011 Newsletter

### The UPS Store Workshop Addresses 10 Critical Steps to Business Growth

*An ideal workshop for changing businesses or start-ups*

Before you hit the streets selling or start buying up advertising as part of your marketing blitz, you need to determine the best markets for your business. Understanding the specific characteristics of the people, businesses or organizations who are going to purchase your products and services is essential so you can spend your marketing and sales resources—both money and time—most effectively.

The Tuesday, April 19th workshop will review 10 critical steps including:

1. Hitting the target	6. Domestic shipping
2. Looking like the big guys	7. International shipping
3. Establishing your brand identity	8. E-Commerce solutions
4. Creating a sound market strategy	9. Fulfilling your orders
5. Harnessing the power of direct mail	10. Future development

If you think of direct mail as “junk mail,” then think again! A study found that 85 percent of women between the ages of 25-44 actually read printed direct mail marketing pieces. According to the Direct Marketing Association (DMA), the return on investment is twice the amount when using direct mail compared to non-direct marketing expenditures.

This workshop will discuss the techniques of a direct mail campaign including: Outsourcing your lists, writing copy, design, printing, assembling the mailing components, postage and transporting the job. It will also cover the aspect of handling and mailing domestic or international business matter. Knowing the current rules and regulations can be a tedious and time-consuming process. When considering various aspects of the process, it is important to know about: Forms, costs – including customs – taxes – duties and other matters, time –to ensure that your products reach your customers and labeling and addressing requirements.

These days virtually every business can benefit from adding web-based solutions that allow you to sell or service customers online. This workshop will address site development and also finding customers using e-Commerce. Critical to any business that sells a product or a service is also the ability to fulfill the order or service requested by the customer. Knowing the ins and outs of calculating your prices or charges is important in giving you the edge over your competition, but also not losing revenue for your business. In conclusion, the workshop will also look ahead and encourage tracking and reviewing your business plan and to improve your business’ growth and development. **DON'T MISS THIS FREE WORKSHOP, REGISTER TODAY! See below our upcoming Business Improvement Workshops.**

**Business Basics Workshops** April 12<sup>th</sup>, May 10<sup>th</sup>, June 14<sup>th</sup>

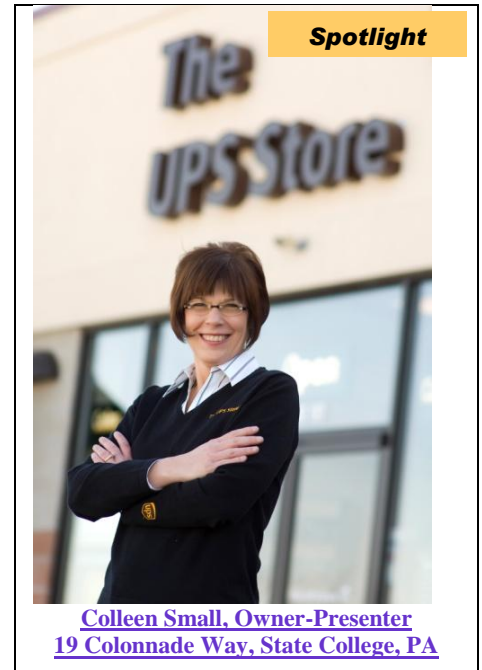
#### Beyond the Basics Workshops

- Tuesday, April 19 **The UPS Store Workshop**
- Wednesday, May 18 **Successful Presentations:** Develop and create more business opportunities by successfully presenting your vision, mission, and business strategies to customers, clients, partners, and investors.

This workshop will be presented by [Bennett Hoffman](#), Lead Instructor & Facilitator for [TeamWorks, Inc.](#), a training and development organization that specializes in Leadership Development, Organizational Development, Team Development, Customer Service Training and Process Improvement.

- Tuesday, June 21 **Women Entrepreneurship**

Full spectrum workshop lead by Bernadette Barth, Licensed Civil Engineer and former Production Administrator for the Ohio Department of Transportation and Minority and Female Business Development officer.



## **Free Business Advertising! — what are you waiting for?**

**Take advantage of SCORE CPA's Business Resource Directory. Complete the on-line survey to make your business service known and available to SCORE CPA clients. To participate, click on [Business Resource Directory](#).**

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### **Business Tip The Do's and Don'ts of Sales**

Some of us love selling, others hate it, but there is no doubt we all do it, and often. Whether it's prospecting, schmoozing or closing, sales are part of our everyday business life.

While it is difficult to say what the average entrepreneur needs to know about sales (as we are all at different levels), I think I can safely say that there are some mistakes that are fairly common and also fairly easy to avoid.

**Not listening closely enough:** When you go to the car lot and the salesman walks up, what is the first thing he or she does? Usually, it is to ask you some seemingly innocent questions: What are you looking for, how much do you have to spend and maybe even a bit about your family. It's not just small talk. These super-salespeople listen closely to your answers, knowing that doing so will help them find your sweet spot.

Look, of course sales is not about talking someone into something, that never works. Rather, it's about finding out what they want or need and then showing them that what you offer fits the bill. You find out what they need, and therefore what tack to take, by listening carefully.

**Excessive talking:** A corollary is that sometimes it's imperative that you show some self-control and stop yer yapping. People who love sales often are gregarious and garrulous, but that gets in the way when they like to hear the sound of their own voice more than that of their customers'.

Talking is good as it can create rapport and is used to explain key elements of your product, but talking too much not only can turn customers off, it prevents you from asking questions. When you are not talking, you are listening.

**Trying too hard:** Overselling, making grand pronouncements, using hyperbole and not trusting your product or pitch enough to leave the customer alone for a while make you look needy. No one likes needy people. It's like that boyfriend or girlfriend you once had who just couldn't leave you alone. You finally left them alone, right?

The same is true in sales. When you look, act or sound needy—or worse, desperate—potential customers are turned off. Trust yourself and your product enough to not oversell, and know when to back off. To bastardize a perfectly fine axiom: "When you love a customer, let him go. If he comes back, he's yours, if he doesn't, he never was yours in the first place."

**Not knowing when to push:** Whether it is helping the undecided to finally get off the fence or explaining to a prospect why they need to act now, you have to know when a gentle push can make a difference. If your push has their best interest in mind (rather than yours) it won't look like pushiness.

**Not asking for the sale:** Similarly, there comes a time to ask for the sale, to get a prospect to commit. Again, at the right time and for the right reason, it should be more welcome than threatening.

**Resting on your laurels:** There are three types of customers: New customers, existing customers and customers who are leaving for whatever reason. Too often, when things are good, we fail to replenish the stock because the customers we have are plentiful and bountiful. But sooner or later, existing customers become exiting customers, and if you haven't been prospecting and bringing in new customers, you will be in trouble.

By following these tips, not only will you make more sales, but you will also continue to create customers.

Article by Steve Strauss is an internationally recognized lawyer, columnist and speaker. He is the author of 15 books. Steve's business column, Ask an Expert, appears weekly on USA Today.com. Copyright 2009 Steven D. Strauss. Steve Strauss is <http://www.MrAllBiz.com>.

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