

How To Use Your Easy Sell Page™

Use Your Easy Sell Page in Several Different Ways to Get Maximum Results From Every Dollar in Your Budget

The Perfect Sales Call

Imagine you're a sales rep and you have a territory of accounts. You get around to them on a regular basis, but, every once in a while you have urgent news about a new product or a special promotion and you want them all to get the word as soon as possible. Your artist has created a new product brochure and a nice flyer with the introductory promotion. Without printing anything, you can use the artist's PDF files to update your Easy Sell Page with this new information. Now, you can start making sales calls. Instead of playing telephone tag with your accounts, you can use a phone tactic that goes something like this:

Receptionist: "Smith Distributing."

You: "Hi. This is Stuart Campbell with Valley Garden Products. May I be connected with John Baker's voice mail?"

Receptionist: "He's here. Would you like to speak with him?"

You: "No... that's okay. I just need to leave him a quick message."

Receptionist: "Okay... here you go."

You: "Hello, John. This is Stuart Campbell. I'm calling to make sure you receive all the information on the new product we've been talking about. We're quite excited about it because it includes all the improvements customers have been requesting. To get all the information, go to ValleyGardenInfo.com. It's a single web page. At the top of the page is a two-minute product demonstration video. Right under that are links to our new product brochure and our introductory promotion. Feel free to send our domain name link to all of your dealer accounts. If they would like to have a DVD for in-store viewing, they can use the e-mail link to request it directly from us. Okay, John, that's it. Let me know if you have any questions. See you soon."

This entire phone call lasted about a minute. Even though you normally enjoy talking with John, neither one of you can take the time for that in the middle of the work day. You both have other fish to fry. Leaving this type of message will be a relief to John. Not only have you told him how to get all the information he needs, but you've provided him with a terrific sales tool. All he has to do to get the word out to his own dealer accounts is to send them the link to your ESP. You're fulfilling any DVD requests from his dealer accounts, so you're not creating any work for him. Also, if he needs to get feedback from anyone else in his company, all he has to do is send them the link, too. This is MUCH better than mailing around a bunch of paper. Anyone who needs hard copy can print it from their own computer.

How about a virtual sales call, instead of a phone call? You could have sent John and every other one of your accounts an e-mail with a link to your ESP, instead of leaving phone messages.

What if you also wanted to bundle your new product with some of your existing products? What if you had several other things your accounts should be aware of? Just add them to your Easy Sell Page and let each recipient choose for themselves how much they want to see. Once they're on your ESP, it's so easy for them to take a peek. The marginal cost of adding almost any amount of additional information on your ESP is nearly zero.

The Perfect Absentee Sales Call

What if one of your accounts calls you and you're out of the office or on another line? Your outgoing voice mail message could say something like this...

"This is Stuart Campbell. Sorry I missed you, but I have some great news. We've released the new product everyone has been waiting for. Go to ValleyGardenInfo.com to watch our two-minute product demonstration video. It's right at the top of the page. Click on the link just under the video to download our full color brochure and our irresistible introductory offer. Here comes the beep if you'd like to leave me a message. Thanks for calling."

How simple is that? You're not even there and you're being productive. In each of these scenarios you've let your audience know that you're not sending them on an online Easter Egg hunt for the information they need. You've given them an easy-to-remember domain name to a single page and let them know that what they're looking for is right at the top. There can be a lot more information on your Easy Sell Page, of course, but the items you're sending them to see should be right at the top. Always let them know how quick and easy it's going to be for them to get what they need because no one likes being dumped onto a full company website.

If you want them to see something farther down your Easy Sell Page, put some sort of easy-to-see marker there. For example, you could say something like this, "Read the test report from our consulting engineer. The link is about halfway down the page. Look for the big green dot on the left side." This is all part of making doing business with you simple and easy.

The 24/7 Virtual Trade Show Booth

You know exhibiting at a trade show is expensive and involves a lot of work. Why not use your ESP to get the maximum possible return on your investment. Getting and keeping the attention of show attendees is nearly impossible, yet you're spending a ton of money attempting to do just that. The typical attendee has already forgotten you by the time they reach the end of the aisle, so how do you get back in front of them after they return home and get buried in crisis management? The answer is to use your Easy Sell Page as a 24/7 virtual trade show booth.

Here's how: While you're at the show, take several good photographs of your booth and put the best one at the top of your ESP to remind them of who you are. Under that, put the same information on the page that you had in your booth. It could be the same video you were running in your booth, the same sales literature, etc. Now, send them a post card, a letter or even an e-mail message pointing them to your virtual booth. Make them an irresistible offer to motivate them even more. After all, they were interested in you during the show because they gave you

their contact information. Now is the time to give yourself the best possible odds of converting them into a customer. None of your competitors will be doing this. You'll be the only exhibitor at the show with follow up this good.

Leave your virtual ESP booth up all year long. We can include terms that will help the search engines find your page when people search on information from the show. If you choose to skip a show, purchase a list of attendees and send them to your booth page anyway. They don't care if you were actually there if what you're offering is what they need. Compare the cost of that to actually exhibiting at the show. It may not be as good as actually being at the show, but the bang for the buck is very good nonetheless.

The Daily Deal

Want to attract some attention? Imagine using your ESP to offer a different hot deal every single day! Create an ESP with your company name and logo at the top then place a link to a page that describes your hot deal of the day. It's so easy. You can even write your deal down on a piece of paper with a felt tip, scan it then display it on your page. No one cares about it being pretty if the deal is good enough. Tell them they have to print the page, write their information on it then fax it back to you before midnight to get the deal... something like that. You can run contests and offer puzzles, too. You can even have fun facts or the joke of the day... anything that'll get them to come back to take a look.

After a short period of time, you'll have everyone trained to go to ValleyGardenDeals.com to see what's cookin'. Of course, lots of other stuff can be there, too, but your hot deal should be right at the top. What's it worth to have an online page that A LOT of people in your target audience go to every day just to see what's there? Let word of mouth work its magic and you'll have something of great value that costs you next to nothing. Only lack of imagination can hold you back.

Testing... 123...

Let's say you're planning a substantial direct mail post card campaign and, before spending a lot of money on printing and postage, you want to test a couple different headlines that your copy writers have created. After all, you want the maximum possible return on every dollar going into this project.

Since the call to action on the post card will be to direct people to your Easy Sell Page to learn more, tabulating responses to each headline will be straight forward. Here's what you do. Create two identical Easy Sell Pages but with different domain names. For example, one domain name could be ValleyGardenOffer.com and the other could be ValleyGargenDeal.com. This is a standard A/B test. Print half of your post cards with one domain name the other half with the other domain name.

It's almost impossible to predict how a target audience will respond to any test. However, there is one guaranteed result: In this example one headline will outperform the other. Doesn't it make a ton of sense to have your audience tell you which one works best? And the marginal cost of obtaining this vital information is virtually nothing.

You can use two or more ESPs to test many different things. For example you can test a radio ad against a newspaper ad; you can test different offers; you can test a long sales letter against a short letter; you can test one type of envelop against another, etc. Here's the beauty of testing: When you know what works and what doesn't you can allocate your resources accordingly. Ramp up spending on what works and drop what doesn't work like a hot potato.

And, here's another huge benefit of testing. It's almost a sure thing that your competition won't do it. Even people who know that testing is always good rarely do it. So, if you go to the trouble of running simple tests, your ROI will go up along with your market share.

Summary

Your Easy Sell Page should be the second half of every ad you run. Everything from your business card to your answering machine, to direct mail, radio ads, newspaper ads, etc. should point only to your Easy Sell Page. Advertising space and time are far too expensive to lay out your entire sales pitch. In fact, trying to sell almost anything in an ad is too much to expect. Instead, use each ad to offer something of value or vital importance to you audience then steer them to your ESP to collect it. Let your Easy Sell Page do the heavy lifting by having you whole story there. Unlike expensive advertising space, marginal capacity on your Easy Sell Page is nearly free, so leverage that to your maximum advantage.