

Direct Selling:
LIFE EXTENSION'S
Marketing Coups

HOW TO PITCH YOUR PLAN TO INVESTORS

SUCCESS

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The Complete
Guide to
Marketing
And

Selling

8TH
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Selling

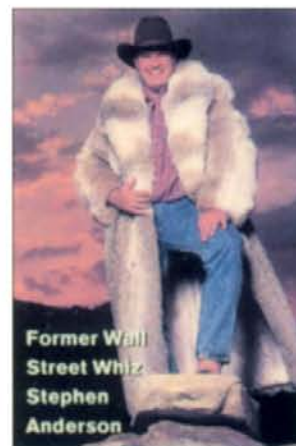
Sales Arsenal

From the front lines of selling, we present the latest techniques to maximize your effectiveness. Add firepower to your arsenal — and close those sales!

Cold-Call Cowboy Ropes in the Sales

STEPHEN ANDERSON WAS PULLING IN \$1 MILLION A year in cold-call commissions. To distinguish himself from the pack, the Wall Street stockbroker developed an audio business card and started producing them for his friends. When professional clients began asking for the cards to market their own services, Anderson knew he was onto something big. In 1989, the Palm Desert, Calif., resident moved into the audio-card business, and last year his company had \$10 million in sales. His customers range from stockbrokers to plastic surgeons.

"It's not the tape that sells. It's the image that the package creates," says Anderson. "It shows that you're serious." The tapes sell for \$27.95 each for a minimum order of 100 units.



Former Wall Street Whiz Stephen Anderson

Each audio card carries a customized message from the salesperson, a question-and-answer session, and, on side B, testimonials from top clients. "If they listen to the B side, you've got a sale," says Anderson. The package, with the

salesperson's picture on the front and an introductory letter inside, is about the size of a videocassette tape. Anderson swears it's so distinctive that even customers drowning in junk mail will give it a listen.

"The way you're received when you call back after the prospect has heard your tape is night and day compared with the way he took your first call," he says. □