

## Simply Better Selling

Put 25 years of proven and innovative strategic and tactical selling experience to work on your revenue generating challenges immediately.

- ✓ **Copywriting / Sales Letters**
- ✓ **Sales Strategy Consulting**
- ✓ **Sales Campaign Design**
- ✓ **Sales Presentation Consulting**
- ✓ **Sales Coaching**
- ✓ **Audio-Video Scripting**
- ✓ **Marketing Strategy Consulting**
- ✓ **Product Development Consulting**
- ✓ **Publicity- Print/Audio/TV/Web**
- ✓ **Ad Copy- Print/Audio/TV/Web**
- ✓ **Interim Sales Team Management**
- ✓ **Web Strategy Consulting**

Keep reading to see what's in it for you.



Ask Yourself, "What Can I Do Better Today Than I Did Yesterday..."

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## My Sales Hero, LLC

Consulting / Copywriting



For Simply Better Selling  
Be The Hero

**www.mysaleshero.net**  
**(732) 417 – 0680**



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Expert Author

## Are you completely satisfied with your sales results?

Do you ever use sales consultants or freelance copywriters? How would you benefit from a new and fresh perspective?

**Consider this offer to discover** and implement effective ways to acquire qualified prospects and to convert those prospects into customers.

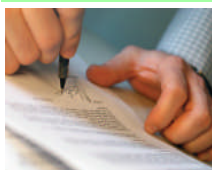
**Selling and marketing is creating awareness** and capturing interest, identifying needs and satisfying desires by crafting descriptions of benefits and features and stories of results to help the buyer clearly see the personal and corporate advantage of doing business with you and helps him paint himself into a picture with you as his service provider.

**Seeing things from the buyer's point of view** and helping the buyer connect the dots back to your product or service in a way that makes the buying decision easier... and gives him, her, and them a reason take action is my specialty—my area of expertise.

**The one simple truth** to maintaining and growing your customer base, increasing your sales revenue, and protecting your profit margin is to be the hero for your customer.

**Tights and cape are optional.**

## Revenue Building Focus



### Copywriting and Presentations

Deliver your message in a compelling story focused on the results your solution has for

your prospect and customer, giving him, her, or them, a reason to take action.

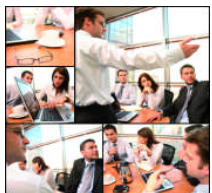
A well-told story helps your customer picture himself using your solution, establishing you as the expert, and creating trust and credibility, helping your customer to support and defend his decision to do business with you.



### Consulting

Get an honest, hard look at what you are doing today, and walk away knowing what you can, or should do differently

to maximize your revenue generating efforts to see the greatest return on your sales organization investment.



### Training and Coaching

Give your managers and employees the critical on-going training they need for prospecting, selling, presenting, white-

boarding, negotiating, and closing.

Sales coaching, customized to fit your needs for effective strategies and techniques that can include cold calling, discovery, discussion, agenda setting, qualifying, negotiating, and closing to build trust and sell more effectively.

## Public Speaking – Writing & Coaching

Give your audience engaging stories, information, food-For-thought, and calls-to-action that support your agenda.



## The Bottom Line?

Refine existing messages, stories, and presentations, or find new ways to present your company and product that has your prospects and customers thanking you and making decisions in your favor.

**Be the Hero.**

## What are you waiting for?

- ✓ Create the right message for the right audience the right way,
- ✓ Tell the kind of story that moves your audience to action,
- ✓ Balance enthusiasm with establishing trust,
- ✓ Craft a sequence of events that leads prospects comfortably down the decision-making path.

**Call (732) 417-0680** or email [salesinfo@mysaleshero.net](mailto:salesinfo@mysaleshero.net) today to review your situation, discuss your options, and ask for your no risk, no obligation assessment.