

Simply Better Selling is...



Copywriting & 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, establishes you as the expert, creates trust and credibility, and helps your customer support and defend his decision to do business with you.



Consulting & Strategy

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 and see the greatest return on your sales organization investment.



Training & 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 process, multi-channel strategies, cold calling, discovery, discussion, agenda setting, qualifying, negotiating, and closing to build trust and sell more effectively.

www.mysaleshero.net (732) 417 - 0680

Revenue Building Focus

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

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

Capture interest, identify needs, and satisfy desires with compelling descriptions of benefits and features, and stories of results that help your buyer paint himself into a picture with you as his service provider, clearly seeing the personal or corporate advantage of spending his money with you.

My Specialty is helping your buyer connect the dots back to your product or service in a way that makes the buying decision easier... and gives him, her, or them a reason take action and...

Makes you the Hero.

Tights and cape are optional.

www.mysaleshero.net (732) 417 - 0680

My Sales Hero, LLC

Consulting & Copywriting
Business Marketing
Sales Coaching

For Simply Better Selling
Be The Hero

www.mysaleshero.net
(732) 417 - 0680



"Mark, The letter was fantastic! What a great way to introduce myself!! Thank you so much!!"

-E.A., Long Beach Island, NY

"Wow, Mark. On layout, I like a lot of your suggestions. Your editing of the text is awesome -- you were able to distill a lot out. Frankly, I was sick of reading my own writing, so this is really helpful. Thank you!!"

-L.B., Silver Spring, MD

Don't Ask What My Sales Hero Does...

The challenge I asked Mark, My Sales Hero to help with was...
"To come up with a small yellow pages ad that attracts shoppers and gets them to call. To modify the content on my web site so shoppers call and become patients - conversion numbers need to increase markedly from what we currently get in the new site."

I asked Mark, My Sales Hero to...
"Design a simple ad; come up with a better way of converting people to patients."

I expected Mark, My Sales Hero to
"Design an ad, change some verbiage on the site."

Is that really all you want...? Really?



Ask What My Sales Hero Does For You.

What Mark, My Sales Hero gave me was a "Great ad with a great elevator pitch for yellow pages, great campaign to move forward with which is not just about the web site, but about the entire image concept."

"Great Campaign."
"Terrific Ideas."
"Worth Thousands."

How do you feel about what you received? "Terrific ideas I could not come up with myself, an out of the box vision for future marketing for the entire practice and my reputation."

Please describe the value to you:
"Right now, the ideas are great. If they translate into something bigger than the whole, it is worth thousands."

How Is It Working With MSH?

Please describe your experience working with Mark, My Sales Hero.
"Willing to learn, explore and research, smart insight I do not have myself."

Would you ask Mark, My Sales Hero to help you again? For what kinds of projects?

"Yes, in finishing my book and marketing it and tying it into the rest of the concept, for bigger ideas with implementation based on what is being designed so far."

---Charschan Chiropractic and Sports Injury Associates
490 Georges Rd No Brunswick NJ
1281 Raritan Rd Scotch Plains NJ

Increasing your leads, sales and revenue is a click or call away:

mark@mysaleshero.net
(732) 417- 0680