

Simply Better Selling is...

Putting 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**

The Bottom Line?

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

Be the Hero.

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



Are Your Sales Results

Where You Want Them?

How would you benefit from a new and fresh perspective?

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

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.

Making you the Hero is my job.

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

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

---Charschan Chiropractic and
Sports Injury Associates
Read More Inside

Simply Better Selling is...

The challenge I asked 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 expected My Sales Hero to “Design an ad, change some verbiage on the site.”

What My Sales Hero gave me was...

“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.”

Revenue Building Focus



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, 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 & 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 to 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.

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 mark@mysaleshero.net today to review your situation, discuss your options, and ask for your no risk, no obligation assessment.

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