

Simply Better Selling?

Consider a 20 year veteran of sales and freelance copywriter to help you:

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

Ask yourself, "Am I completely satisfied with my sales and marketing effort?"

Then imagine what a new and fresh perspective can do for you.

Look inside to get an idea.



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

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My Sales Hero, LLC

Consulting / Copywriting

Product and Service Description



For Simply Better Selling
Be The Hero

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Copywriting Print/ Email / Web / Blog

Print Lead Generation Letters, Sales Letters and Case Studies- Persuasive, informative, and educational-- deliver your message in a compelling results story focusing on the results and impact of solution's benefits and features on your prospect giving him, or her, a reason to take action.

Whitepapers - Establish you as the expert. Create trust and credibility with your prospects and customers and help them support and defend their decision to do business with you.

Ad & Catalog - Grab attention with compelling headlines, convincing copy, and calls-to-action that has your customer picking up the phone and making a purchase.

Audio-Video Scripting - Compelling Script Copy and Storyboarding that paints your prospect in a picture solving his problem with your product or service.

Standalone Sales email - Equivalent of one- to four-pages of print sales copy.

Web Sales Page - A sales page is nothing if it isn't getting results. Make your product description page to full-blown 20-page equivalent sales letter work for you.

Web Subscription/ Opt-in Page - "The money is in the list." This is a critical part of building your list to create a relationship with your target customer.

E-Letters - Stay connected and build a trusting relationship by sending regular personal emails from you to your prospect or customer that includes a link and subtle call-to-action but does not directly sell your products or services.

Sales Training - Customized one- or two-day group training including general audience presentation and breakout sessions where you walk away with actionable ideas and solutions.

Consulting

Sales Presentation Consulting - Whether you

want to refine existing presentations or find new ways to present your company and product that has your prospects thanking you and making decisions in your favor.

Sales Coaching - Sales coaching, customized to fit your needs, on effective strategies and techniques for building trust and selling more effectively that includes cold calls, discovery, discussion, agenda setting, negotiating and closing.

Sales Material / Presentation Critique - Wake up the tired or failing sales and marketing material you use to get the results you need.

Sales Strategy Consulting - An honest, hard look at what you are doing today, and what you can, or should do differently to maximize your revenue generating efforts and realize the greatest return on your sales organization investment.

Marketing Strategy / Web Strategy Consulting - Add revenue generating value to the sales process. Does your marketing material really support sales? Are you using a comprehensive strategy that involves all the tools available to you today for advertising, branding and successful sales cycles?

Premium On-Demand Sales Consulting - Trusted Advisor Access. Simply pick up the phone and get the help you need anytime by dialing my personal cell phone number.

Product Development Consulting - Find the hidden treasures in your business— Discover easy opportunities and how to monetize them to generate alternative revenue streams and additional cash flow with minimal effort.

Public Speaking & Speech Writing

Public Speaking - Have someone who can speak on a variety of topics pump up your audience engaging your audience with entertaining stories, information, food-for thought, and calls-to-action that support your agenda within your budget?

Public Speaking Coaching - Be a better public

speaker. Is public speaking something new to you and becoming a bigger part of your career track and critical to your success?

Studies show 80% of a speech's effectiveness is in the delivery.

Whether or not you read your material directly from paper, use note cards, or speak from memory... You can be a better speaker.

Speech Writing - Have your next speech hit home for your audience and make it something they talk about for years to come.



What are you waiting for?

For your no cost, no risk, no obligation project assessment call (732) 417 - 0680 or email

salesinfo@mysaleshero.net

Many services can be quoted in a flexible fee pricing model to minimize risk and maximize cost effectiveness.

*Do you have an existing fee for service policy and guideline?
Let us know!*