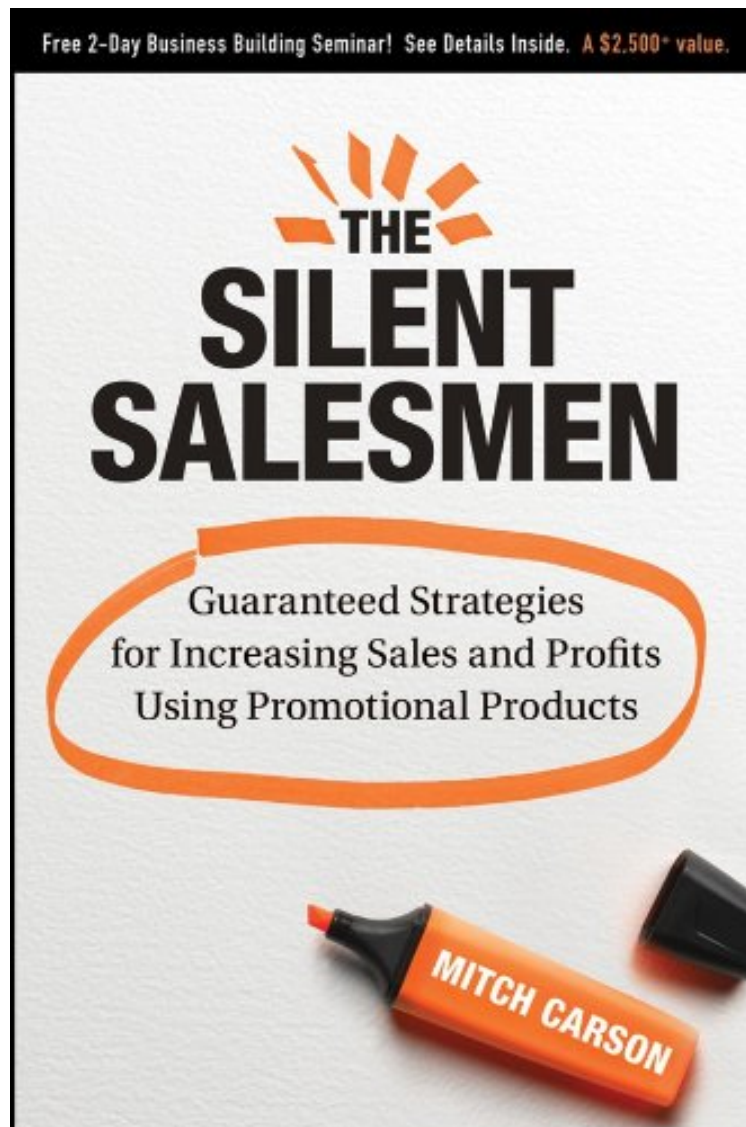


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The Silent Salesmen: Guaranteed Strategies for Increasing Sales and Profits Using Promotional Products

Mitch Carson

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Mitch Carson : The Silent Salesmen: Guaranteed Strategies for Increasing Sales and Profits Using Promotional Products before purchasing it in order to gage whether or not it would be worth my time, and all praised The Silent Salesmen: Guaranteed Strategies for Increasing Sales and Profits Using Promotional Products:

1 of 1 people found the following review helpful. This book has been one of two essentials that have sat on my desk for the last year and a half...By Michelle...the other one being "Breakthrough Advertising" by Eugene Schwartz. Full

of unique strategies that today's marketers tend to overlook, *The Silent Salesmen* (or women) is an excellent way to stand out among a plethora of online pitches. In addition to great strategies, this is also a workbook. It's full of "fill in the blank" style exercises that are designed to jumpstart your business mind in new directions. The author obviously has a ton of experience in direct mail, promotional products, tradeshow, etc. ... This book has definitely helped my business. It's a time tested, proven approach toward marketing that is often overlooked in today's digital world. 1 of 1 people found the following review helpful. 5 Stars and 2 Thumbs UP! By Jocelyn Jones Mitch Carson has written a no nonsense step by step guide that anyone who currently has their own business or is interested in starting a business can follow and have success. The only way you won't be successful is if you let this become a "shelf help" book. Dig into it, follow the instructions, take ACTION and actually do the exercises. Chapter 9 is especially helpful with getting an idea for where you currently are in your business and the steps you need to take to get to where you want to go. 5 Stars and 2 Thumbs Up! 1 of 1 people found the following review helpful. If you're looking for an edge; you found it. By Amy Gibson Mitch brings a clear understanding of how to determine your strengths and weaknesses and what it takes to truly reach your optimum level of success in very simple relative terms. His inspiring marketing tools and numerous "secrets" are an entrepreneur's dream as he walks you through every step from getting to know your customer, growing the relationship, and deciphering the powerful ways to dissect and conquer your marketplace. For any professional wanting to take their business to the next level and looking for an "edge", *The Silent Salesman* will assuredly help you get there.

How to create a successful promotional product campaign for any business According to award-winning direct marketer Mitch Carson, business owners and marketers should understand the value of using promotional items for business growth, and how to create successful promotional product campaigns. In *The Silent Salesmen*, Carson introduces his proven, simple promotional product strategies that are guaranteed to increase sales and profits. Business owners and marketers will discover step-by-step tips on how to develop and implement a versatile marketing plan that encompasses ready-to-use samples of sales materials paired with unique and memorable promotional products. Combined, these tools will make for an extremely effective (and profitable) marketing message.

From the Inside Flap The effectiveness of promotional products is well documented. Research shows that customers—both new and old—who receive promotional products return sooner and reorder more quickly and more frequently than those who receive no promotional incentives. And because the products are useful to and appreciated by the recipients, they are retained and used, repeating the imprinted message many times—like silent salesmen—without added cost to the advertiser. In *The Silent Salesmen*, direct marketing expert Mitch Carson introduces proven, simple promotional product strategies guaranteed to increase sales and profits. Carson's comprehensive study of sales promotion will help you develop a personalized program for a variety of objectives. He provides step-by-step advice on developing your own marketing plan and a comprehensive advertising campaign for any budget. He also offers his expertise on trade shows and reveals how to maximize your participation and use promotional products to enhance your image in your community. He shares his personal collection of trusted resources to eliminate all the guesswork in putting your plan into action. In addition, Carson offers a wealth of real-life success stories about how the creative use of promotional products dramatically impacted the bottom lines of companies both large and small. *The Silent Salesmen* promises to transform the way businesses promote their services and improve their bottom lines—whether they are owner-run microbusinesses, mom-and-pop retail outlets, local service providers, or even independent salespeople. Whether you're looking for a way to use promotional products to motivate your staff, generate more business, encourage customer referrals, increase trade-show traffic, introduce a new product, or support your community, *The Silent Salesmen* will show you how.

From the Back Cover Praise for *The Silent Salesmen* "More sales. More customers. More profits. That's what our 700+ consultants help their clients achieve. How do they do it? It's simple. They rely heavily on Mitch Carson's *The Silent Salesmen*. The result is more than \$3 billion in additional sales and profits. We use these strategies every day on every type of business you can name. They work for us and they can work for you too." —MARTIN HOWEY, CEO, TopLine Business Solutions "The content will easily triple your marketing's results. Buy it now." —STEVE CLAUSON, CEO, Assault Marketing "I have used Mitch Carson's *The Silent Salesmen* strategies for more than 200 of my clients. The ideas and techniques have worked better than any other combination to date." —LYNN SARKANY, CEO, Marketfinders "If you are looking to shake up your world and expose yourself, then look no further than *The Silent Salesmen*. You will profit and enjoy your life." —JOEL BAUER, coauthor of *How to Persuade People Who Don't Want to Be Persuaded* and *Gravitational Marketing* "Mitch Carson is a man you want in your Rolodex. He can get your mail opened and acted on." —Jimmy Vee and Travis Miller, coauthors of *Gravitational Marketing* "Mitch Carson is the guy you need. When you energize, you get recognized." —Mark Victor Hansen, coauthor of *Chicken Soup for the Soul*

About the Author Mitch Carson is an award-winning direct marketer, consultant, author, and columnist. He operates Impact Products and runs the Black Belt Direct Marketing program. Carson's product ideas and techniques have earned him numerous spots on QVC and Home Shopping Network, along with features on Fox News and

Reuters worldwide. Impact Products has developed programs for such clients as Apex Fitness Group, National Academy of Sports Medicine, General Services Administration (GSA), and a variety of restaurants, retail operations, and professional practices. For more information, please visit www.MitchCarson.com.