



## The Art of The Offer

The sales industry has changed. The sales professional will only be successful by building a business based on integrity, hard work and an understanding of business relationships. ~ *The Niche Report* - Nov. 2008

Clearly the sales industry has changed – the big question is **how are you going to change** in order to thrive in this new world? It is a new year, which means perhaps it is time for a new strategy.

### It's All About The Offer

The economy is currently the world's craziest roller coaster ride, folks are losing their jobs and people's wallets are tight. However, that doesn't mean that there isn't business out there for you. People are STILL buying, selling and refinancing homes. People will ALWAYS need insurance – and their needs are constantly changing. Point is there are people that need you right now. Your challenge (should you chose to accept it) is to find those people! How you ask?

You must offer something to get people to raise their hand in interest. Something they will find beneficial to their situation. Anything FREE is appealing right now – so offer it!

- **FREE Credit Report.** Credit scores are so important these days and most folks don't know the first thing about how to read their credit report. Offer a free report and complimentary review to get people contacting you. Once you get their interest, it will be easier to build trust and then eventually close a sale.
- **Win a Gift Card.** This offer is two-fold. If you want to clean up your database with new and updated information, this offer is perfect! Simply send a request for their new information to be sent to you via email, and enter those who respond into a drawing for a FREE Gift Card. You benefit by getting updated contact information, they benefit by getting the chance to win a Free Gift Card!
- **FREE Comps.** People are always curious about how much the house down the street sold for. The average person can't easily get access to this information - so offer it to your prospects for FREE! People jump into the market when the time is right for them; be the professional they turn to when they take that next step.
- **FREE Brochure.** In today's marketplace, you aren't "cool" unless you are an educated consumer. Most folks want to know as much as possible about a product or service especially when it is a large purchase, or concerns things that will affect their monthly budgets (like insurance premium costs). Brochures are a great way to give people the information they crave while building a trusting relationship with them along the way. Offer a Free Brochure and track how many people contact you in interest to receive one. Suddenly you have a list of 'warm leads' rather than cold ones.

#### Check out Special Offer Postcard Backs for your industry:

- [Mortgage Special Offers](#)
- [Real Estate Special Offers](#)
- [Insurance Special Offers](#)
- [General Special Offers](#)

### Don't Wait to Make an Offer!

Companies all over are experimenting with special offers right now – and most are seeing great success. It doesn't matter what industry you are in either. Restaurants are offering discount coupons to get new and repeat clients in the door, housecleaning businesses are throwing in a free week of service with the purchase of a monthly program, financial advisors are offering free consultations. Get my drift? Find the right offer that makes sense for your bottom line and for you, your clients or your prospects and **get started ASAP!**



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