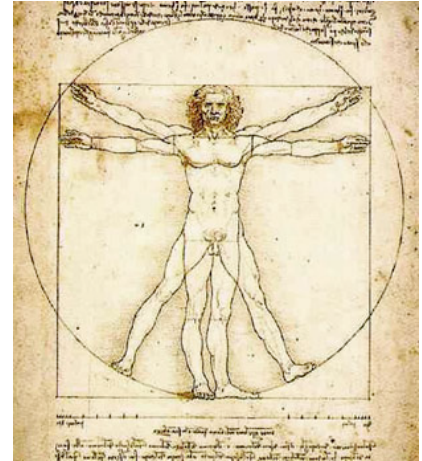


The Sales Whisperer® Selling System™



Get attention, by paying attention!

Our firm delivers comprehensive, turnkey systems to attract and maintain the attention of your prospects throughout the entire buying cycle and convert them to customers for life.

How? By adeptly combining the art and the science of staying connected.

The Sales Whisperer® Selling System™ is the intersection of strategy, process, content, technology, sales and marketing for your firm.

- Sales and marketing strategy
- Logo and corporate identity
- List building
- Websites and micro sites
- Search engine optimization
- Keyword driven content construction
- Pay per click
- Social media
- Email and text messaging marketing
- Direct mail
- Customer relationship management systems
- Business Intelligence

www.thesaleswhisperer.com

Content Construction

"Enter the conversation going on in the mind of your prospect." ~ Collier

Content is KING. If your organization makes the investment to build and maintain a website, craft new messaging, automate your marketing, leverage social media, communicate with digital direct messaging, utilize email marketing and you don't address content, your investment will be weaker than you desire and need it to be.

Automated crap is,...well, automated crap.

Your content must:

- **Pierce the noise:**
 - Shock "Broca's area."
 - Activate the reticular activator.
- **Be Keyword Centric:** use the words your prospects use.
- **Be Integrated** across all mediums: email, text, website, social media, fax, brochures, direct mail, broadcast messaging, etc.
- **Be Concise:** Your prospects are ADD. Accept it.

The Sales Whisperer® experts specialize in content that connects. Our team will deliver a content strategy that increases the value of all of your communications.

www.thesaleswhisperer.com

Generate Site Traffic

Are you just talking to yourself?

It does you no good to build a better mousetrap if no one can find your store. Success in attracting traffic and converting is a complex combination of:

- Search Engine Optimization (SEO)
- Website architecture
- Keyword content that draws traffic and converts
- Effective landing pages and focal points on your sites
- Pay Per Click (PPC) management
- Brand monitoring response
- Social media traffic and influence

Our team will design a complete solution that will take the mystery and guess work and wasted time and money out of generating internet traffic and let you focus on **filling your bank account!**

www.thesaleswhisperer.com

Websites That Sell

Convert Browsers Into Buyers

Now that you have traffic to your site, does the site actively, efficiently and effectively sell for you? How easy is it to change your site, and are you forced to call a developer every time you want to make a change? Allow us change the rules of the game in your favor.

Our website solutions leverage Content Management Systems (CMS) that allow you to self administer your site any time you choose. Our content strategies turn your website into a **selling machine** that never sleeps, requires no food or water and will **never show up late and hungover** for work. Additional features include:

- Search Engine Optimized (**SEO**) architecture
- Online **social media** integration
- Easy to use administration tools
- Quick assembly, fast to the market
- Keyword content strategy
- Full multi-media capabilities
- **Blog** integration
- Website traffic through network influence
- Integration into Customer Relationship Management (**CRM**)

www.thesaleswhisperer.com

Logos, Branding, Identity

Ready for a new look?

Beauty may only be skin deep but it's how your website is judged. Now that your content is fresh, your traffic is growing, your sales processes are efficient and your site is converting, let's make sure your visitors stick around long enough to get to know you by freshening up your company logo.

Our skilled creative team has **oodles** of experience in helping companies tell the world who they are, what they do and what they stand for in the blink of the eye. We'll also provide identity elements you can incorporate in all of your communication pieces from business cards to vehicle wraps, brochures to banners, emails to direct mail and everything in between.

Put our team to work for you and we will provide:

- **Logos**
- Design elements for all mediums
- Rapid turnaround
- Designers that listen
- **Identity** that works across all media platforms
- **Taglines** and **slogans** that are keyword driven
- Identity that hits the reticular activator, shocks **Broca** and gets noticed and remembered.

www.thesaleswhisperer.com

List Building

Finding the Prospects That Are Looking For You!

Mixing "**Hopium**" with "**spray and pray**" is not the way to build your business. Stop the wasteful madness of old school marketing methods. Deliver your message to those that are most receptive to it. But where do you get the targeted audience you need to convert them to customers?

Our data experts will help you build the right lists based on any **demographic** and segmentation. We have been gathering lists and cleaning data for decades so we know where to find the people you need in any section of the country, in any industry, by any title. Our list sources include:

- Commercial list providers
- Government
- Associations
- Social media
- Public records
- **Wiki's**
- Many others

Put us to work finding your best targeted prospects you need to grow your business today.

www.thesaleswhisperer.com

Social Media

Leveraging the Power of Networks

Social media is HOT! But how do you monetize something that is really nothing more than the automation of networking? It can be done, but do you have time to mess around trying to figure out how?

You need to make money while your competition bumbles around in social media and never figures out how to do it correctly. We offer a complete Social Media Membership that includes strategy, process, content and technology:

- Social media presence build out on the appropriate sites for your business.
- List building and audience acquisition automation
- Keyword content strategy
- Automated participation
- Affiliate marketing
- Website traffic through network influence
- Integration into Customer Relationship Management system



www.thesaleswhisperer.com

Targeted Outbound Electronic Communication

The digital age provides many ways to reach your target market. The first one to master them all wins! Our solutions provide you with the ability to orchestrate, conduct and measure all of your communication channels from a single hosted system accessed over the internet and include:

- Email
- Text messaging
- Social media direct messages
- Automated voice messaging
- Fax broadcast
- Podcast
- Video

Automating your digital communications costs fractions of traditional media and they provide immediate, measurable feedback. Let our team reduce your spend while increasing your effectiveness through outbound digital communication.

www.thesaleswhisperer.com

Sales & Marketing Strategy

Your prospects are attending buying and negotiation training. Are you prepared for them?

Sales and marketing strategies of just five years ago are no longer relevant because of the rapid change in technology and communications and the economy. The internet and mobile communications have permanently changed the landscape and how you should be marketing and approaching your prospects.

We have grown through this time of economic transition, and we can help you do the same and help you stay ahead of the pack. Let us help blend all of the above with:

- Sales scripts
 - * Outbound call
 - * Inbound calls
- Role-playing
 - * Over the phone selling
 - * Face to face selling
- Handling gatekeepers and receptionists
- Appointment setting
- Agenda setting
- Getting the order

www.thesaleswhisperer.com

Nurture / Drip Marketing

Stay in front of your prospects and clients without doing the tedious grunt work!

- 79% of all leads from a trade show end up buying from your competition because they are NOT followed up on!
- The average company loses 50% of its customers every 5 years.
- The cost of replacing customers costs 6-7 times more than the cost to keep them.
- A 5% increase in customer loyalty adds 20-80% to the bottom line!
- 82% of homeowners surveyed could not tell you the name of their Realtor® if they bought more than two years ago!
- 95% of your customers will purchase from a competitor on an impulse, despite your wonderful service!

Let our team help you implement and deliver your own customized nurture marketing campaign that is GUARANTEED to double your sales.

Say goodbye to "grunt work." Say hello to "big bucks."

www.thesaleswhisperer.com

Customer Relationship Management (CRM)

Processes Centered Around Prospects Lead to
Profits

Remember the old manilla folder tickler system and Rolodexes sitting on your desk? (I also remember rotary phones but I never OWNED one!)

Each area of your business from operations to finance to personnel has specialized programs and software for optimal performance. If your clients and prospects ARE your business, how are you managing them to ensure you get the most out of every sales and marketing dollar?

You can only go so far with cards wrapped in rubber bands and Excel spreadsheets and a Covey Day Planner!

The proper CRM combined with the proper business intelligence and processes will empower you to grow smarter and leave your competitors packing U-Haul boxes.

www.thesaleswhisperer.com

Call For Your Free Consultation

The First Step is The Most Important. Call Now!

To succeed at any or all of the above you must do just three (3) things:

- 1) **Don't change.** Remain curious and optimistic and hopeful that you can work smarter, work less, make more and grow your market share.
- 2) **Be coachable.** Listen and be open and honest with your goals and objectives and then hear the recommendations we will give you.
- 3) **Take action.** The purpose of information is to use it to make good decisions that direct clear and decisive action.

You've read this far for a reason. The next step is yours. Call Wes at **714.369.8004**, and take the next step toward taking control of your business and monetary success.

If you prefer email use wes@thesaleswhisperer.com to set a time to see if The Sales Whisperer® Selling System™ and Wes Schaeffer's approach are right for you. Do it now. Please.

www.thesaleswhisperer.com