

MAKE 1996 YOUR KNOCKOUT YEAR!

SellingPower®

SERVING THE SALES PROFESSION SINCE 1981

JANUARY/FEBRUARY 1996 • VOL. 16 NO. 1 • \$7.00

GEORGE FOREMAN KING OF THE COMEBACK

HOW TO OUTSELL BIG BUSINESS

WINNING SPORTS INCENTIVES

WHAT IT TAKES TO SUCCEED

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KNOW-HOW MEANS SAVINGS

▶ A new book titled *The Cheapest Way to Make Phone Calls, Send Faxes or Use the Internet* tells readers how to save on phone calls, faxes and the Internet. Here are just a few possibilities.

Soon we'll all have more than one choice for local phone service while long distance services will be almost unlimited. In addition, you'll be able to make long distance calls to anyone, anywhere, 24 hours a day for less than 13 cents a minute. Interstate long distance calls will cost just 3 cents a minute – even 8 cents a call. According to the book, other savings include the following:



- Send electronic mail via the Internet to anyone in the world with no long distance charges (even send faxes for free!).

- Earn free airtime by joining a cellular rewards program.

- Check out low per-call cellular rates versus charges for airtime used.

- Call your phone company to negotiate a keep-me-in-your-stable-of-customers rate.

- Ask your local phone company about Distinctive Ringing. (It gives you a second dedicated phone number without the extra charge for another phone line).

Call ValuAdded Services at 313/741-8913, e-mail davidb@a2.com, WWW: <http://www.cic.net/~davidb>.

Tech Talk Explained

▶ More computer jargon to dull your nerves and numb your temples. At least we let you in on the secret with meanings to compute by...

- **NOTEPAD:** A time-stamped text file attached to a client record. Upon completing a call, the salesperson writes a quick summary with a plan or action for the next visit (either in person or on the phone).

- **INTERNET MARKETING:** Capturing Internet leads via your desktop or laptop.

- **MARKETING ENCYCLOPEDIA:** A library of sales and marketing information salespeople can review or retrieve. Scan a sample

table of contents to pull specific proposals, charts, graphs, images or text files into a database to build customized reports or proposals.

- **OPPORTUNITY MANAGEMENT:** Salespeople assign a projected value to each prospect. For example, if a salesperson has four prospects with an order potential of \$3,000 and a sales potential of 25 percent, the salesperson is very likely to produce \$3,000 in sales. Software equipped with an opportunity management feature helps managers and salespeople predict sales revenues, product planning and inventory needs.

PRODUCT NOTES

SALES WEB SITE

Anyone interested in sales force automation can dial up a new Web site for free information: news, online shopping, strategic plans, technical support and much more all from Pentech Corporation of Atlanta, GA. Call 1-800-776-3482, or e-mail info@pentech.net, WWW: <http://www.pentech.net>.



VIRTUAL SHOWROOM



The cyberspace equivalent of a product showroom, the BTA Technology Showcase is a Web site that allows potential customers to receive fax-back marketing information, pricing, feature mix and competitive positioning, and apply for instant lease approval for as much as \$50,000 for selected products. Dealers can then provide customers with competitive bids. Call R.M. Dudley Corp., 415/697-1650 or e-mail info@rmdudley.com.

WIRELESS CARD

Reach Me! with the wireless business card software, a free giveaway for your prospects and customers. They install this handy wireless card on their PC and can instantly send full text messages to your pager. Call 1-800-804-8319, e-mail info@exmachina.com or WWW: www.exmachina.com.



INFOBYTE

At least 50,000 corporations now have Web sites that offer online shopping. This figure should skyrocket once secure transactions become the norm. Internet shoppers number 2.5 million for an online revenue of \$500 million. What's more, pundits predict online shopping revenue will reach \$7.2 billion by the year 2000.

SOURCE: DCI