



# 7 Old-Fashioned Sales Techniques that Work Wonders Online

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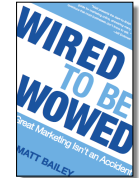
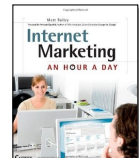
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# Sales



# Listen to your Customer





Reactions Social Tracking

Motivations Ad Buys

Trends Press Releases

Language Market Intelligence

# Keywords

PPC Bids

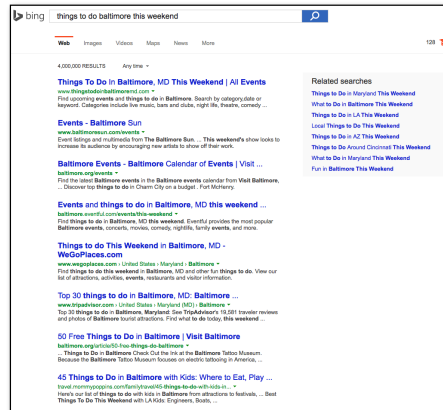
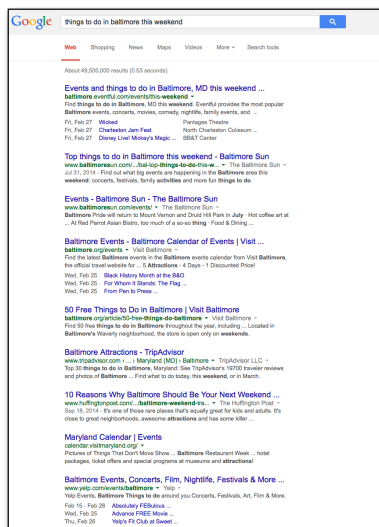
Brand Association Creative

Content Value Analytics

Rankings

Keywords	Alphabet Soup	Saved Lists	Search History	Search Analysis	Affiliate Programs	Brainstorm	
things to do in baltimore							
things to do in baltimore							
Keyword	Avg	Traffic	QSR	KQI	SEO	Domains	Related
things to do in baltimore	5772	982	Get QSR	Search			thing to baltimore md
fun things to do in baltimore	288	49	Get QSR	Search			thing baltimore
things to do in baltimore inner harbor	748	128	Get QSR	Search			attraction baltimore md
things to do in baltimore md	600	103	Get QSR	Search			baltimore inner harbor
thing to do in baltimore inner harbor	8	2	Get QSR	Search			baltimore sight seeing
thing to do in baltimore maryland	8	2	Get QSR	Search			baltimore harbor inner
thing to do in baltimore	120	21	Get QSR	Search			baltimore thing do
inner harbor baltimore md	415	71	Get QSR	Search			baltimore harbor attraction
things to do in baltimore maryland	842	144	Get QSR	Search			baltimore md attraction
things to do in baltimore	5772	982	Get QSR	Search			baltimore maryland attraction
things to do in baltimore this weekend	948	162	Get QSR	Search			baltimore inner harbor attraction
inner harbor baltimore	6010	1022	Get QSR	Search			baltimore md thing do
inner harbor baltimore maryland	220	36	Get QSR	Search			baltimore things do
our baltimore	104	18	Get QSR	Search			baltimore maryland thing do
ours baltimore	136	24	Get QSR	Search			baltimore maryland attractions
visit baltimore	704	120	Get QSR	Search			baltimore harbor attractions
attraction baltimore maryland	16	3	Get QSR	Search			things do baltim
see baltimore	82	14	Get QSR	Search			things to do when you're bored
do baltimore this weekend	341	58	Get QSR	Search			things to do when you are bored at home
do baltimore	486	83	Get QSR	Search			things to do when you are bored
baltimore inner harbor	3035	516	Get QSR	Search			things to do when you're bored
baltimore tours	217	37	Get QSR	Search			fun things to do when you are bored at home
baltimore attractions	2889	492	Get QSR	Search			things to do with children
baltimore harbor	5941	1010	Get QSR	Search			things to do in hawaii oahu
baltimore tripadvisor	100	17	Get QSR	Search			things do balt
baltimore maryland	6716	1142	Get QSR	Search			things to do in hawaii oahu
baltimore inner harbor attractions	867	148	Get QSR	Search			inner harbor attraction
baltimore	130368	23693	Get QSR	Search			things to do in oahu with kids
baltimore inner	136	24	Get QSR	Search			things to do in oahu when it rains
baltimore tourism	491	84	Get QSR	Search			things to do on maul

# Build Rapport



# Create the Need





Stocked UK: Currys PC World Currys digital John Lewis ASDA sainsbury international Brookstone MFI BOSS HUGO BOSS DODGE & ARA  
ASDA Sainsbury's Matala Foyles COMAGS MORRISONS halfords OfficeMax hp BatteriesPlus+ FUTURE SHOP

Recent Awards:





# Need or Motivation?



# Anticipate Objections

3



SeaWorld Orlando

Explore SeaWorld Plan Your Trip Begin Purchase Stay Connected

### Florida Visitors

#### Benefits of Online Purchase

- Adults at kid's prices with advance purchase on select tickets\*
- Unlimited admission throughout your vacation with any multi-park ticket\*
- 2nd visit free to SeaWorld with any single-day ticket\*
- Free round-trip transportation from Orlando to Busch Gardens on select multi-park tickets\*
- Print E-tickets at home for fast and convenient entry

\*See ticket details for more information

SEA WORLD VACATIONS LEARN MORE

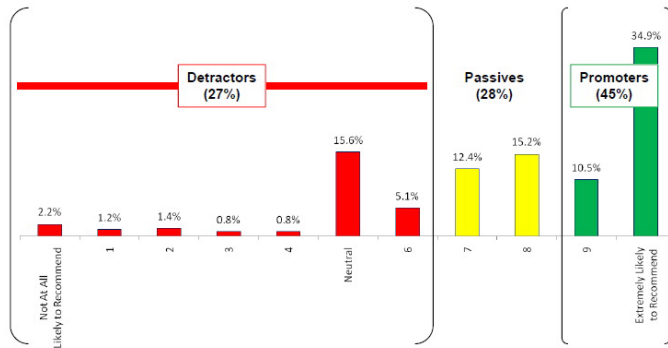
### Tickets

More Parks means More Value

		Retail Price	Best Value Online Price
<a href="#">1 Park</a>	<a href="#">details</a>	Adult \$78.95 Child \$68.95 <small>(child ages 3-9)</small>	Adult or Child \$68.95* <a href="#">begin purchase</a>
<a href="#">1 Park</a>	<a href="#">details</a>	Adult \$47.95 Child \$41.95 <small>(child ages 3-9)</small>	Adult or Child \$41.95* <a href="#">begin purchase</a>
<a href="#">2 Parks</a>	<a href="#">details</a>	Adult \$109.95 Child \$99.95 <small>(child ages 3-9)</small>	Adult or Child \$99.95* <a href="#">begin purchase</a>
<a href="#">2 Parks</a>	<a href="#">details</a>	Adult \$109.95 Child \$99.95 <small>(child ages 3-9)</small>	Adult or Child \$99.95* <a href="#">begin purchase</a>
<a href="#">3 Parks</a>	<a href="#">details</a>	Adult \$149.95 Child \$139.95 <small>(child ages 3-9)</small>	Adult or Child \$109.95* <a href="#">begin purchase</a>
<a href="#">Discovery Cove</a>	<a href="#">details</a>	Visitor Prices Starting at \$199.00 <a href="#">begin purchase</a>	
<a href="#">Discovery Cove Ultimate</a>	<a href="#">details</a>	Visitor Prices Starting at \$279.00	



**Q: How likely are you to recommend...?**



Each of the 3 Groups:  
*Promoters, Passives, Detractors*  
use very different language to describe the product.

**Promoters:**  
“Worth it!”

*“This is saying a lot - it is an expensive product, and I am by no measurement ‘well off’.*

*However, it is a matter of prioritizing what provides the most results and it does just that.”*

**Passives:**  
“Too Expensive”

*Product is good. Just a little bit expensive. Have had good results with it.*

**Detractors:**  
“Price-Feature Gap”

*I used for about an 8 month period. Discontinued because the minor results did not warrant the high cost of the product.*

# Findings

**Cost is #1 Objection**



## Response:

**Performance results overcomes price objections.**





# What Objections Do You Hear?



# Ask for the Sale



## HARVEST

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Harvest's interactive reporting interface allows you to drill down on just about everything so you can get more details when you want it.

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 Overnight guided tour and three attractions  
 starting at \$150 per person  
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 Welcome to Historic Deadwood, in the Black Hills of South Dakota, is an old mining town that's still as wild at heart as it was in the 1890s when the outlaws, gamblers and gunfighters ruled the streets. Today, the entire Black Hills' town is a National Historic Landmark and an ideal place to release your inner outlaw.

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 Planning a trip? Studying Old West history? Looking for lodging and restaurants? Then you need the Official Guide to Deadwood.  
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**LODGING AVAILABILITY**  
 From:  To:   
 Adults:  Children:   
[CHECK AVAILABILITY](#)

**CALENDAR OF EVENTS**  
 Summer Stage: The Philadelphia Story  
 07/05/10 - 07/11/10  
 An Adams Night under the Stars  
 07/05/10 - 07/09/10  
 Picnic on the Lawn: The History of the Boys of '78 Museum  
 07/23/10 - 07/23/10

- Home
- Things to Do
- Family Resources
- Blogs

**Top Free Educational Attractions**  
 Top Free Learning Experiences in OKC

**Calendar of OKC Family Events**  
 February 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Wed, Feb 25, 2015  
 8:00 AM FREE Red Star Studios Resident Exhibition  
 10:00 AM FREE Mother Goose Storytime at the Mustang Public Library  
 10:00 AM FREE Bringing Books to Life  
 11:00 AM FREE Lettuce at the Hippo House Class  
 12:00 PM Art Museum presented by the Arts Council of Oklahoma City

**Local Family Events**  
 Spring Break in OKC  
 Spring Break in OKC activities for families  
 Spring Break vacation keep your little ones at home and excited to see you when you come home. In addition, more family fun on our...

**Party Popcorn**  
 BY STEPHANIE CLINTON

**weekend picks**  
 Sign up now & have more family fun!

**Related Articles**

- Pumpkin Spice Molasses Cookie Recipe
- New & Improved Roasted Corn Recipe
- Sirloin Pineapple Kabobs
- Turkey Tenderloin with Orange and Cranberry
- Light Summer Pasta and Balsamic Marinated Chicken
- Watermelon Popsicles
- Banana Strawberry Smoothie Pops
- Tasty Teriyaki Tiafia
- Veggie and Chicken Stir Fry

**Popular Articles**

1. Best Moms of the Metro—Sarah Roberts
2. 5 Things to Do with Preschoolers in OKC in February
3. 10 Free Things to Do with Kids in February
4. The State of After-School Activities in OKC
5. 6 Great Places to Find Valentine's Day Treats
6. After-School Activity Resources List
7. 5 Things to Do with Teens in OKC in February

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What can we help you find?

MEN WOMEN SHOES CLEARANCE FACTORY

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What you'll receive:  
 Special Offers  
 Early special offers available only to our email subscribers.  
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 Month  Day  Year  ZIP   
 GENDER (OPTIONAL)  
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### Angle's List

Help us clean up your account and help your neighbors find the best health care Hi Stacey, Your family's health and...

Trouble viewing the images in this email? View it online Help your neighbors find the best health care Hi Stacey, Your family's health and...

April 28, 2014 2:12 PM

Hide Details

Inbox - SiteLogic Mail

Help us clean up your account and help your neighbors

Trouble viewing the images in this email? View it online

### Angie's list.

Help your neighbors find the best health care

Hi Stacey,

Your family's health and wellness is your top priority. The same is true for your neighbors — and they're interested in hearing more about the providers nearby.

Your health care is sensitive information. Reviewing on Angie's List is an excellent way to help out because it's private - meaning other members cannot see your personal information when you review.

[Start Your Review](#)

Review soon because your neighbors are searching for health providers. Join in and lend a helping hand by reviewing your doctor, dentist or health insurance provider.



**Angie's list.**  
Reviews you can trust.

This email was sent to matt@sitelogic.com.  
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Angie's List, 1030 E. Washington St, Indianapolis IN

# Don't Muddy the Water



Contact Us | Where to Buy | Locate My Product | My Cart: 1 Items \$19.49 | My Account

Appointment Book Wall Calendar Desk Calendar

SEARCH

AT-A-GLANCE | 2011 Calendars | Vertical/Horizontal Wall Calendar | Shopping Cart

~ Advanced Search ~

### Shop Products

Shopping Cart | Billing & Shipping | Order Summary | Order Confirmation

### Shopping Cart



Quantity	Item	Price	Total
1	Vertical/Horizontal Wall Calendar Item # PKC26 2810 COLOR: White-Cream YEAR: 2010	\$27.99 SALE \$19.49	\$19.49
<a href="#">REMOVE</a>			
<a href="#">UPDATE</a>			

Select Shipping Method  
**United States** Standard Subtotal \$19.49  
View shipping chart  
Standard 7-10 Days Shipping and Handling \$6.50  
FedEx Ground 7-10 Days add \$5.00 Discounts / Adjustments \$0.00  
Priority 5-8 Days add \$10.00  
Express 3-4 Days add \$20.00  
Canada add \$10.00  
International add \$30.00  
ORDER TOTAL \$29.99

Shipping & Returns Information  
Promotion Code Source Code

Click Apply after code is entered.

[APPLY](#)

What is a promotion / coupon code?

### Frequently Asked Questions

Need help? Check out the FAQs to help make checkout easier.

[How can I get my order faster?](#)  
[Saving my payment info?](#)  
[What is Quick Checkout?](#)



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### Fruit Baskets, Flowers & Fine Food Gifts

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#### Shop by Occasion

#### Shop by Price

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#### Fruit Hampers

#### Fresh Fruit Hampers

#### Tropical Fruit Hampers

#### Three Wishes Chests

#### Chocolate Fondue Hamper

#### Kosher Fruit Hampers

#### Fruit, Roses & Chocolate Hamper

#### Flowers

#### Office Gifts

#### Current Gift #1

Qty	Product Name	Price	Total
1	York Basket (7 lbs) [B7]	\$ 55.00	\$ 55.00
1	York Hamper (7 lbs) [H7]	\$ 55.00	\$ 55.00
<a href="#">Address Gift</a> <a href="#">Delete Gift</a> <a href="#">Add To Gift</a>		\$ 110.00	

Shopping Cart Total	Amount
Subtotal:	\$ 110.00
Shipping Cost:	\$ 0.00
Total:	\$ 110.00

[Checkout](#) [Create New Gift](#) [Update Cart](#) [Cancel Order](#)



# 3 Rules for Increasing Subscriptions


1. Easy
2. Relevant
3. Value

The screenshot shows the South Dakota Travel website with the 'South Dakota' logo and tagline 'GREAT FACES. GREAT PLACES.' The navigation bar includes links for Home, E-Newsletter, Travel Directory, Events, Travel Professionals, and Newsroom. A sidebar on the left lists various travel services: Vacation Packages, Trip Planner, Travel Community, Our History, Things to Do (highlighted), Places to Go, and About Us. The main content area features a large image of two hunters in a field with the text 'South Dakota rooster rush 2009'. Below this, a section titled 'South Dakota Rooster Rush' describes a Pheasant Hunt with Chad Greenway. A countdown timer shows '58 : 20 : 46 : 23' for the Pheasant Season. A video player titled 'Hunting Videos' shows a man holding a pheasant. At the bottom, a banner reads 'RUSH TO WIN A PHEASANT HUNT WITH MINNESOTA VIKING CHAD GREENWAY!'. Links for 'Prize Details', 'Official Contest Rules', and 'www.HuntInSD.com' are provided.

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Friends Name:

Friends Email:

Your Name:

Your Email:

Link to send:


Message (optional):

**SEND**

Disclaimer: Email addresses are used for this request only and are not saved or used by South Dakota Tourism for any other purposes. For security purposes, your IP address will be included in the email. [Privacy Policy](#)

Click Here to Watch VIDEOS

**Hunting Videos**



Experience the thrill of a South Dakota hunt with some famous outdoorsmen and actors.

**VIEW HUNTING VIDEOS**

**Entry Form**

Required fields are indicated by \*

Limit of one entry per household.

Entrants must be at least 18 years of age as of August 17, 2009, and legal residents of the United States.

\* First Name:

\* Last Name:

\* Address:

Address 2:

\* City:

\* State/Territory:

\* Zip Code:

\* Phone:

(include area code)

\* E-mail Address:

☐ Please send me a free South Dakota Hunting packet (includes the South Dakota Fishing & Hunting Guide, the 2009 GFP Hunting Handbook, a state highway map, and the South Dakota Vacation Guide.)

☐ I do not wish to enter the giveaway, but would like to receive a Hunting packet and sign up for hunting and travel e-mails.

NOTE: You will receive travel information via e-mail from the South Dakota Office of Tourism and its partners.

**ENTER FOR A CHANCE TO WIN**

Trip Planner

Travel Community


Our History

**Things to Do**

Places to Go

About Us

Click Here to Experience HISTORY



**South Dakota Rooster Rush**

You Have Successfully Entered

Congratulations! You are entered for a chance to win the Rooster Rush 2009 Pheasant Hunt with Chad Greenway. The hunt will be scheduled during the timeframe of February 15-March 31, 2010.

To find more information about all of South Dakota's pheasant hunting opportunities, visit our website.

If you requested a South Dakota hunting packet, it will be mailed to you within 2-3 weeks.

Happy Hunting!  
The South Dakota Office of Tourism

[Prize Details](#) [Official Rules](#)

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In case you missed my post earlier this week about [this great offer from Schoola](#), I just wanted to bring it to your attention again because many of my readers are getting completely FREE kid's clothes with the \$15 credit + free shipping.

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**FREE**

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» Many of my readers are getting completely FREE kid's clothes from Schoola this week!



metro family		Acquisition		
OKC Family Fun		Sessions	% New Sessions	New Users
		59,186	71.02%	42,033
		% of Total: 100.00%	Avg for View: 71.02%	% of Total: 100.00%
		(89,130)	(0.00%)	(62,033)
1.	July 2012/Simple Science Experiments-Newton's First Law of Motion/	4,907 (8.39%)	86.61%	4,250 (10.10%)
2.	/okc-top-weekend-events/	4,557 (7.70%)	72.20%	3,290 (7.83%)
3.	/	3,073 (5.19%)	40.25%	1,237 (2.94%)
4.	/OKC-Free Kids Activities and Events/	2,709 (4.56%)	65.16%	1,759 (4.18%)
5.	/April 2013/Simple Science Experiments-Cornstarch with Potato Slices/	2,413 (4.03%)	84.79%	2,046 (4.87%)
6.	/Directorios/Party-Guide/	2,353 (3.96%)	74.84%	1,761 (4.19%)
7.	/Calendar/	2,326 (3.87%)	48.93%	1,138 (2.71%)
8.	/May 2012/Simple Science Experiment Oil Water and Food Coloring/	1,765 (2.95%)	88.73%	1,566 (3.73%)
9.	/January 2015/Valentine's Day-Events-in-OKC/	1,709 (2.89%)	73.71%	1,259 (3.00%)
10.	/Best Places to Have Fun with Teens-Tweens/	1,507 (2.53%)	53.56%	1,410 (3.35%)
11.	/January 2013/Simple Science Experiment-The Rubber Egg/	1,461 (2.47%)	82.41%	1,204 (2.83%)
12.	/contests/	1,296 (2.18%)	40.28%	522 (1.24%)
13.	/July 2014/Simple Science Experiments-Gravity-Water-Drop/	1,180 (1.98%)	88.31%	1,042 (2.48%)
14.	/January 2012/Ten Places to Play Indoors This Winter/	1,029 (1.73%)	59.67%	614 (1.45%)
15.	/February 2013/Top 15-Reader-Picks-Great Date Night-Destinations/	885 (1.49%)	77.74%	688 (1.64%)
16.	/Calendar/Events-Calendar/	779 (1.32%)	70.09%	546 (1.30%)
17.	/Directorios/Summer-Camps-and-Activities-Directory/	699 (1.18%)	76.97%	538 (1.27%)
18.	/Web 2013/Volunteer-Opportunities-in-the-OKC-Metro-Area-for-Families-Kids/	686 (1.15%)	72.30%	496 (1.18%)
19.	/Web 2013/OKC Metro-Restaurants-Offering Family Discounts Alphabetically/	662 (1.11%)	56.96%	377 (0.90%)
20.	/Directorios/Family-Fun-Guide/	655 (1.10%)	80.92%	530 (1.26%)
21.	/Web 2014/2014-Guide-to-Consignment-Sales-Stores-in-the-OKC-Metro/	569 (0.95%)	76.27%	434 (1.03%)
22.	/Web 2013/OKC Metro-Restaurants-Offering Family Discounts By Night of the Week/	530 (0.89%)	67.17%	356 (0.84%)
23.	/November 2012/Simple Science Experiments-Separating Mixtures/	422 (0.71%)	93.60%	395 (0.94%)
24.	/March 2012/Ten-Great-Parks-and-Playgrounds-in-the-OKC-Metro/	383 (0.63%)	69.97%	268 (0.64%)
25.	/February 2012/Simple Science-Air Pressure Experiments/	356 (0.59%)	92.42%	329 (0.78%)

30 Days

Science Projects:  
12,500 Visits

Things to Do:  
11,333 Visits

# Follow-up After the Sale

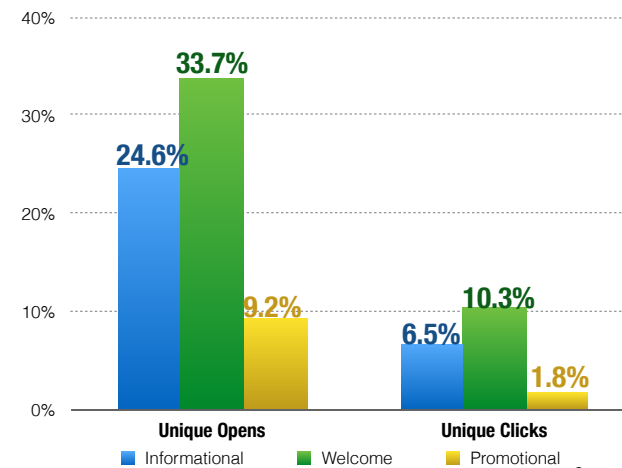


## Follow-up?

1. New = Interested
2. Buyer's Remorse



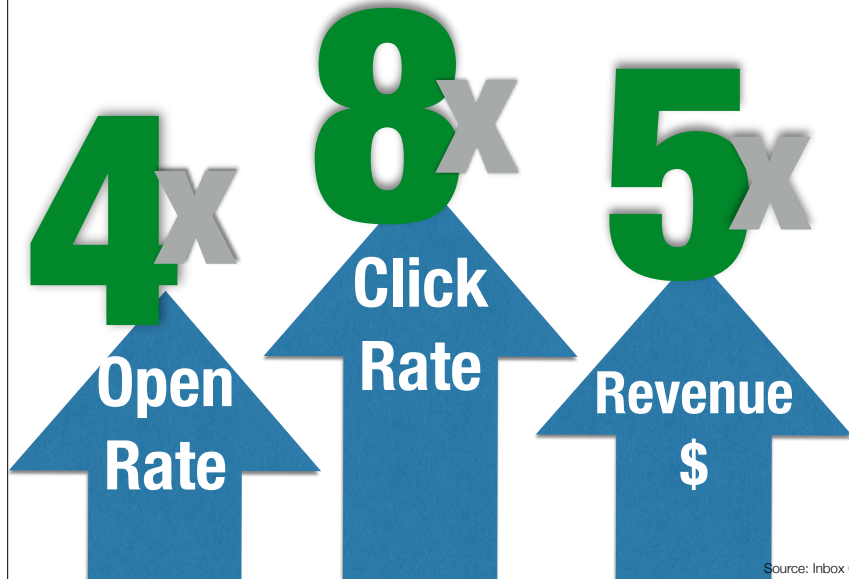
## Welcome Series: higher engagement



Source: Experian, Digital Marketer Report



# Welcome Series Benefits



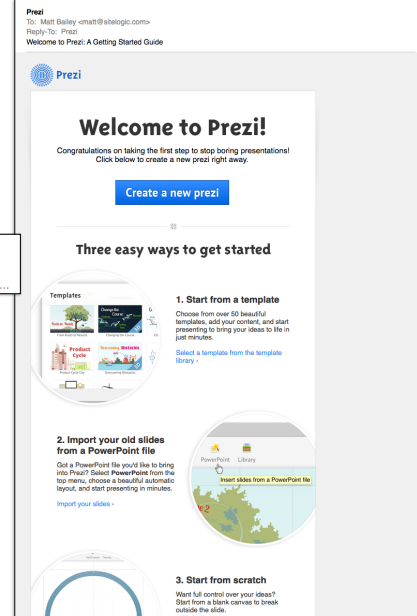
## Welcome Series

### First "Welcome" Email: "How to"

Prezi

Welcome to Prezi: A Getting Started Guide

Congratulations on taking the first step to stop boring presentations! Click below to create a new prezi right away. 1....



## Welcome Series

### Second "Welcome" Email: Features +7 days

Prezi

Prezi video tutorials, tips, and tricks

Did you know that you can import your old PowerPoint slides? Watch this short PowerPoint Import Tutorial, or check out all o...

Prezi

To: Matt Bailey <matt@prezi.com>

Reply-To: Prezi

Prezi video tutorials, tips, and tricks



### Creating your first prezi is easy!

Learn all you need to know to create your first prezi in minutes:



Did you know that you can import your old PowerPoint slides?

Watch this short PowerPoint Import Tutorial, or check out all our [learning materials](#) in one place.

Happy Zooming!

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## Welcome Series

### Third "Welcome" Email: "Hook" +14 days

Prezi

Download Prezi for your Desktop

Dear Matt, If you love the cloud, but sometimes need to work offline, take this opportunity to try Prezi Desktop for free. No n...

Prezi

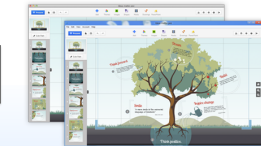
To: Matt Bailey <matt@prezi.com>

Reply-To: Prezi

Download Prezi for your Desktop



### Try out Prezi Desktop for free



Try it now!

Dear Matt,

If you love the cloud, but sometimes need to work offline, take this opportunity to try Prezi Desktop for free. No need for any payment info. Just try it out for 30 days, on us, by clicking above.

With Prezi Desktop, you can:

- Work and present completely offline (anytime, anywhere)
- Create unlimited prezis (no need to worry about storage space)
- Replace Prezi's logo with your own
- Upload and download your work to and from the cloud

Note: Prezi Desktop is included with a Pro license. After 30 days, you must [upgrade](#) in order to continue using the offline editor.

Happy Zooming!

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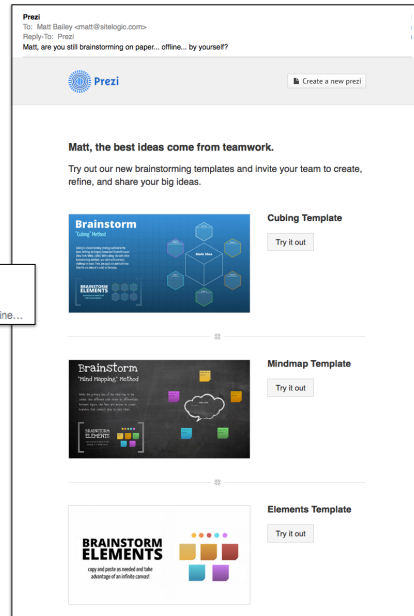


## Welcome Series

### Fourth "Welcome" Email: Features +60 days



**Prezi**  
Matt, are you still brainstorming on paper... offline.....  
Matt, the best ideas come from teamwork. Try out our new brainstorming templates and invite your team to create, refine...



## Welcome Series

### Fifth "Welcome" Email: Feedback + 120 days



**Amanda Richardson [prezi.com]**  
Would you recommend Prezi?  
Hi Matt, We'd love to get your help making Prezi better. If you could answer two quick questions it will help us give you a better experience.

**Amanda Richardson [prezi.com]**  
To: Matt Bailey <matt@stalelogic.com>  
Would you recommend Prezi?

Hi Matt,  
We'd love to get your help making Prezi better. If you could answer two quick questions it will help us give you a better experience.  
It really will take you less than a minute, just fill in your answers and click the submit button.  
**How likely is it that you would recommend Prezi to a friend or colleague?**  
0 1 2 3 4 5 6 7 8 9 10  
Not at all likely ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Very likely  
If you have time, we'd love to know why you gave us the rating you did.

Form not displaying properly? Take this survey at  
<https://prezi.com/customer-satisfaction-survey/2016/04/20/2016/04/20/>

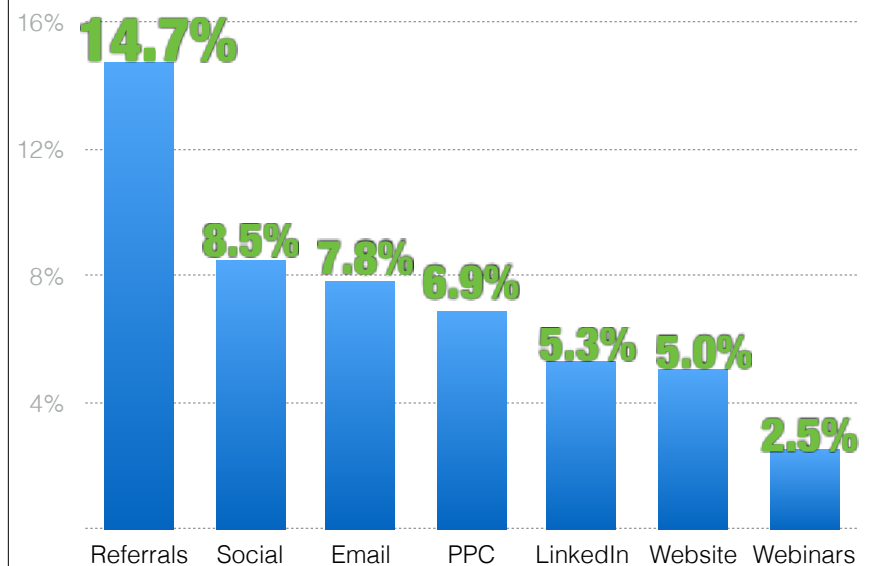
Thanks for your time and help, we appreciate it.  
Amanda Richardson  
Head of Product, Prezi

P.S. - I highly appreciate you taking the time to consider my request. If you would not like to receive similar inquiries regarding customer feedback or insights from me or Prezi.com in the future, please click this link:  
<http://prezi.com/news/2016/04/20/2016/04/20/>

# Word of Mouth is the Best Referral



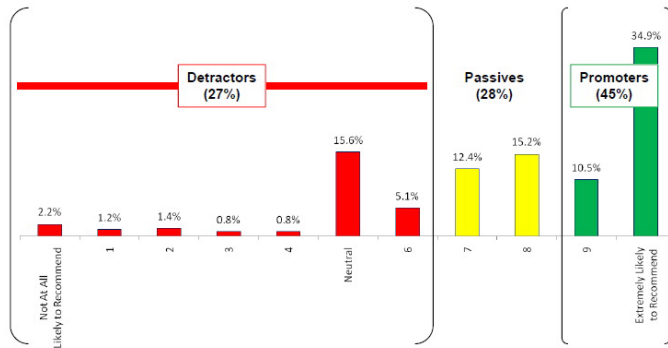
## Conversion Rate by channel



Source: Implicit



Q: How likely are you to recommend...?



## Finding



**Promoters  
create  
Promoters  
(word of mouth)**

## Response

Give **Promoters** a **Simpler** message to make word-of-mouth **Easier**



## Marketing Strategy:

**Find Loyalists - Give them stuff**





# Loyalists



# Relationships = Referrals



## 7 Old-Fashioned Sales Techniques that Work Wonders Online

**Matt Bailey**

President, SiteLogic  
[Matt@SiteLogic.com](mailto:Matt@SiteLogic.com)