



7 Old-Fashioned Sales Techniques that Work Wonders Online

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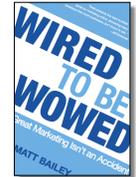
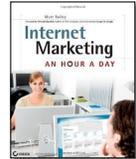
Matt Bailey
President, SiteLogic

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Listen to your Customer





Keyword	Avg	Traffic	QSR	KGI	SEO	Domains	Related	Brainstorm
things to do in Baltimore	5772	982	Get QSR	Search			things to do in 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 do Baltimore inner harbor	8	2	Get QSR	Search			Baltimore sight seeing	
thing do Baltimore Maryland	8	2	Get QSR	Search			Baltimore harbor inner	
thing do 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	38	Get QSR	Search			Baltimore things do	
tour Baltimore	104	18	Get QSR	Search			Baltimore Maryland thing do	
tour Baltimore	138	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 do when you 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			fun things to do when you are bored at home	
Baltimore tours	217	37	Get QSR	Search			things to do when you're bored	
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 bait	
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Top things to do in Baltimore this weekend - Baltimore Sun ... [www.baltimore.sun.com/~bal-top-things-to-do-this-weekend](#) ... The Baltimore Sun - July 15, 2014 - Find out what top events are happening in the Baltimore area this weekend: concerts, festivals, family activities and more for things to do.

Events - Baltimore Sun - The Baltimore Sun ... [www.baltimore.sun.com/baltimore](#) ... The Baltimore Sun - Baltimore: Plans will soon be made to honor the late Alan Blumenthal at a hot coffee art at ...

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10 Reasons Why Baltimore Should Be Your Next Weekend ... [www.huffpost.com/2014/07/15/10-reasons-why-baltimore-should-be-your-next-weekend](#) ... The Huffington Post ... July 15, 2014 ... So one of those one-punch punch really good for kids and adults. It's close to great neighborhoods, awesome attractions and has some killer ...

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2

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For your 9-month-old



All About Play... stages, toys & tips

How your baby plays now

- He pulls himself up to stand using the furniture and adjusts his posture as he moves.
- He sits alone and stretches to reach a toy without toppling over.
- He can catch a suspended object or a ball rolled directly to him.
- His hands are more skilled and his movements are more deliberate and varied.
- He passes toys from one hand to the other.
- He begins to make signs—lifting his arms to be picked up and banging a spoon to summon dinner.
- He may follow your gaze, looking where you look.

Toys that are right for this age

- [Stacking, sorting and building toys](#)
- [Toys to encourage physical development such as standing and cruising](#)
- [Toys with dials and buttons](#)
- [Language development toys](#)
- [Board books for patting, pointing and talking](#)
- [Early role-play toys, such as a play telephone](#)
- [Shape sorters](#)

Age-by-Age Playtime Guide

Play Tips

Advice from Experts

For Kids with Special Needs

Stacking, sorting and building toys

Why your baby will enjoy this toy now:

As your baby's skills advance, persistence starts to pay off and more complex achievements are gained. Toys that offer variety, build baby's attention, and encourage solving problems help strengthen self-confidence and a positive attitude toward learning.



Bebe's Basics™
Baby's First Blocks



Stack 'n' Surprise™ Blocks
Stack 'n' Surprise® Stacker



Stack 'n' Surprise™ Blocks
First-A-Build-It-Up

What you can do to help your baby learn more:

- Approach shape-sorting very simply at first: start with the round shape, and let baby get the hang of putting it through the round hole. When baby's ready, move on to the next shape—proceed from shapes that have the most simple orientations to those that require more complicated maneuvering to make them fit. When you progress in that order, baby gains confidence along the way.
- Build a pile of blocks for baby and a pile for you. Stack up your blocks, pointing out which one is at the "top" and which one is at the "bottom." Encourage baby to play along, either "helping" you build your pile or building with his own blocks. The most fun is likely to come from baby reaching over your pile again and again!

Need or Motivation?



Anticipate Objections

3



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Florida Visitors

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*See ticket details for more information

Tickets

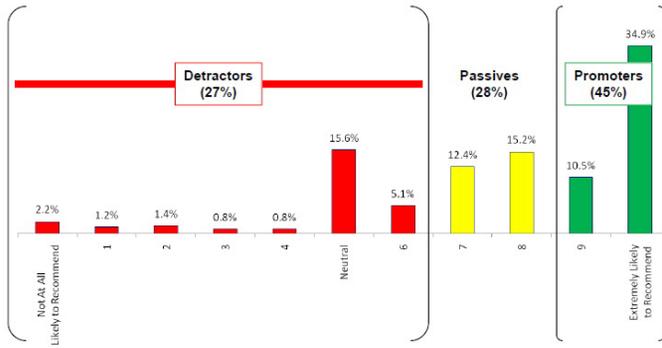
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		Retail Price	Best Value Online Price
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	1 Park AQUATICA	details	Adult \$47.95 Child \$41.95 <small>(child ages 3-9)</small>
2 Parks SeaWorld + Busch GARDENS	details	Adult \$109.95 Child \$99.95 <small>(child ages 3-9)</small>	Adult or Child \$99.95* begin purchase
	2 Parks SeaWorld + AQUATICA	details	Adult \$109.95 Child \$99.95 <small>(child ages 3-9)</small>
3 Parks SeaWorld + AQUATICA + Busch GARDENS	details	Adult \$149.95 Child \$139.95 <small>(child ages 3-9)</small>	Adult or Child \$109.95* begin purchase
	Discovery Cove	details	Visitor Prices Starting at \$199.00 begin purchase
Discovery Cove Ultimate	details	Visitor Prices Starting at \$279.00	

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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!"

Passives:
"Too Expensive"

Detractors:
"Price-Feature Gap"

"This is saying a lot - it is an expensive product, and I am by no measurement 'well off'.

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

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

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

Findings

Cost is #1 Objection



Response:

Performance results overcomes price objections.



What Objections Do You Hear?



Ask for the Sale

4



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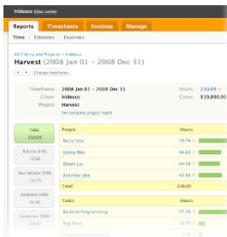
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LODGING AVAILABILITY
From: To: Adults: Children: CHECK AVAILABILITY

CALENDAR OF EVENTS
Summer Stage: The Philadelphia Story 07/09/10 - 07/11/10
An Adams Night under the Stars 07/16/10 - 07/18/10
Picnic on the Lawn: The History of the Boys of '78 Museum 07/23/10 - 07/25/10

metro family OKC Family Fun

Home Things to Do Family Resources Blogs

Calendar Fun Weekend Events Free Activities & Events

Top Free Educational Attractions
Top Free Learning Experiences in OKC

Welcome to MetroFamily's calendar of family events! No matter where you live in the Oklahoma City metro, you can rely on our family calendar to find nearby events and activities your kids will love!

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 Public Library
10:00 AM FREE Mother Goose Storytime at the Mustang Public Library
11:00 AM FREE Bringing Books to Life at the Hoop House Club
12:00 PM Art Moves presented by the Arts Council of Oklahoma City

Local Family Fun
2015 OKC
Spring Break in OKC activities for families
Spring Break vacation leads your little ones to exciting parades of you covered. In addition, more family fun on our...

Editor's Pick
Nice way to enjoy it!
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There's Oklahoma—and this is for family-friendly looking for a target for an event with small...

Party Popcorn
BY STEPHANIE CLINTON

weekend picks
Sign up now & have more family fun!

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Angie's List

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

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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.

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Don't Muddy the Water

5



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Chocolate Fondue Hamper

Kosher Fruit Hampers

Fruit, Roses & Chocolate Hamper

Flowers

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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
			\$ 110.00

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Shopping Cart Total

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

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3 Rules for Increasing Subscriptions

1. Easy
2. Relevant
3. Value

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South Dakota Rooster Rush

Pheasant Hunt with Chad Greenway

Football and pheasant hunting are two of South Dakota native and NFL player Chad Greenway's favorite sports. Register below for your chance to win a South Dakota hunt with Chad in early 2010.

Pheasant Season opens in:
58 : 20 : 46 : 23
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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 year-round hunting opportunities or to purchase hunting licenses online, visit our Web site, www.HuntInSD.com.

If you requested a South Dakota hunting packet, you will receive it in the mail in approximately two weeks.

Happy Hunting!
The South Dakota Office of Tourism

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: Matthew
* Last Name: Bailey
* Address: 111 - 2nd St. NW
Address 2: Suite 506
* City: Canton
* State/Territory: OH - Ohio
* Zip Code: 44702
* Phone: 330-456-2890
* E-mail Address: matt@sitelogic.com

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.

ENTER FOR A CHANCE TO WIN **SEND TO A HUNTING BUDDY**

Prize Details Official Contest Rules www.HuntInSD.com

South Dakota
GREAT FACES. GREAT PLACES.

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Click Here to Watch VIDEOS

Send To A Friend

Share a page on travelSD.com with a friend. Complete the form below to send an email. All fields are required.

Email Information

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

Entry Form

Hunting Videos

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

VIEW HUNTING VIDEOS

Required fields are indicated by *

Limits 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 licenses online, 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](#)

10% Increase in "Send to Friend"

SEND TO A HUNTING BUDDY

Have you purchased your copy of *Soy Goodbye to Survival Mode* yet? [Get the book here](#)

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Intentional Finance. Intentional Family. Intentional Business.

the latest DEALS grocery store DEALS food COUPONS gymnasium & FREEBIES from the KITCHEN

FEBRUARY 25, 2015 | CRYSTAL PAINE

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

ADD TO MY FAVORITES Print Facebook 20

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.

Don't Miss Out!

Subscribe to the free Money Saving Mom® email newsletter and get the [Guide to Freezer Cooking](#) for free!

Your email address

FREE

TOP 5 HOT DEALS & COUPONS!

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

Acquisition			
	Sessions	% New Sessions	New Users
	59,186	71.02%	42,033
	% of Total: 100.00%	Avg for View: 71.02%	% of Total: 100.00%
	(89,330)	(0.00%)	(62,233)
1. July-2012 Simple-Science-Experiments-Newton's First Law of Motion/	4,907	86.61%	4,250
2. /okc-top-weekend-events/	4,557	72.20%	3,290
3. /	3,073	40.25%	1,237
4. /OKC-Eng-Kids-Activities-and-Events/	2,700	65.16%	1,759
5. /April-2013 Simple-Science-Experiments-Cornstarch-with-Potato-Slices/	2,413	84.79%	2,046
6. /Directorios/Party-Guide/	2,353	74.84%	1,761
7. /Calendar/	2,326	48.93%	1,138
8. /May-2012 Simple-Science-Experiment-Oil-Water-and-Food-Coloring/	1,765	88.73%	1,566
9. /January-2015 Valentine-Day-Events-in-OKC/	1,708	73.71%	1,259
10. /Best-Places-to-Have-Fun-with-Teens-Tweens/	1,507	93.56%	1,410
11. /January-2013 Simple-Science-Experiment-The-Rubber-Egg/	1,461	82.41%	1,204
12. /contests/	1,296	40.28%	522
13. /July-2014 Simple-Science-Experiments-Gravity-Water-Drop/	1,180	88.31%	1,042
14. /January-2012 Ten-Places-to-Play-Indoors-This-Winter/	1,029	59.67%	614
15. /February-2013 Top-15-Reader-Picks-Great-Night-Destination/	885	77.74%	688
16. /Calendar/Events-Calendar/	779	70.09%	546
17. /Directorios/Summer-Camps-and-Activities-Directory/	699	76.97%	538
18. /Web-2013 Volunteer-Opportunities-in-the-OKC-Metro-Area-for-Families-Kids/	686	72.30%	496
19. /Web-2013 OKC-Metro-Restaurants-Offering-Family-Discounts-Alphabetically/	662	56.96%	377
20. /Directorios/Family-Fun-Guide/	655	80.92%	530
21. /Web-2014 2014-Guide-to-Consignment-Sales-Stores-in-the-OKC-Metro/	569	76.27%	434
22. /Web-2013 OKC-Metro-Restaurants-Offering-Family-Discounts-By-Night-of-the-Week/	530	67.17%	356
23. /November-2012 Simple-Science-Experiments-Separating-Mixtures/	422	93.60%	395
24. /March-2012 Ten-Great-Parks-and-Playgrounds-in-the-OKC-Metro/	383	69.97%	268
25. /February-2012 Simple-Science-Air-Pressure-Experiments/	356	92.42%	329

30 Days

**Science Projects:
12,500 Visits**

**Things to Do:
11,333 Visits**

Follow-up After the Sale

6

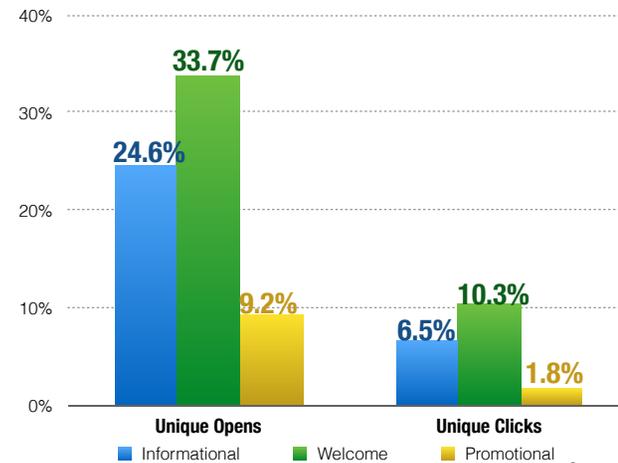


Follow-up?

- 1. New = Interested**
- 2. Buyer's Remorse**

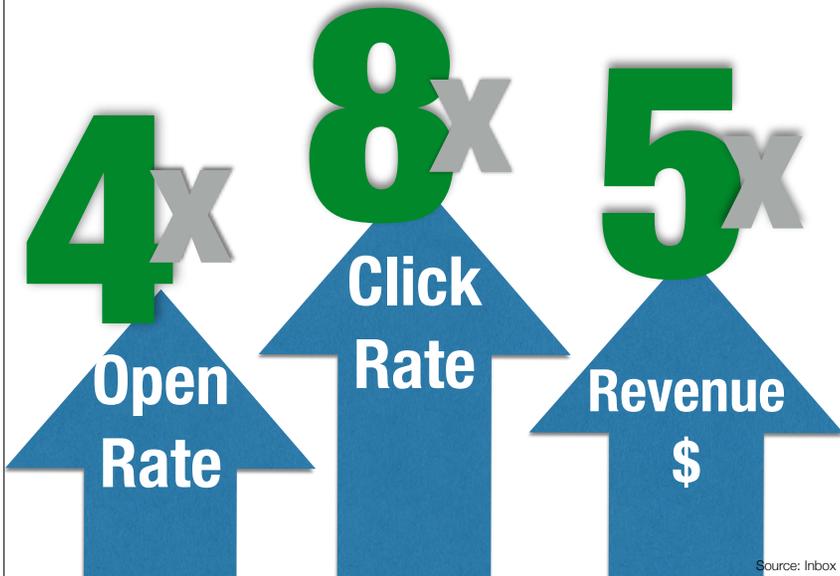


Welcome Series: higher engagement



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 prez! right away. 1....

Prezi
To: Matt Bailey <mat@stelogic.com>
Reply-To: Prezi
Welcome to Prezi: A Getting Started Guide

Welcome to Prezi!
Congratulations on taking the first step to stop boring presentations!
Click below to create a new prez! right away.

[Create a new prez!](#)

Three easy ways to get started

Templates
Choose from over 50 beautiful templates, add your content, and start presenting to bring your ideas to life in just minutes.
[Select a template from the template library](#)

2. Import your old slides from a PowerPoint file
Get a PowerPoint file you'd like to bring into Prezi? Select PowerPoint from the top menu, choose a beautiful automatic layout, and start presenting in minutes.
[Import your slides](#)

3. Start from scratch
Want full control over your ideas? Start from a blank canvas to break outside the slide.



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 <mat@stelogic.com>
Reply-To: Prezi
Prezi video tutorials, tips, and tricks

Creating your first prez! is easy!
Learn all you need to know to create your first prez! 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!

Sent to mat@stelogic.com. If you prefer not to receive emails from Prezi, you may [unsubscribe](#).
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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 <mat@stelogic.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 30-day free trial. After 30 days, you must [upgrade](#) in order to continue using the offline editor.

Happy Zooming!

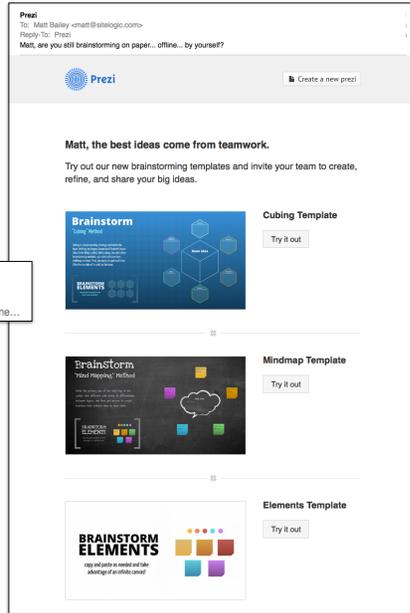
Sent to mat@stelogic.com. If you prefer not to receive emails from Prezi, you may [unsubscribe](#).
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Welcome Series

Fourth "Welcome" Email: Features
+60 days

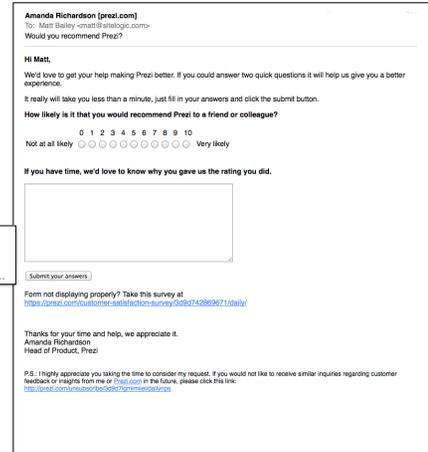
Prezi
Matt, are you still brainstorming on paper... offline.....
Matt, the best ideas come from teamwork. Try out our new brainstorming templates and invite your team to create, refine...



Welcome Series

Fifth "Welcome" Email: Feedback
+ 120 days

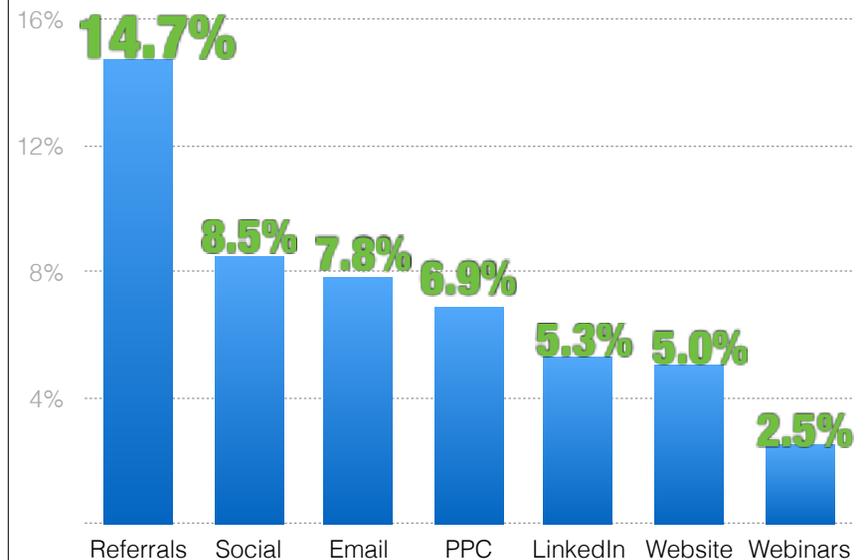
Amanda Richardson [prezi.com]
Would you recommend Prezi?
Hi Matt, We'd love to get your help making Prezi better. If you could answer two quick questions it will help us give you a better experience.



Word of Mouth is the Best Referral

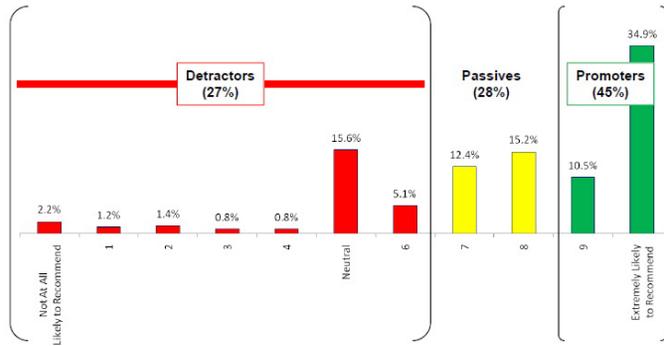


Conversion Rate by channel



Source: Implict

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