

PFE Sales and Marketing *can add value to your business*

HAPPY ST. PATRICK'S DAY!

We have launched a new media ad campaign in various vertical market publications. In the first quarter of 2006, we are featuring the Minimailer Plus Series in the Credit Union and Religious markets, and the Maximailer Plus and Automailer 5 Plus in the banking market. Leads are at an all-time high.

A complete new set of sales brochures for the Minimailer Plus Series, Maximailer SE, Maximailer, Maximailer Plus and Automailer 5 are soon to be released.

Contact your dealer manager for all new marketing support and sales tools that are available for you. Why not?

“Take A New View!” with PFE leading the way.

Seven Steps for Creating Successful Marketing

People do not pay attention to advertising. They pay attention only to things that interest them. And they buy benefits, not features. Just ask Jay Conrad Levinson... he should know. He has established himself in the marketing industry as the Father of Guerrilla Marketing. Here's some of the best advice you can get on creating successful marketing.

1. Find the inherent drama within your offering

The reasons people will want to buy from you should give you a clue as to the inherent drama in your product or service. Something about your offering must be inherently interesting or you wouldn't be putting it up for sale.

2. Translate that inherent drama into a meaningful benefit

Always remember that people buy benefits, not features. People do not buy cars; people buy speed, status, style, economy, performance, and power. So find the major benefit of your offering and write it down. It should come directly from the inherently dramatic feature. And even though you have four or five benefits, stick with one or two—three at most.

3. State your benefits as believably as possible

There is a world of difference between honesty and believability. You can be 100 percent honest (as you should be) and people still may not believe you. You must go beyond honesty and state your benefit in such a way that it will be accepted beyond doubt.

4. Get people's attention

People do not pay attention to advertising. They pay attention only to things that interest them. Many advertisers are guilty of creating advertising that's more interesting than whatever it is they are advertising. But you can prevent yourself from falling into that trap by

memorizing this line: Forget the ad, is the product or service interesting?

5. Motivate your audience to do something

Tell them to visit the store. Tell them to make a phone call, fill in a coupon, write for more information, ask for your product by name, take a test drive, or come in for a free demonstration. Don't stop short. To make guerrilla marketing work, you must tell people exactly what you want them to do.

6. Be sure you are communicating clearly

You may know what you're talking about, but do your readers or listeners? Recognize that people aren't really thinking about your business and that they'll only give about half their attention to your ad—even when they are paying attention. Knock yourself out to make sure you are putting your message across. One hundred percent of the audience should get the main point.

7. Measure your finished advertisement against your creative strategy

The strategy is your blueprint. If your ad fails to fulfill the strategy, it's a lousy ad, no matter how much you love it. Scrap it and start again. All along, you should be using your creative strategy to guide you, to give you hints as to the content of your ad. If you don't, you may end up being creative in a vacuum. And that's not being creative at all. If your ad is in line with your strategy, you may then judge its other elements.

Source: Jay Conrad Levinson, the father of Guerrilla Marketing, author, speaker and marketing consultant. (www.gmarketing.com)

Future Issues

Please email case studies and pictures to dan@pfeinc.com. Download printable versions of all bulletins from the dealer section of the PFE Inc website - call or email for the username and password.