



What's the Quickest, Cheapest, Surest Way to Increase Sales?

Whether your business is an old established business, or just starting out, the probability is that you can easily increase your sales, and that you can increase them well in excess of double.

It's Called Database Massage

Database massage is the name given to a tightly-formulated strategy which makes current day telemarketing look like the dinosaur it is! Most people are heartily sick of telemarketing because it is a completely irrelevant and very unwelcome interruption. That's about as far away from database massage as you could possibly get.

What Can Database Massage Do?

Recently we put this strategy into a local Perth business with the result that in just 6 weeks it accumulated works in progress worth over \$1.1 million - from a zero start. If we'd tried the usual telemarketing hard sell I'm quite sure we wouldn't have enjoyed anything like that success. This is one case where the softest sell you could imagine, wins hands down!

Why Does it Work?

Done correctly, database massage works because it offers the listener what he/she desperately needs right now. You might think this isn't possible in your business, but the fact is, if you have a market, you have people who do need you that badly, if only you know how to communicate with them.

What Does it Cost?

Very, very little. Most businesses can do their own database massage in house, using excess capacity of staff members, and if they also use VoIP technology even the call costs are tiny. The method itself can be accessed *free*.

Biz Forum Bonus

We set up these forums to get high-level, proven expertise to our members around the world. The database massage strategy is just one of the many resources you can find on the forums. You'll find it right at the top, under "The Most Important 4 Steps You Can Do".

Once you've joined as a member, hop onto the forum page, make sure you click "register" and fill out your details. No advertising is allowed on the forums - it is for the sole purpose of helping business people and managers to enjoy more success. If you have any problems signing on, please feel very welcome to call me in business hours on 9246 1977.

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A Chance to Develop Your Business Beyond What You May Have Thought Possible

There are now a vast array of business building resources available on the Biz Forums. Official members of Speed Business Networking enjoy personalised support to grow and improve their businesses, and are required to attend live meetings on a monthly basis provided they have a Speed Business Networking hub in their region.

We hope you will consider joining our business community, and look forward to working with you to enhance your sales and your profit!



Author: Christine Sutherland is the founder of Speed Business Networking, and the designer of Australia's original speed business networking protocols. Her book "*Take Your Team to the Top: How to Double Your Sales in 30 Days*" is available from the Speed Business Networking web site, and includes ROI pro formas, as well as 6 months' free access to the *Biz Forum* for sales professionals.

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