STREET SMART SELLING SKILLS
Innovative Tactics for Taking Your Client Base to A Whole New Level

Jeff Slutsky

When it comes to street smart selling strategies, Jeff Slutsky is at the top of his field. Considered one of the smartest minds in sales and marketing, he has been featured in dozens of publications including Business Week, CNN, USA Today, and the Wall Street Journal. Jeff is also a contributing author to the Chicken Soup for the Soul series. In this fast-paced and idea-loaded program, you’ll learn dozens of innovative tactics for securing more clients faster, keeping them happier longer, and taking your career to the next level. And you’ll get it all from a man known for his energetic, entertaining, and highly-informative style. Come and discover why Jeff’s clients include companies such as American Express, Disney, Honda, State Farm and AT&T.

• IDENTIFY YOUR MOST PROFITABLE PROSPECTS WITH PRECISION
• USING PUBLICITY TO ESTABLISH YOURSELF AS AN EXPERT
• MULTIPLE IDEAS FOR BUILDING CREDIBILITY FASTER THAN EVER
• KEEP CLIENTS FOR LIFE THROUGH INNOVATIVE SERVICE TECHNIQUES
• MOVE YOUR PROSPECTS FROM CONTEMPLATION TO CLOSURE
• AND MUCH MORE...
1. Street Fighters Solve Problems Creatively
   a. Break through the clutter of over saturated advertising
   b. Get people to see and remember your message
   c. Keeping customers from shopping the competition
   d. Do not spend a fortune doing it

2. Street Fighters Find Customers In The Most Unusual Places
   a. Where your competition would not think of looking
   b. Make an impact on a small budget

3. Street Fighters Know That There Are No New Ideas
   a. Modify, adapt, and improve existing successful idea to your needs
   b. Do not "reinvent the wheel", just improve slightly to gain an edge

4. Street Fighters Know Ethical Boundaries
   a. Do not risk violating your customers/clients trust in you
   b. Know how far is too far when you use creative tactics

Learn more about hosting Jeff Slutsky at your company function or convention.

For details, call Michael Jeffreys at 1-800-454-5937 ext 503
5. Street Fighters Do not Believe In Friendly Competition
   a. To beat the big guy you have to think differently
   b. Use ambush marketing tactics; hit and run advertising

6. Street Fighters Know That Price Is Not The Only Consideration
   a. Price is an issue but not the only issue
   b. Value, service, quality and other elements also go into the decision

7. Street Fighters Know That Marketing Is Useless If Customers Are Mistreated
   a. All the marketing and advertising is useless unless customers become repeat customers
   b. Good advertising and marketing will drive a bad business out of business faster

8. Street Fighters Know How To Communicate Persuasively
   a. They ask questions to control the conversation
   b. They listen to discover the real needs of the client/customer

9. Street Fighters Know The Power Of Persistence
   a. They do not quit after several tries
   b. They know how to persist without being a pest

10. Street Fighters Make Good On Their Promises
    a. Regardless of cost
    b. They know the value of a good regular customer

11. Street Fighters Are Survivors
    a. No matter the difficulty or adversity, they persist
Upcoming DVDs

George Walther
PHONE POWER
How to Make the Telephone
Your Most Powerful Business Tool
Release Date: May 15, 2005

Kerry Johnson
NEUROLINGUISTIC
PROGRAMMING 401
Advanced Techniques
for Building Trust & Rapport
Faster Than Ever
Release Date: July 15, 2005

Jane Handly
WOULD YOU
DO BUSINESS WITH YOU?
How to Get, Keep, and Wow
Customers in a Highly
Competitive Marketplace
Release Date: Sept. 1, 2005