



“Barb Girson, International Direct Selling Expert, Trainer and Coach, built her first million dollar business as an entrepreneur. She has taught tens of thousands of people how to succeed with their businesses.”

My Award-Winning Sales Strategies



BARB GIRSON

International Direct Sales Expert, Trainer, Speaker
& Registered Corporate Coach™

My Award-Winning Strategies for Unforgettable Follow UP

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About The Author

Barb Girson, International Direct Selling Industry expert, trainer and Registered Corporate Coach(TM), is a highly interactive, creative speaker & author offering professional skill development programs for workshops, leader retreats, and annual conventions & telecasts sales training programs. Custom programs /Coaching 1:1 available.

Barb Girson helps companies, teams & entrepreneurs gain confidence, get into action, & most importantly... grow sales. To sign up for her next FREE sales training teleclass / join her free email list & get 'Sales Strategies that Stick' ezine, Visit MySalesTactics.com to learn more. Need a speaker for your next event? Contact Barb Girson: 614.855.0446



Barb Girson, International
Direct Sales Expert, Trainer, & Coach



About Barb Girson

Barb Girson is founder and President of My Sales Tactics, a professional skill development, sales training and business consulting company. Her clients include national/international companies, sales teams and entrepreneurs who want to build their sales confidence, get into consistent action and grow sales.

Barb Girson began her direct sales career with Tupperware, working her business part time, while teaching sales and marketing full time.

After a very humble start, Barb progressed to #2 in the nation out of 10,000 independent managers and 80,000 consultants. Barb led her multi-million dollar Tupperware business to the top 10% of franchises in North America by helping managers achieve national recognition in sales, recruiting and promoting leaders.

Ready for a new challenge, Barb joined the corporate arena. This endeavor included National Sales Director of *The Body Shop At Home*, and Director of Field Sales, for *Discovery Toys* in North America. She has been responsible for up to \$40 Mil in revenue and for leading a sales field with as many 500 leaders and 20,000 consultants.

Barb is a highly interactive, creative speaker, Registered Corporate Coach™ and author. She has been featured in *USA Today* and has appeared on *CBS This Morning*, *Fox 28 News/Columbus*, *880 AM Radio*, as well as numerous other sites.

Barb Girson is a sought after authority speaking on women in business, home-based businesses, sales tactics, direct selling, networking, email and event marketing and entrepreneurialism.

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Introduction

Recently, I have been making observations and speaking about successful networking habits that stem from my personal experiences. Without much effort, it has resulted in getting referrals and landing new business.

When you are networking, think about the time-honored practice of giving and receiving business cards. Do you make the most of this transaction? The simple exchange of personal contact info is the beginning of a budding relationship.

I share my cards with people whom I would want to **connect, converse and conduct** (business)—my three C's of biz cards.

This eBook will hopefully inspire you to look at your card again and make sure it is actually working for you!

Have a well thought out sales strategy and supporting sales tactic. The business card is an effortless, inexpensive form of advertising with potentially powerful results. With the world rapidly transforming around us, these tips will help you determine if your 'biz card' or approach needs some transformation, too.

**Make a Big Impact With Your
Business Card!**



3 Business Card Checkpoints

Checkpoint #1 What is the primary purpose behind your biz card?

Check Your Purpose – Distilling important messages into small spaces is imperative. With clarity and purpose, it becomes easier to shed unnecessary details.

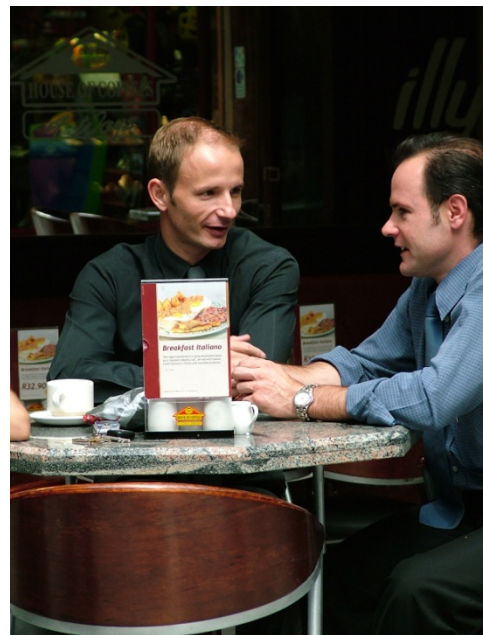
My biz card has two main purposes:

- 1) Provide a way for contacts to remember me and to reach me.
- 2) Drive traffic to my website.

Checkpoint #2 Is your key contact information clear and easily readable?

Check Your Look – We all want to present our business brand uniquely. This is achievable without forgoing 'function' for 'form'. I use a business scanner to save considerable time and to help me manage my contacts. Investing in tools and training will make you a more effective entrepreneur or business leader. Whether you use a scanner or not, these are the key points to consider:

Make sure your most critical details are clear, visible and readable. Use a larger font size for your phone number, email and web site. Scanners will not be able to read very small fonts or certain color schemes and neither will many people, especially visually-impaired and aging baby boomers. Surprisingly, many biz cards ignore this issue.



Company Employees - Strong Individual Identity

I met a woman, Jenny Alberti, Ibel Agency, who had a useful twist: Her company details were on one side and her personal contact details on the other side. This showed a strong individual identity and an affiliation to her company. Company owners: Consider this format for your staff (all levels can benefit from this strategy). They might be more inclined to promote your company!

Checkpoint #3 What is the focus of your first conversation? How do you get it to work for you?

Check Your Focus – When exchanging biz cards, make even small exchanges memorable. I often ask, "What do you want me to remember about you?" Their reply is always interesting. Or I ask, "Tell me about what you do?"

Asking a question slows down the exchange enough to make it memorable. This also conveys that you have genuine interest in others. Afterwards, I make notes on the back of the card; where we met, what we discussed and what I will remember. This allows for an easier follow up and long lasting rapport. Repeated Contact = Rapport!

On the average it takes 6 interactions to form professional relationships. Since the ultimate goal is to direct contacts to visit my website, my biz card invites them to take this action.



Check Your Business Card

- _____ What is the primary purpose behind your biz card?
- _____ Is your key contact information clear and easily readable?
- _____ What is the focus of your first conversation?
- _____ How do you get it to work for you?

Business Card Strategies Checklist

How to Make Your Information Easy to Read

- _____ Avoid words in all CAPITAL LETTERS. Just like emails, using all caps conveys a sense of shouting at the recipient.
- _____ Increase the font size. Baby boomers and visually impaired appreciate the larger font size.
- _____ Use light backgrounds (cream, white) behind critical details such as phone number and email addresses.
- _____ Use dark colors fonts (brown, dark gray, black, navy, dark purple, dark green etc.) for important details.
- _____ Utilize the back of your business card for your marketing message.

Your Most Important Details

– Name, Address, Phone, Email, & Website

- _____ List your contact information in order of how you would like to be reached.
- _____ Unless you receive a lot of faxes, delete your fax #. It is becoming an outdated form of communication.
- _____ Rethink your 800#. Is it still necessary? With the affordable telephone packages readily available, you might be able to eliminate the 800# expense.
- _____ Is your address necessary? If most of your communication is by phone, email and web site, eliminate your physical address.

Branding Your Business Card.

What will help you stick out in your lead's mind? Make Yourself Memorable

- _____ Make sure your business card is current and relevant.
- _____ Define the primary and secondary purposes of your business card.
- _____ Clearly state what you would like your leads to do once they receive your business card. i.e. Visit our website, etc.
- _____ Determine how you will use your business card to build relationships with new contacts.
- _____ Create a strategy to continue the conversation. What steps will you take?

Improve Your Business Card for Better Results!

Business Card Example (Front)



1. Most Important Information is on the front of the card
2. Branded – includes my company logo and tagline
3. Identification – adding a picture helps new clients recognize you when you schedule a follow up meeting or when you call them
4. Font size is easy to read

Font Specifications

Company name (MySalesTactics.com) = Red for emphasis

Website, Phone, Email = 11pt Arial, Black

Name = 10pt Arial, Black, Bold

Title = 8pt Arial, Gray, Italics

Sub Title = 7pt Arial, Gray

Business Card Example (Back)

We Met On: _____ At: _____

Memorable Moment™: _____

Visit MySalesTactics.com for:
Complimentary Guide
"My Award-Winning Strategies for Unforgettable Follow-Up"
We help companies, teams & entrepreneurs...
Gain confidence. Get Into Action. Grow sales.

Sales Training • Coaching • Professional Skill Building • Consulting
p: 614.855.0446 e: Barb@MySalesTactics.com

1. Unique prompt to encourage contact to take notes.
2. Invitation to visit web site
3. Incentive to take action
4. Brand promise (How I help others)
5. Services listed
6. Repeat most important contact info
7. Black and white color to reduce costs

A Picture Says a Thousand Words...

After performing market research on business cards with pictures, the results are in. If you want to create a lasting memory for potential clients and leads, include your picture on your business card. This offers the opportunity to jar someone's memory and add branding to your services and products. Having your picture on your card helps those who are meeting a lot of people at once to remember you. This works especially well at conventions, networking meetings and conferences.

Below, you will see the old version versus the new version of my business cards.

Business Card with No Picture



Business Card with a Picture



Which version helps you associate the person with the product, service or brand? *You Decide...*



How to Use Biz Cards for Follow UP

1. **Exchange Business Cards** – When you exchange business cards, say something distinguishable.
2. **Take Notes** – Make a note on each card that you receive where you met, what you remember about that person and how you personally can help them.
3. **Be Organized** – Use a business card scanner to organize your contact details. This system is a huge time-saving strategy.
4. **Make Contact** – Send your new contact a personal email or give them a phone call. Mention something you observed or discussed when you first met.
5. **Schedule an Appointment** – See them again at an upcoming meeting or meet them for lunch or coffee. Building professional relationships take more than 6 communications on average to develop.
6. **Determine their Networking Role** – People can perform different roles in your network. Do not discard contacts simply because they are not interested in your product or service.

A few ways and your new contact can help each other include:

- Strategizing
- Cheering
- Forming a strategic alliance
- Being a role model or mentor
- Providing referrals

7. **How Can You Help Them** – Add value to your new contacts by focusing on how you can help them. It could take some exploring to determine how you can be valuable to each other.

Make your interactions the 'real' beginning of valuable connections!

Exclusive Participant & Email Subscriber Offer

Unforgettable Follow Up – Self Study

Interested in adding organization and structure to your follow up strategy? Learn sales follow up techniques and word choices that work.



- Follow Up for Sales Success
- Develop Your Follow Up System
- Get Proven Strategies & Word Choices
- Pursue Prospects Without Being PUSHY
- Increase Your Selling Skills & Results
- Get to the YES

Regular: \$99

Special: \$15.99*

(Over \$80 Savings!)

***With Coupon Code – UFU4U**

Get Details: <http://www.mysalestactics.com/subscriber-special-ufu>

Formats: Replay (MP3 Download)

Length: 165 Minutes of coaching/training (4) sessions

Target Audience: Sales Professionals, Entrepreneurs, New Business Development Professionals, Company Leaders, Direct Sales Leaders, Coaches, Speakers, Professional Organizers, Small Business Owners, Authors, Service Providers, Direct Sellers, Home Party Plan Reps, Work At Home Moms

DiSC Facilitator

We conduct workshops to help companies, sales teams, and executives communicate more effectively, reduce conflicts and collaborate better.

Visit Our Website www.MySalesTactics.com

General Sales Programs

Unforgettable Follow UP™

Unforgettable Follow Up™ is an ideal program to help you learn the secrets to growing sales through successful follow up. With this system, you will reduce the need for cold calling or possibly eliminate the cold call approach.

Visit

<http://www.mysalestactics.com/coaching/follow-up> for details.

Network for New Work™

Learn to be a masterful networker with Network for New Work™. Barb Girson will give you powerful and fresh strategies to gaining new clients and building a supportive network. 4-week program.

Visit

http://www.mysalestactics.com/coaching/network_for_new_work for details.

New & Custom Programs

Is the material or program you need not listed? No problem. My Sales Tactics™ offers custom programs in a variety of formats. In addition, new programs are added frequently.

Visit <http://mysalestactics.com> for contact information and a full list of services.

Direct Sales Programs

Recruiting: Share Your G.I.F.T.S. and Grow™

Attract the right people to build your business. Gain knowledge of word choices and approaches to recruit confidently. Grow your team! 4-week program.

Visit

<http://www.mysalestactics.com/coaching/share-your-gifts> for details.

S.T.A.R. Team Building™

For those who are interested in building a strong team, S.T.A.R. Team Building™, is just for you! Learn the confidence and skills you need to support others in building their business while making yours explode with sales! 4-week program.

Visit

<http://www.mysalestactics.com/coaching/star-team-building> for details.

Build Your Bookings™

This course covers building party and demonstration booking strategies, attracting prospects, and more! 4-week program.

Visit

<http://www.mysalestactics.com/coaching/build-your-bookings> for details.

What Participants Are Saying... About Barb's Programs

Roni Davies, Australia...

"...You are giving me courage and empowering me."

Pamela Rose, Oklahoma...

"There is so much more to this business than what it seems on the surface, and Barb gave us challenges that helped me to see that when you dive in, dive deep so that the rewards will be many in more areas than just one, and your customers will be long term. Thank you, Barb, for making the training fun and thank you for the priceless knowledge that has helped so many of us. I look forward to the next training topic that you teach. I thank you from the bottom of my heart for all you have done for me."

Melanie Hood, Australia ...

"I know for some of you who are new to the business it may seem like a lot to outlay before you have actually made any money. I understand this because that was me back in January. Having had no experience in...selling I thought that it was 'probably' worth my while to invest in some training. Never in a million years did I believe that 4 months down the track I would have a business with over 300 customers and a team of 6...some with their own team. I have made over \$6000++.... all from a little part-time job that I began do give me 'some extra cash'!! I truly believe that doing Barb's course in January gave me the confidence, the business knowledge and the belief that 'anything is possible'....and how to do it with integrity and professionalism. I really can't explain what it will mean to your business....but we will all see, and you will understand in a few months time what impact doing Barb's course has made."

Renee Belbeck, Founder of National Association of W.O.M.E.N., Ohio ...

"Barb's [trainings] are refreshingly insightful. Her call had so many takeaways that I could implement in my business that same day. I look forward to continue to learn from her."

Carolyn Jagers, Texas ...

"I love the program! Barb offers concrete techniques that have increased my business. She does this by offering positive ideas, great graphic organizers and personalized attention. Barb lets us know that she is available by phone or e-mail if we need encouragement. I am challenged by the ideas she has presented. I have a new mindset on asking for business....Barb is always fun, engaging and encourages interaction. She role-plays ideas and techniques that show just how easy it is to be successful. I can truly say that I can feel that Barb is truly interested in my success! I would highly recommend this workshop to anyone looking for a positive way to boost your business."

Monica Bentley, Virginia ...

"I have had the pleasure of seeing Barb Girson speak live at two of our conventions as well as being a participant in five of her teleclass programs. Barb is a bundle of energy who will come out with her boxing gloves (I've seen it first hand) to tackle any obstacle you may be facing with your business. With Barb's training you will become more confident in business. If you follow what Barb tells you to do you WILL see huge results!! She knows what she is talking about - not to mention she is a wordsmith genius. Thanks Barb for helping me grow sales!

MY Networking Plan Form *(Reproducible)*

Monthly Goals

_____ Number of New Contacts to Meet Personally contacts

_____ Number of Events to Attend Per Month

_____ Number of People I Will Meet for Coffee, Lunch, or Brunch to Follow Up / Build a Relationship

Date	Event	Invite a friend?	Cost	# of Attendees	Frequency Weekly, Monthly	Target Market
1/1/11	Women Entrepreneur Group		\$xx	xxx	1 st Thurs. monthly	Women Business Owners

Comments / Notes:
