



“Stop Losing Sales to the Internet! Here’s What We Can Do...”

Have you ever lost a sale to an Internet dealer? Even after you demonstrated the machine, built the value, and gave them your best price? I mean...you have a local customer who will buy from an out of state Internet dealer. Do you know why that happens? Because more customers are being conditioned to “Get information in a brick and mortar store...and then shop online.”

Believe me, it’s only going to get worse. Online shopping is more common than ever.

Stop throwing your sales away. **Fight Fire with Fire.**

At the next VDTA Show in March of 2010 I am going to put on a full day...six hour...workshop on how to use technology and the Internet to create an additional \$2,000 to \$5,000 a month in retail sales going out your door! This will be a separate event the day before the regular show starts.

The workshop is called “How To Harness The Power Of The Internet And Technology To Send Your Retail Sales Through The Roof!”

Now why in the world would you want to promote your retail store online?

*Almost every family has a computer. And almost every family with an income of \$40,000 or more shops online.

*Cost! Marketing online is the single least expensive way to promote your retail store.

*Your Web site works 24 hours a day...every day...it never takes a day off.

*You can capture your customer’s e-mail address when they first come to your website. It’s the single fastest way to build your e-mail list.

*Sending offers to your customer list by e-mail is Free. It’s guaranteed to be profitable...every time!

*Your Web site acts like a complete retail store on its own. A store with no overhead..no employees...very little customer service.

*You can offer free brochures or free information of any kind...available 24 hours a day.

*You can include your Web site address on all your brochures, ads, business cards, and Yellow Page listings -- and it won’t cost you a dime!

*Your Web site can answer 99 percent of all service questions...acting like your own Customer Service Center....freeing you up to make more sales.

*Greatly expand your market area. You can reach buyers that you would never get by direct mail, Yellow Pages, newspaper, or radio advertising.

*You can test offers against each other, quickly seeing which offer will produce the most sales. Then you can use that exact same offer as an ad offline. That’s one of the ways I come up with consistently profitable ads and ad headlines.

Understandably, there may be fear that these ideas will be used to sell strictly online and take away sales from brick and mortar stores. That is a legitimate concern. So.....

Here is what will NOT be covered;

1) How to sell out of your area to take sales away from other dealers.

2) How to use HTML or other computerese. There will be no difficult programming discussed here. Leave your computer at home.

3) We will not be talking about eBay. We will not be showing you how to take sales away from other brick and mortar stores.

Here’s a sample of what will be covered;

1) How to get your Web site built cheaply and quickly.

2) How to promote your Web site online and off line.

3) How to get listed in local search engines.

4) How to use video, audio, and motion to get the customer into your store to buy.

5) How to use e-mail, voice mail, and voice blasts to create an avalanche of customers

6) How to write the sales copy on your Web site to draw the buyers into your store.

7) The simplest and best layouts for your Web site.

8) How to use local Pay-Per-Click keywords to drive traffic to your site.

9) Samples of Home Pages that keep the viewer on your Web site.

10) And much, much more.

Now, who should really attend this workshop?

Frankly, there are three (that I know of) dealers that shouldn’t attend. Together, they sell 99 percent of all vacuum cleaners that are sold online by independent dealers. They use promotional techniques that are very expensive but produce reasonable profits. They are ranked in the first few coveted positions in search engines. These positions are paid for and need constant monitoring and work to maintain. I’ve talked to these dealers. They are very Internet savvy dealers that wouldn’t gain much from this workshop.

There are also a few dealers who see it as their job to denounce every idea as bad...every attempt to teach as self-serving...every effort from other dealers to get ahead as evil. Fortunately, these dealers would never think of investing in their own business education. So we won’t be seeing them anyway.

But....if you already have a Web site, and don’t know how to promote it....to bring in easy sales consistently....or you haven’t built a Web site yet because you thought it would be too hard...or too expensive....this workshop is for you.

My first store Web site was built seven years ago. It cost a few thousand dollars to build and took over a year to get a programmer to finish it. Today, you can build a functioning website in an afternoon..with no experience....and keep it producing retail buyers for less than \$100 a year.

And I'll show you how to do it.

The Internet used to be thought of as "The Marketing Media Of The Future." It no longer is that. It's "The Marketing Media Of NOW"

Having a store Web site and promoting it used to be thought of as a luxury. It no longer can be thought of that way. Customers no expect you to have a Web site. There is no longer a debate about having one. Not having a store Web site today is like not having a telephone...or accepting credit cards.

This workshop is a stand-alone event. It's not part of the regular VDTA Show, so there is a charge. So how much would this information be worth to you...even in just the first year?

Well, in my store, our Web site brings in about an extra \$3,000-\$4,000 a month...automatically, with no continual effort on my part. The great thing about internet driven business, is that most of it comes automatically. Like the guy on the appliance infomercial says "Set it and forget it." I thought that basing the price on what extra profit you would expect to make was reasonable.

So I thought a \$1,495 ticket price had a nice ring to it.

I've paid between \$1,500-\$2,000 for workshops like this...and they are general workshops on marketing, not a

Specialized Workshop on using the internet & technology to drive buyers into your retail store. These are usually two day events. Well, you don't want to spend two days and neither do I. So I cut the fat, took out the "everyone stand up and tell us your name," and loaded the six hours with actual "How To" examples.

Full day workshops like this regularly sell for \$995-\$1,495 a ticket. But when I talked to Judy at the VDTA...we had a difference of opinion. She said "I think \$295-\$395 would be plenty to pay. And spouses get in free." No way! I firmly stood on my price. Immovable, like a rock. Nobody is going to badger ME into lowering my price.....

Anyway, now that the dust has settled. You get the workshop for \$295...and your spouse gets in for free.

I really do suggest that you sign up right away. At this year's show. Why so early? Frankly, we need to know how many will be there. There are workbooks to print and an extra room to book for an extra day.

Again, this will be the day before the regular VDTA Show starts in 2010 -- **March 24 from 9 a.m. to 3 p.m.**

Do not send registrations or money to me. This event is put on by the VDTA. Send all registrations to them. You can fax to 515-282-4483 or mail to:

VDTA
2724 2nd Avenue
Des Moines IA 50313

I look forward to seeing you there,

Claude

**How To Harness The Power Of The Internet & Technology
To Send My Retail Sales Through The Roof!
March 24, 2010**

___ YES! Count me in for the workshop. I am registering early to lock in my preferred price of just \$295. Because I'm registering early, my spouse (or business partner) may attend free. (There is only one workbook per paid attendee). I understand that I will get a workbook and name badges upon arrival for the workshop.

**These badges will be different from the trade show badges.
The workshop will be from 9 a.m. to 3 p.m. on March 24, 2010.**

- I qualify for the **FREE DVD Bonus!**
- I qualify for **FREE Trade Show Admittance!**

Attendee Name: _____ Spouse/Business Partner's Name(if attending) _____

Name of Business: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Payment required with registration.

Name as it appears on credit card: _____

I authorize a charge of \$_____ to my credit card. ___ VISA ___ MasterCard ___ Check ___ Charge my credit card \$49.95 each month for the next 6 months

Card# _____ *CID#: _____ Exp. Date _____

**FAX TO 1-515-282-4483 OR mail with payment to VDTA/SDTA, 2724 2nd Ave. Des Moines IA 50313
Phone: 1-800-367-5651 • Online registration available at www.vdta.com**