

The Greatest Sales Tool Of The New Millenium

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The venerable business card: eighty pound stock with some ink. A name, a title, an address and about a half a dozen phone numbers which all lead to a voice mail.

The business card as we've come to know it has been around for years and it's served its purpose well. It has many wonderful features. It's extremely low cost—in volume, it's lightweight, portable, carries a sufficient amount of information and even provides a limited opportunity to distinguish or brand the owner. Even those in the real estate industry have made it a common practice to include a portrait of the agent.

It's easily stored, easily transported and easily distributed. The perfect sales tool FOR THE LAST MILLENIUM. It's great simplicity is also it's greatest shortcoming. It tells you who to contact, but not why to contact them.

The new millenium brings many challenges to those in the sales profession. Two challenges we all take for granted in the new millenium are a lot of competition and ever-changing technology. As a consequence, those in sales need to have a way to quickly and inexpensively distinguish themselves from their competitors and to educate their customers on their products and services.

It is even more imperative for those in a service industry, like real estate sales, to be able to communicate the competitive advantage the customer will receive by using them.

In the case of real estate sales, there are literally dozens of problems with selling a house and most home sellers—especially first timers—are unaware of the problems. Ask any real estate agent whether it's easier to work with educated home sellers. For instance, most sellers think they should list with the agent that bids the highest for their home. But that's not the best way at all. In fact, it may be the worst. World class real estate agents understand that it is incumbent upon them to educate home sellers about this and other common mistakes.



Of course once the customer is educated about the problem, it's just a short jump to explaining why you are best equipped to handle these problems.

So what's the best way to educate your potential customers on their problems and your solutions? You could hold a regularly scheduled class, or write a book, or...you could explain it all with a 7 minute video on a CD business card.

The CD business card: the business card of the new

millenium. A high tech way to brand yourself, differentiate yourself and more importantly, educate your customer.

A CD business card can cost several thousand dollars just to script and shoot the original, so it's best to find a company that already has the template complete for your particular industry, which can greatly reduce your initial outlay. Of course once the original is done, the business cards can be reproduced for just pennies (depending on volume). You can also make regular CDs and even video tapes for use in a VCR from the master.

But be careful. CD business cards are not a crutch. They cannot replace knowledge, service or persistence. If you just hand them out like last-millennium business cards, the chances are they will never get watched. But if you're good enough to get in front of a customer, you can watch it with them by popping it into their PC, or your laptop, or even your PDA.

If you are looking for that competitive edge, to distinguish yourself from your competitors and provide world-class sales service by educating your customers, the CD business card can make the difference.

To learn more about how you can get your own customized CD business card visit our web site at www.danielpendley.com or call us at (310) 370-6161.

