How To Become a "Rock Star of Revenue"



Lori Feldman

There are 2 kinds of sales

The first is represented by a very small group. These pros are the "Rock Stars of Revenue." They're favored by top management or they're running their own companies because they have an unusually high conversion rate of prospects to clients. They not only keep up with their clients'

needs, but they also know how to delegate effectively. Clients give them top marks in customer satisfaction, and they never have to make cold calls. They're too busy handling referral business.

The second group of sales people is bigger. They're all the

What makes the difference? A customer management system. In its simplest form, it's a database where everything you know about everyone goes. You immediately simplify your life because no matter what you want to find out, you've only got one place to look. Even better, you can transfer all your database info daily to your handheld device, like a Palm Pilot or a Blackberry.

Imagine arriving at the office and having your day, your business, and your life under control...

Your computer displays a

scheduled for the day.

- · With a simple mouse click, you instantly see detailed information and notes about your first customer meeting and then...the computer dials the number for you!
- · By clicking a single icon, you create a pre-written confirmation letter to the customer you just spoke with. Two more clicks, and you've faxed (or emailed) a letter to her, directly from your computer. (By the way, a record of your conversation has been automatically inserted in the client's record.)
- · Your customer is amazed at how much you remembered about her (and her business) from the last call, not to mention how impressed she is by how quickly you have followed up with her request.
 - · Next you send a personal-

list of your calls and to-dos ized mail-merged email to 15 new prospects.

> Your first call has been made, you've scheduled your next action, sent out a confirmation letter and emailed 15 prospects-and your first cup of coffee isn't even cold yet. That's profiting from your database!

> Finding information you need, when you need it, is just one of the signs of a successful sales person. A longer-term indicator of sales accomplishment is the ability to build personal relationships with your customers so you can leverage referrals. A customer management system changes your efforts toward this goal from one-to-one selling to one-tomany, allowing you to cover more ground in a day and join that elite status as a Rock Star of Revenue.

Lori Feldman, president of Aviva, is the rock star of revenue in her firm. She teaches sales executives and business owners how to profit from their databases using ACT! Software as a sales and marketing tool. The company also offers targeted mailing lists and online lead generation. She is the recipient of the Direct Marketer of the Year award from the DMA of St. Louis and is the founder of Mani-ACT!s, a monthly ACT! user group. She can be reached at www.avivaaviva.com.

Lori Feldman, President **ACT!** Certified Consultant 2388 Schuetz Rd Ste C90 St. Louis MO 63146 800/264-5478 x202 314/432-9500 x202 314/432-9514 FAX lori@aviva-aviva.com www.aviva-aviva.com

Join us for four exclusive businesswomen's events

Friday, Feb. 10-"Accelerated Networking" Luncheon

Westborough Country Club, 631 South Berry Road St. Louis, MO 63122

11:00 AM-Informal Networking

11:30 AM-1:30 PM-"Accelerated Networking" Luncheon

Topic: "Never be found sleeping - for you never know what love will do...The Blessing Basket Project Story"

Featured Speaker: Theresa Wilson, Founder and Executive Director of the Blessing Basket Project®

Thursday, Feb. 16-"Accelerated Networking" Luncheon

Old Hickory Golf Club, #1 Dye Club Drive, St. Peters, MO 63304

11:00 AM-Informal Networking

11:30 AM-1:30 PM-"Accelerated Networking" Luncheon

Topic: "The Tomorrow Trap: Unlocking the Secrets to STOP Procrastinating!"

Featured Speaker: Kathy Gibala, Get There Performance Consulting

Thursday, March 9-"Accelerated Networking" Luncheon

Old Hickory Golf Club, #1 Dye Club Drive, St. Peters, MO 63304

11:00 AM-Informal Networking

11:30 AM-1:30 PM-"Accelerated Networking" Luncheon

Topic: "Driving Change Before Change Drives You Crazy"

Featured Speaker: Donna Forgy

Women's Sales



Friday, March 17

Westborough Country Club, 631 South Berry Road St. Louis, MO 63122

9:30 AM-Informal Networking 10:00 AM-4:00 PM-Women's Sales & Marketing Summit

Get connected with women who want to do business with you—women business owners and corporate professionals from many different industry categories.

Featured Speaker: Sandra Yancey, Founder and CEO, eWomenNetwork, Inc. and author of the new

book, "Relationship Networking"

Prior to Mar. 12, \$60.00 (\$50.00 for eWN Members) Late registration, beginning Mar. 12, \$80.00 each for all registrants



For details and to register for any event, go to www.eWomenNetwork.com or contact:

For the St. Louis events-Donna Gamache, Managing Director, 314-968-9664, DonnaGamache@eWomenNetwork.com

For the St. Charles County events—Darlene Willman, Managing Director, 636-387-3000, DarleneWillman@eWomenNetwork.com



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