

52.

**TARGET MARKETING
THE
PROSPECT**

**CONSIDERABLE CONFUSION IN THE PAST
ABOUT
SALES AND MARKETING PARAMETERS**

In the past there has been a considerable amount of confusion in the distinction between sales and marketing.

Marketing is designed to get the targeted potential prospect to your front desk.

Marketing is also specifically designed to set the layout of the presentation and the office in order to follow-through with the sale.

**YOU MUST INTERMIX YOUR MARKETING
PROGRAMS TO "TOUCH"
THE PROSPECT IN DIFFERENT WAYS.**

An example if intermixing the marketing is to generate promotions that appeal to as many of the different patient senses as possible.

*Example: Direct mail, is tactile
News paper advertising is visual
Telemarketing is hearing*

**WE CAN SHOW YOU HOW TO COORDINATE
THESE DIFFERENT TYPES OF MARKETING VENUES TO
INCREASE YOUR "HIT" RATIO.**

Your objective is to get as much "bang for the buck" with the advertising dollars you spent. We can guide you, and will if you wish.

**WE CAN EVEN TELL YOU WHEN AND HOW OFTEN
TO GENERATE
DIFFERENT TYPES OF MARKETING.**

Of course this depends upon the type of marketing you do. In this manuscript we present all of the different types of promotional programs available in the hearing industry. We have at your disposal, hundreds of advertisements collected over 25 years from all over the country for review.

**WE WILL TEACH YOU HOW
TO SET UP YOUR
MARKETING TEAM**

So, you think you are the only one in the company that does the marketing? Think again, you have to interact with several different extremely talented marketing agents.

These professionals will work for you at no charge ! We will tell you who they are and how to make them an integral part of your team.

**WE WILL TEACH YOU HOW TO GET STARTED
AND HOW TO
COORDINATE YOUR MARKETING
FOR THE YEAR
MARKETING IS EXPENSIVE IF IT IS
DONE INCORRECTLY.**

**IF YOU WANT TO MAKE SURE YOU ARE
ON THE RIGHT TRACK**

OR

YOU JUST HAVE QUESTIONS

PLEASE FEEL FREE TO CONTACT US

**E-Mail us at:
GARYHEAR@AOL.COM**

OR

**Just call us at:
210 - 896 - 3030**

DO NOT MAKE ANY MORE EXPENSIVE MISTAKES

READ THIS MANUSCRIPT !