

10 Great Reasons Your Company or Organization Will Profit From Buying Quantities of My Book

By Eric Gilboord

Author of 'Just Tell Me What to Do - Easy Marketing Tips for Small Business'

There are many reasons to buy large quantities of my book. Here are ten of the most common:

Reason #1: To Persuade People to Avoid Procrastinating and Take Action NOW!

A major challenge many companies and organizations experience isn't just persuading prospects to buy something, but rather to buy *right now*.

Reason #2: To Thank Your Customers / Members

When Sprint wanted to thank their small business customers for purchasing new products they gave them a copy of my book with Sprint's logo on the cover and a letter from their President inside. Sprint also integrated my book into their direct marketing campaign.

Reason #3: To Motivate People to Buy MORE of Something

Nothing encourages an up sale like getting a little something extra. Unfortunately the old standard of a baker's dozen doesn't always work. Try offering something different, like my book.

Reason #4: To Spread a Philosophy or Message

If you believe the message that marketing is important in the success of a business use my book to spread the word. Yell it from the rooftops and let everyone know you believe in more marketing.

Reason #5: To Enhance Your Customer or Member's "Total Experience"

Add to a satisfying experience and give them even more. You've delivered on your promise and the customer or member is happy with your service. Drive them into delirious and give away the gift that keeps on giving, a copy of my book.

Reason #6: To Help Clients Become More Successful

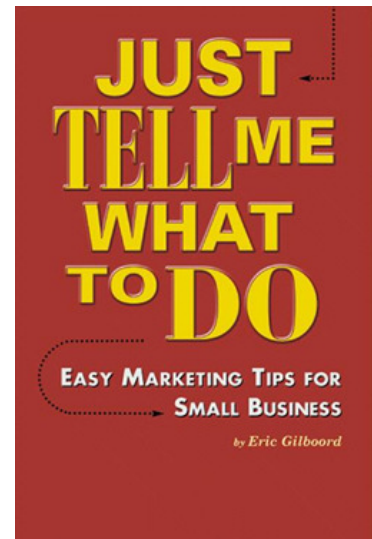
With many industries (business services, office supplies, computers, software, financial planning, accounting etc.) it is in your best interest to help your clients and members grow their businesses and become as successful as possible. The more they prosper the more you prosper. Sound marketing advice like the many tips in my book can help them achieve huge success. And they will thank you for it.

Reason #7: To Help Employees Be More Productive

Marketing permeates all areas of a business particularly sales. The more your sales group understands about marketing the better they will perform. So give a copy of my book to everyone in the company. You never know where great new ideas will come from.

Reason #8: To Generate Traffic to a Website, Retail Store or Trade Show Booth

As I said earlier, nothing motivates and generates activity like a reward.



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Reason #9: As A Promotional Tool – A Book With Your Company Logo is More Powerful and Memorable Than A Flyer or Business Card

People sometimes throw away or file away flyers and business cards after barely looking at them. Not so with books. The value is recognized and even if they don't read it all right away they will keep it around. A book with your company or organization identification will serve as a constant long term reminder.

Reason #10: To Raise Funds for Your Organization

Have you ever watched a fundraiser for PBS on TV? When trying to raise money they tell you all about a book they'd be happy to send you as a special 'thank you' for making a donation. By talking about how great the book is, they don't sound as much like they're asking for money. This way they're able to get you to donate more money to their cause. I bet we can put our minds together and figure out a great campaign for using my book to help your organization raise money, bring in new members and enrich your members marketing skills.

I promised to give you ten reasons why a company or organization might buy my book in mass quantity, and I have done so. I'm on a roll so let me throw in two more....

Bonus Reason #11: To Offer It as a Special Item You Sell

You can carry my book as an additional item to sell. If you are calling on a target audience that would appreciate the marketing tips and lessons in my book, then sell them a copy.

Bonus Reason #12: To Get People to Stop and Listen to Your Sales Presentation

If your sales people are calling on business owners and operators and need to get past the "I don't have time" syndrome then try offering a copy of my book as a gift. Break the ice and offer them something of value in exchange for their valuable time.

We can even customize my book to include your marketing message.

Oh yes and one more great reason, combine
a copy of my book with one of my famous speaking engagements.

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