

Letters That Sell

By Edward W. Werz

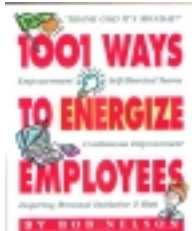
Aust: \$27.50

O/Seas: \$25.00

At last - a book that makes high impact letter writing virtually painless!

With these 90 easy-to-use letters, you need never agonize over sales-letter writing again. Arranged by category, these model letters cover every business situation from direct-sell to customer service and novelty letters, each accompanied by invaluable marginal notes that will enable you to tailor them to your specific goals.

Edward Werz, direct-mail expert, provides a bold new approach to sales-letter writing and a format so simple to use that you'll wonder how you ever managed without **Letters That Sell**.



1001 Ways To Energize Employees

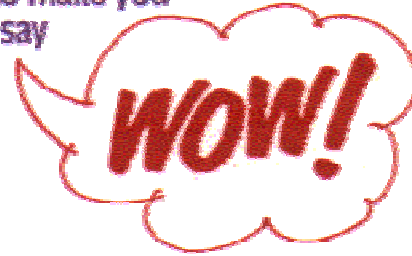
By Bob Nelson

Aust: \$30.80

O/Seas: A\$28.00

Take the brakes off your business. From management specialist and author of the innovative national bestseller **1001 Ways to Reward Employees** comes a practical handbook chock full of ideas for increasing employee involvement and enthusiasm - the key to an organization's success. Weaving together case studies, examples, suggestions and quotes this book is a how-to for getting not just the most - but the best - from everyone in the organization.

Ideas and
inspiration
to make you
say



If you would like details on how to have Winston speak at your next sales meeting or conference please contact us on:

Tel: +61 3 9569 1100

Fax: +61 3 9569 1181

E-mail: info@bgrowth.com.au

Business Marketing is produced by the team at:

Business Growth Centre

10 Johnson Street

Oakleigh VIC 3166

A.B.N. 96 709 037 261

Don't forget Valentine's Day!



February 2002

Book of the month!



Next-Step Selling

By John Barker

Aust: \$37.00

O/Seas: A\$34.00

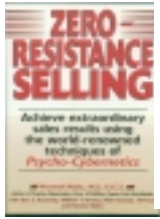
Next-Step Selling - A new sales approach to create and deliver value for your customers!

Next-Step Selling offers a new and effective approach to the selling process. It is time to move beyond the 'just close the sale' attitude, and embrace and 'add value' attitude. The 'next step' is valuing the relationship between you and the customer.

This book shows you what to do and how to do it. It provides a clear, workable and realistic process for complex selling in any sales environment and applies to any product or service.

Other great business tools are shown inside →→→→

**February's password
... valentine**



Zero-Resistance Selling

By Maxwell Maltz

Aust: \$31.90
O/Seas: A\$29.00

Learn how to completely eliminate customer resistance even as you remove your own mental obstacles and doubts. This unique program enables you to quickly become a "master closer", use objections to forge a "partnership" between you and the customer, make dynamic, action-inspiring sales presentations, soar out of any selling slump, ensure your own financial health and well-being, sell successfully even in situations where your self-image insists you're "in over your head", network for astounding results - without wasting time, conquer call resistance forever, use stress to your advantage and attain happiness and peace of mind in your sales career.



Guerrilla Marketing

By Jay Conrad Levinson

Aust: \$30.80
O/Seas: A\$28.00

- The fastest-growing markets for the 21st century, with tips on how to reach them.
- Unique strategies for cooperative fusion marketing with other businesses.
- The latest programs for freelance employees and telecommuters.
- Up-to-date information on the Internet and other technologies that aid the guerrilla in targeting and growing a business.
- Management lessons for the 21st century entrepreneur.



Cracking The Retail Code

By Hilary Kahn

Aust: \$195.00
O/Seas: A\$178.00

Together with textbook and CD for easy listening to improve average sale, profit and customer satisfaction Cracking the Retail Code shows a practical approach to successful performance on the retail shop floor. See your store through the eyes of an expert. Then you'll become aware of huge and unexplored sales and profit opportunities - and wonder why you'd never thought of them before. It makes sense, it's obvious. Perhaps that's why we don't do it!
This is a program that really focuses on the make or break of great retailing.



I Can See You Naked

By Ron Hoff

Aust: \$35.20
O/Seas: A\$32.00

You will learn:

- Competitive presentations: Winning Ideas.
- One-on-one presentations: How to nail the sale.
- What TV has taught us, but most presenters ignore.
- Humour. Truth is in; jokes are out.
- How to make a speech in a strange hotel.

ORDER FORM

Please tick the box

- Next-Step Selling (Book of the Month)
- Letters That Sell
- 1001 Ways To Energize Employees
- Zero Resistance Selling
- Guerrilla Marketing
- Cracking The Retail Code
- I Can See You Naked

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