

August, 2007

Caponi Performance Group Newsletter

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Dear Barry,

Welcome to the August edition of our newsletter. We hope you're enjoying your summer.

This month's newsletter addresses an age old topic of Features, Advantages and Benefits. As old as this topic is, I constantly see sales people confusing when to talk about each. We address that along with a suggested exercise to determine what your's are.

Enjoy, and as always, good selling...Barry

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Richardson, Texas
CHAMBER of COMMERCE

[Registration Link](#)

Richardson Chamber of
Commerce

Signature Event Series -
Great way to professionally
entertain a client or
prospect for lunch

August 7th - Congressman
Pete Sessions

Features, Advantages and Benefits

What's the Difference, Why it's Important and an Exercise to Determine Yours



"The reason I'm specifically calling you today is that we've just introduced our newest spinner widget, which based on new a new patented technology, spins at an incredible 94,000 revolutions per minute, more than twice the speed of our competition! I'd like to stop by your office and share with you the specifications of the revolutionary new model 1801."

"The reason I'm specifically calling you today is that one of our customers, using our newly released spinner widget, recently reported back a ten percent increase in their market share while simultaneously being able to maintain their previous pricing levels and margins. I'd like to stop by your office and share with you how they were able to accomplish that."

If you receive that cold call, which one would grab your attention?

[Read article...](#)

Share Your Experiences and Thoughts on my Blog!

Blogs are all about interaction and learning. Each week I talk about some component of the appointment making process. If you've got challenges you'd like to have me discuss and get feedback from others, send me an email. I'll answer it in a Blog and you can also experience the benefit of having others comment as well. A new one is published every Wednesday.

To link to it from here, choose the link below or to the left. To get to it from your web browser, go to www.salesmecca.com, choose the 'Sales Community' tab and you'll see the Blog menu choice.

[Link to Blog...](#)

Sales Tip of the Month

Cell Phones and Telesales / Telemarketing



Have you recently received an email informing you that your cell phone number has now been released to telemarketers? I went out to the Federal Trade Commission's website and got the *real* scoop. While it is true that you can call a number (see below) and register your cell phone on the 'Do Not Call' list, it is unnecessary. The following was copied directly from the FTC's website.

The truth about cell phones and the DNC Registry is:

- Contrary to the e-mail, cell phone numbers are NOT being released to telemarketers, and you will NOT soon be getting telemarketing calls on your cell phone.
- There is NO deadline by which you must register your cell phone number on the Registry.
- Federal Communications Commission (FCC) regulations prohibit telemarketers from using automated dialers to call cell phone numbers. Automated dialers are

standard in the industry, so most telemarketers are barred from calling consumers on their cell phones without their consent.

- The national associations representing telemarketers have stated that their clients do not intend to start calling consumers' cell phones.
- There is only ONE DNC Registry. There is no separate registry for cell phones.
- The DNC Registry accepts registrations from both cell phones and land lines. You must call from the phone number that you want to register. If you register online, you must respond to a confirmation e-mail.
- While the telecommunications industry has been discussing the possibility of creating a wireless 411 directory, according to the FCC, even if a wireless 411 directory is established, most telemarketing calls to cell phones would still be illegal, regardless of whether the number is listed on the federal government's National Do Not Call Registry.

If you would still like to register your cell phone - I did before doing my research, doh! - you can do so by dialing 888 382-1222. It is an FTC number and it only takes about twenty seconds.

[More sales tips...](#)

Quotes and Proverbs of the Month

The Power from within...



"Mediocrity stems from lack of belief more than lack of skill." - Jeffrey Gitomer

"Self-belief is the fulcrum point of success. It's the bridge between your personal attitude and enthusiasm, and your ability to transfer confidence to your prospective buyer or existing customer." - Jeffrey Gitomer

"Whatever the mind of man can conceive and believe it can achieve." - Napoleon Hill

"If you believe in what you are doing, then let nothing hold you up in your work. Much of the best work of the world has been done against seeming impossibilities. The thing is to get the work done." - Dale Carnegie

"Within you right now is the power to do things you never dreamed possible. This power becomes available to you just as soon as you can change your beliefs." - Maxwell Maltz

Mark Your Calendar (Right Now) - Public Workshops Announcement - October 9, 2007



Half-Day Appointment Making and Questioning Skills Workshops

"Our team has dramatically increased their appointments with new prospects as a result of your workshop. And you were right about something else. Our gross margins are up because we're not backing off and discounting at close time - because we've got a full funnel!"

"Using your techniques, I got a person I was referred to after your workshop to meet with me even though they first told me they didn't need any insurance. When I met with him and his wife, I got them to truly open up and then actually excited to buy, all beginning with a couple of great questions you helped me craft. They were so appreciative for my persistence. This is a great vocation!"

Our workshops are held in Addison and early bird pricing is \$149 for a single workshop or \$200 for both.

[_Click here for more information...](#)

Best Selling,

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