

PUMC ONLINE TUTORIALS DVD ORDER FORM

1 for \$89 2 for \$169 3 for \$245 4 for \$327 5 for \$350

SELECT A DVD:

Quantity:



Converting E-mail Inquiries Into Consultations
 10 essential e-mail response items
 How to answer the shopper's question
 What to do after you answer (tracking and follow-up)



How to Conquer Yellow Pages Advertising and Maximize your Investment
 Strategies for using multiple headings
 How to develop effective ads without "big"
 How to negotiate the best rates
 Cost versus ROI (Return on Investment)



Developing Effective Print Media Advertising
 Writing an effective headline
 What is good body copy
 Effective use of graphic tips For Closing Phone



Shoppers
 Qualifying the shopper
 Finding the caller's "hot button"
 Quoting fees that "sell"



Implementing Cross Promotional Opportunities
 Assessment of your collaterals
 How to get more mileage out of your promotional materials
 How to extend the shelf life

Date: _____

Client Name: _____

Address: _____
 Street

City State Zip

Phone Number: _____ Fax Number: _____

Total Amount: _____ (A \$12 shipping fee will be added. DVD/s will be sent to you via certified mail.)

Form of Payment: Visa MasterCard Discover Card AMEX Check

Name as it appears on card: _____

Card #: _____ Expiration date: _____

ID Code: _____ Credit Card Zip Code: _____

