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Dave Fellman's
Video/Audio/CD/DVD Products



PRINTSELLING
 Version 2.0!

Printing-Specific Video Seminar!
Now Available On DVD!

The video/DVD version of what has been called "the best presentation" of printing sales strategy and technique available!

You And Your Staff Will Learn: ♦ What the buyer really wants from you. ♦ How to make the time to get out and sell. ♦ A practical and realistic system of selling that coordinates telephone, mail, and personal sales calls.



Building Sales Inside The Printshop

"Don't Be Satisfied With Order-Takers At Your Front Counter...Build Sales And Profits By Teaching Your Customer Service People How To Sell!"

You And Your Staff Will Learn How To: ♦ Use all of your selling resources. ♦ Talk about what is really important to your customers. ♦ Recognize and deal with competitive forces. ♦ Handle each sale in manageable parts.



36 Profit Building Sales & Marketing Letters For Quick Printers

"What Would A Series Of Really Good Sales & Marketing Letters Be Worth To Your Business?"

Writing good, solid, compelling sales and marketing letters is a rare talent. These 36 letters are more than just casual correspondence...they're arranged as 9 complete marketing programs; for prospecting, selling more to existing customers, revitalizing inactive accounts, gaining referrals, even credit and collections situations!



Management Monthly Audiotape Series

"These Tapes Might Be The Best Kept Secret In The Quick Printing Industry."

Series I, Volumes 1-12 Topics Include: ♦ Database Marketing ♦ Advertising & Direct Mail. ♦ The Secrets To Hiring Good People. ♦ Dealing With Problem Customers ♦ Visibility Marketing ♦ Selling For The Long Term

Series II, Volumes 13-24 Topics Include: ♦ Profit Sharing ♦ Selling The "Attributes" Of Trust & Confidence ♦ The Back Burner ♦ Training ♦ Handling Objections ♦ Finding The Best Prospects ♦ Learning From Customers



Dave Fellman's Sales & Marketing Tool Kit

37 Profit-Building Sales & Marketing Tools For The Quick/Digital/Small Commercial Printer

- 9 Customizable Sales/Presentation Tools
- 15 Customizable Sales/Promotional Tools
- 11 Customizable Sales/Organizational Tools
- 2 Sales/Sales Management Educational Tools

Quark Xpress, PDF, and Microsoft Word files!

Including a comprehensive 51-page Owners Manual which clearly explains the best way to use each tool!



Dave Fellman's 30-30 Target Marketing Program

A series of 30 "30 second commercials"—deliverable via e-mail and/or voice mail—which add up to a complete and easy-to-implement marketing program that will gain you new customers and more orders from current customers.

- 10 Prospecting Messages
- 20 Penetration Messages
- 3 "Bonus Tracks"

More effective and less expensive than direct mail in the modern marketplace!

Name _____ Total Payment _____

Company _____ \$ _____

Address _____

City _____ ST _____ ZIP _____ Telephone _____

Check Attached Please charge my Visa Mastercard AMEX

Name as it appears on card _____

Card No. _____ Exp. Date _____

Signature _____

- 30-30 Target Marketing Program: Reg \$299...**Special \$249.00**
- Sales & Marketing Tool Kit: Reg \$375...**Special \$325.00**
- PRINTSELLING 2.0 DVD: Reg. \$129...**Special: \$99.00**
- PRINTSELLING 2.0 VHS: Reg. \$119...**Special: \$99.00**
- Building Sales Inside The Printshop: Reg. \$109...**Special: \$89.00**
- Management Monthly Series I: Reg \$179...**Special: \$129.00**
- Management Monthly Series II: Reg \$179...**Special: \$129.00**
- Both Management Monthly Series...Extra Special: \$229.00**
- 36 Sales & Marketing Letters: Reg. \$79...**Special: \$69.00**

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