

How-To Profit From Your Customer Information

Cheap • Easy • Effective • Database Marketing

Workshop Objective and Outcome

Your Best Business Investment Of 2009

To help you better understand and use the ingredients you already have at your fingertips. Using what you learn in the workshop will boost your sales, income and customer service. Additionally it will help you to free up large amounts of time and overhead. **This Workshop Has An Immediate And Significant Return on Investment**

Special Price \$150 Per Person

Table of 8 (pay only for seven individuals)

Proposed Workshops

- Dunedin (incl. Invercargill & Queenstown) 12 June
- Nelson / Blenheim 10 June
- Tauranga 15 June
- Rotorua (incl. Taupo) 16 June
- Hawke Bay 17 June
- Palmerston North 18 June
- Christchurch 11 June
- Wellington 25 June
- Hamilton 29 June
- Auckland North Shore 23 June
- Auckland Central 24 June

½ Day Workshop Afternoon 1:00 - 4:30

You will learn how to:

- Strategically use your customer information
- Decide what to collect
- Collect missing information
- Swiftly clean, de-duplicate & manipulate customer information
- Target and create any type of email and mailing list instantly
- Do a personalised email merge
- Clever marketing, sales and communication ideas and brainstorming

Skill Level

After our work on communication ideas we move to time saving computer tips.

It does not matter what database software you use to store your information. We will discuss how you can work with it- manipulating, cleaning, adding, creating targeted lists in five minutes using Microsoft Excel, Word and Outlook (or Lotus Notes). The skill level can be from beginner through to advanced. Absolute beginners might find it too fast paced and not descriptive enough.

Testimonials

Graeme Rodda: The workshop I attended several years ago with you at Melbourne Town Hall was the most informative and instructive of any attended over the past 8 years or so. It was refreshingly simple to follow your instructions; always given with logic and explanations - for a relatively small SME like me. All I had to do was listen, digest and learn, with plenty of examples being given along the way. And I still value your newsletters whenever received, as they continue to be the most instructive and logical of any the come across my desk.

Darryl Hawke; Managing Director; Rivers Insurance Brokers Pty Ltd
"You gave the best 2½ hours of training I have done in 20 years. I could have added a week to my life alone over this period had I just known how to split names across two cells in excel. Thank you!"

Mike Pero, Mike Pero Mortgages
"You are a natural educator - lovely to watch and listen to. Easy to absorb the info offered. You produced mountains of great ideas -

I'm charged with new ways of communicating with our customers."

You and your staff will love Debbie Mayo-Smith

Best selling author, one of the most sought after speakers & trainers in Australasia as well as 1 of only 37 certified speaking professionals in Australia or NZ.



The knowledge exchange from the workshop will enable you to skyrocket business turnover and free up your valuable time. To cap it off, you'll laugh, have fun and be entertained and hear many relevant stories and visual examples to reinforce "what's in it for me". The results you will achieve will be outstanding.

Russell Good; Managing Director; Goodlife Insurance Brokers
"I would be a millionaire if I heard you years ago".

Venue To Be Advised

Private Customised In-house Workshops available for groups of 15 +; Conquer Email Overload can be added too. Great for Sales Teams

100% Satisfaction Guaranteed. Or Your Money Back

How-To Profit From Your Customer Information

½ Day Workshop

REGISTRATION FORM

1) Session and Numbers		PLEASE CIRCLE
City	Date - Mid June Proposed	Number Registering and Amount (Please Circle)
<input type="radio"/> Dunedin 12 June <input type="radio"/> Nelson / Blenheim 10 June <input type="radio"/> Tauranga 15 June <input type="radio"/> Rotorua (incl. Taupo) 16 June <input type="radio"/> Hawkes Bay 17 June	<input type="radio"/> Palmerston North 18 June <input type="radio"/> Christchurch 11 June <input type="radio"/> Wellington 25 June <input type="radio"/> Hamilton 29 June <input type="radio"/> Auckland North Shore 23 June <input type="radio"/> Auckland Central 24 June	<input type="radio"/> One @ \$150 <input type="radio"/> Two @ \$300 <input type="radio"/> Three @ \$450 <input type="radio"/> Four @ \$600 <input type="radio"/> Five @ \$750 <input type="radio"/> Six @ \$900 <input type="radio"/> Seven @ \$1050 <input type="radio"/> Eight @ \$1050

2) Your Details

Name _____ Company _____

Address _____ Postcode _____

Email _____ Ph. _____

3) Second Person

Name _____ Company _____

Address _____ Postcode _____

Email _____ Ph. _____

4) Payment Details:

Payment Details: Cheque (Mayo-Smith Ltd) Credit Card Online Banking

Pay Westpac Acct: Mayo-Smith LTD 03-0263-0179452-03

Please bill my credit card for \$ Visa MasterCard Diners Amex

Card No# _____ Signature _____

Name on card _____ Exp. date _____