



Drayton Bird

# “Are you ignoring your most powerful new business weapon?”

It's Sunday today, so here's my good deed for you. Please use it yourself, or forward it on.

It costs nothing. Not a bean. It's your DIY guide to accelerating your profits through word of mouth.

It's so obvious that anyone could have thought of it - but as far as I know nobody has.

And it's laughably simple because it starts with something I'm sure you know.

*Your easiest sales to close are via recommendation.*

When you're not recommended by anyone it's infinitely harder to sell. You lack credibility.

But now someone has come up with the solution.

It's a way of being recommended by people who think you're good - but haven't told anyone else.

## **This trebled Dian's sales**

An old client of mine, Ian Denny, came up with it, and I met a lady in Indonesia - of all places - who *trebled* her sales with it.

It changed her entire career, and you'll quickly see why. The whole thing focuses on what happens *immediately after you get an enquiry.*

That's the moment when people are hot to trot.

Ian showed Dian how to influence prospects to say 'yes' by introducing recommendations at this critical point.

## **Your free copy of this revealing guide**

I've reserved you a free copy of Ian's guide to getting more sales via recommendation.

Scanning through my copy, what struck me was the average conversion rates in a study of 8,900 businesses – **it's 19%**.

That's almost incredibly high - until you consider two facts.

1. I have known for years that the chief reason why people buy something new is via recommendation.

2. The best time to get people to recommend is immediately after people have bought.

Adding 1% to your conversion rate increases sales by 5.3%. Add 5% and they go up by 26.3%.

I won't bore you with the details. Just get the guide.

I told him he should charge for it. He's seriously thinking about it.

Get a copy while it's still there, even if you save it for later:

**Business Growth Through Word Of Mouth.**

Best,

Drayton

© Copyright, Drayton Bird

## **About the Author**

In 2003, the Chartered Institute of Marketing named Drayton Bird one of 50 living individuals who have shaped today's marketing. He has spoken in 53 countries for many organisations, and much of what he discusses derive from his work with many of the world's greatest brands. These include American Express, Audi, Bentley, British Airways, Cisco, Deutsche Post, Ford, IBM, McKinsey, Mercedes, Microsoft, Nestle, Philips, Procter & Gamble, Toyota, Unilever, Visa and Volkswagen. In various capacities – mostly as a writer – Drayton has helped sell everything from Airbus planes to Peppa Pig. His book, *Commonsense Direct and Digital Marketing*, out in 17 languages, has been the UK's best seller on the subject every year since 1982.

## **Co-ordinates**

Drayton Bird Associates  
Web: <http://draytonbird.com>  
Tel: +44 (0) 845 3700 121  
Email: [drayton@draytonbird.com](mailto:drayton@draytonbird.com) or [db@draytonbird.com](mailto:db@draytonbird.com)

