

Multimedia

**SALES
EXCELLENCE**

**IF IT WAS EASY,
EVERYONE
WOULD DO IT.**

association of
**alternative
newsmedia**



Mike Blinder
President
Blinder Group



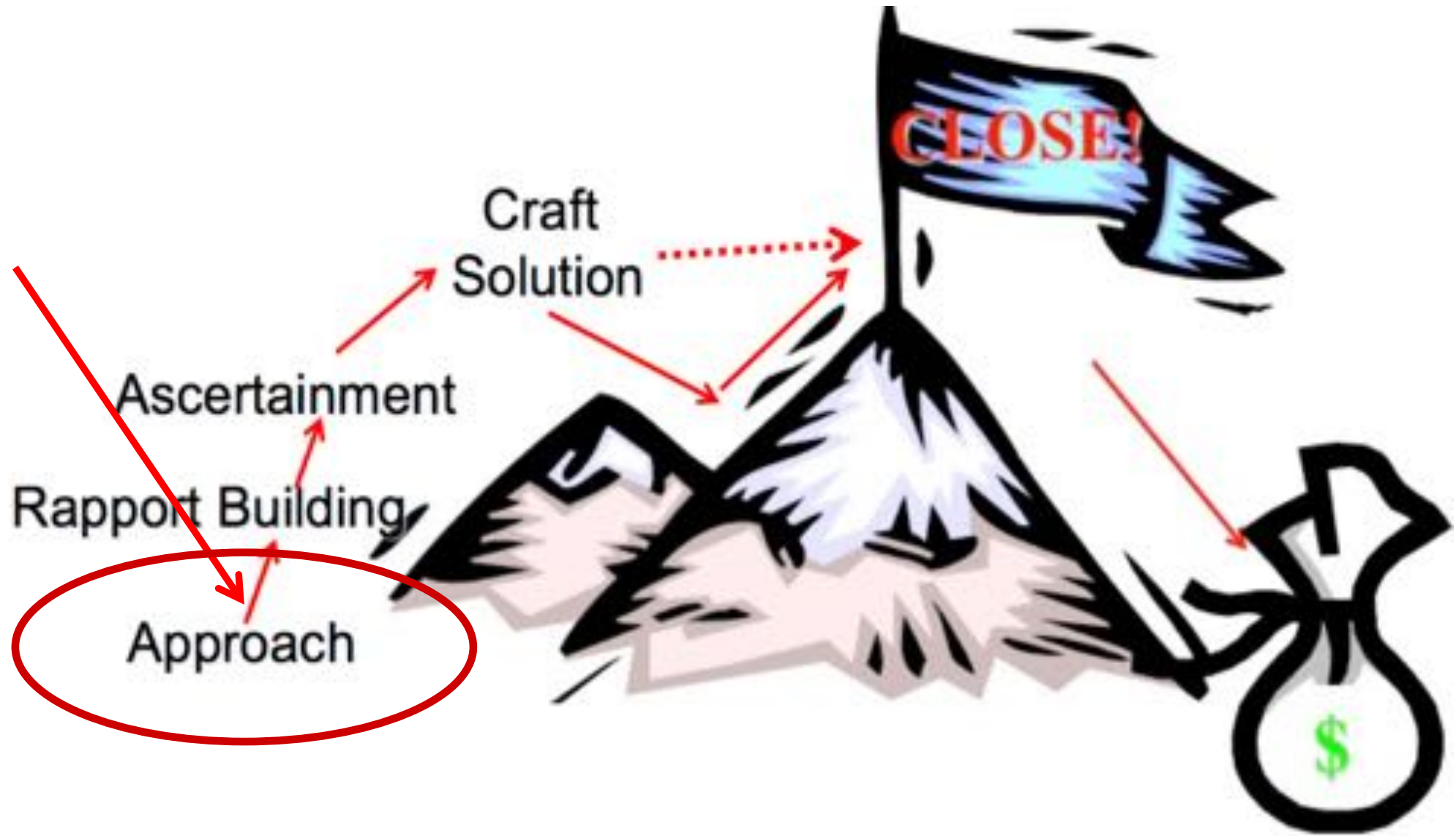
**WHY IS
THIS SO HARD
TO SELL?**

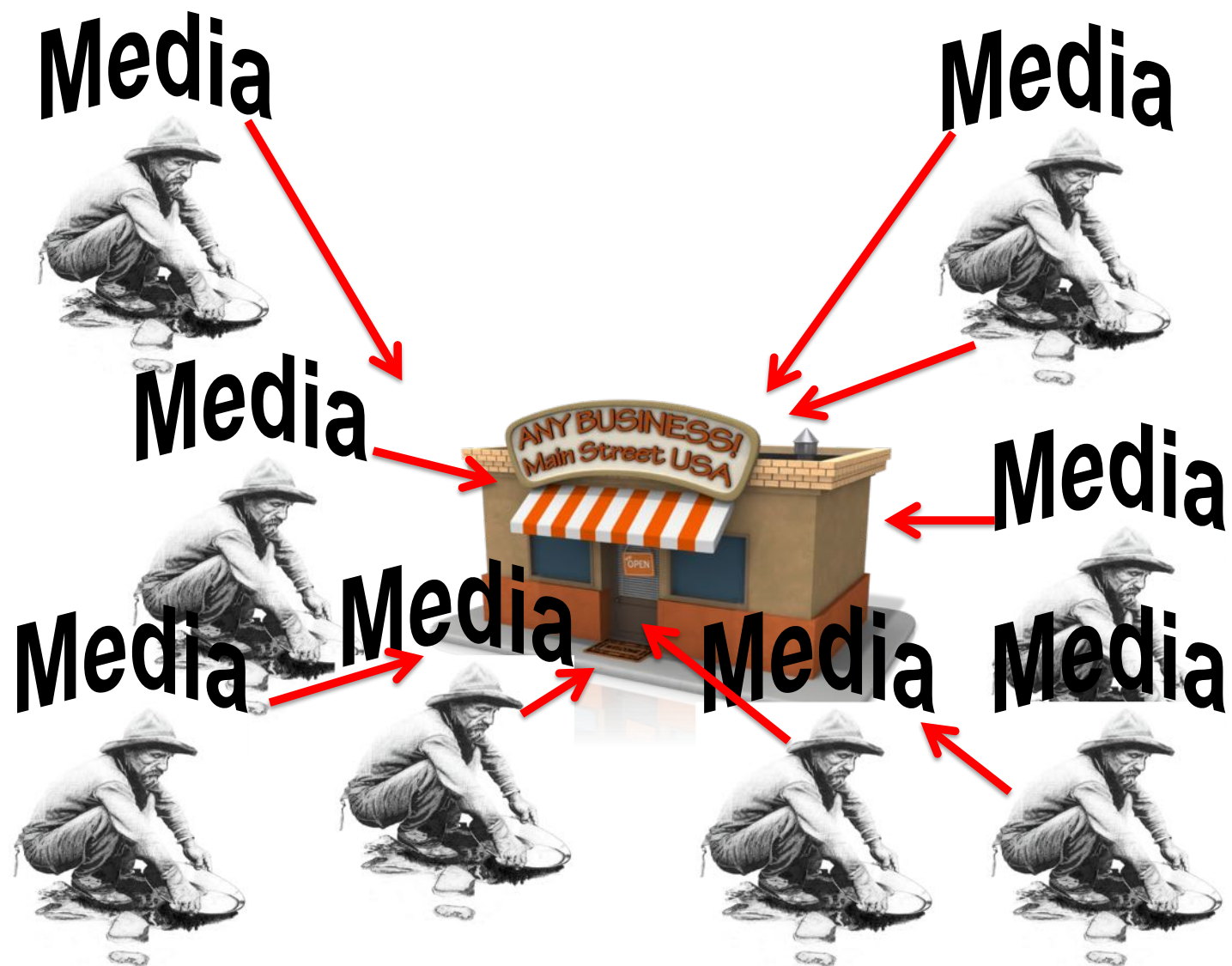


**PERCEPTION
IS
REALITY!**



Back
to
Basics



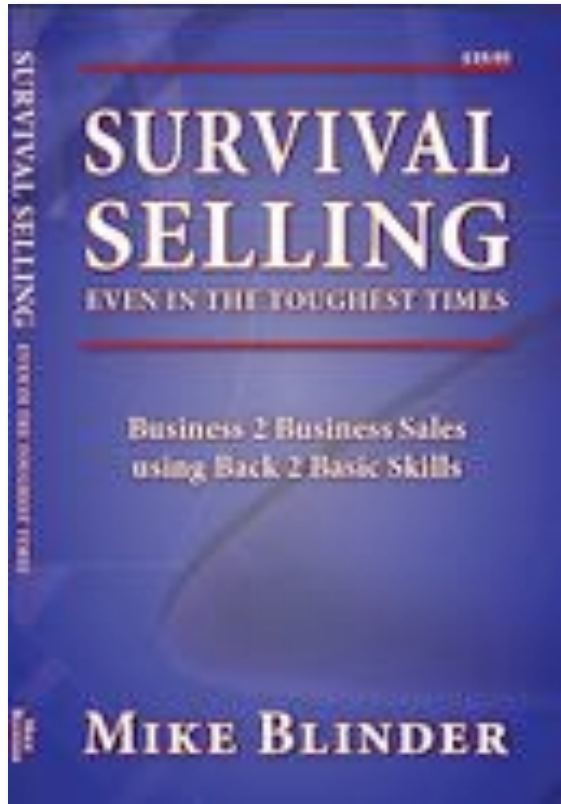




My Mountains:



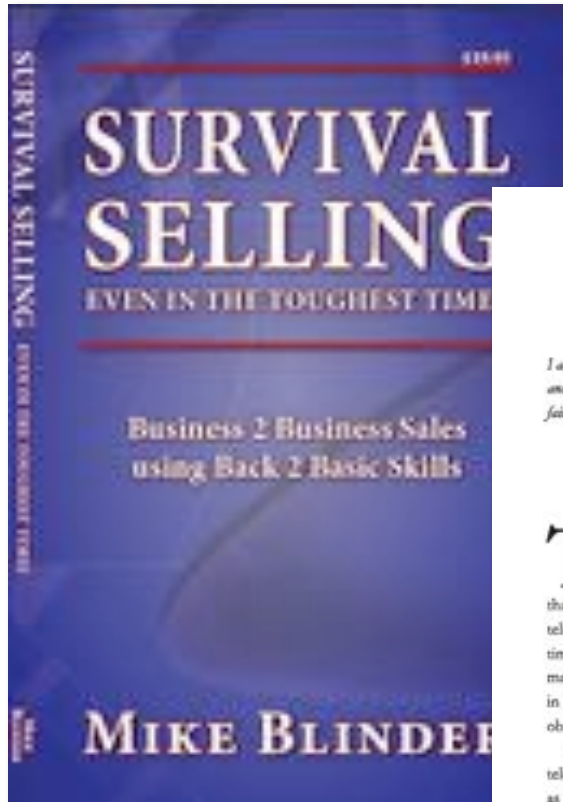
Rule #1:



Mike Blinder | +1-917-865-4827 (mobile/text)
Mike@BlinderGroup.Com |  @MikeBlinder

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Rule #1: “It’s a numbers game!”



Chapter I

It's a Numbers Game

I am not judged by the number of times I fail, but by the number of times I succeed; and the number of times I succeed is in direct proportion to the number of times I fail and keep trying.

—Tom Hopkins

Telemarketers tend to have the toughest assignment in sales. They call hundreds of people every day, and get hung up on most of the time. They are insulted or abused more than any other type of salesperson! So why do they do it? Not the telemarketers themselves: we know why they do it. They're part-time workers – retirees and college kids – trying to pay the rent, and maybe put a little aside. But why do businesses invest so much money in teams of telemarketers working round the clock? The answer is obvious. Because it works!

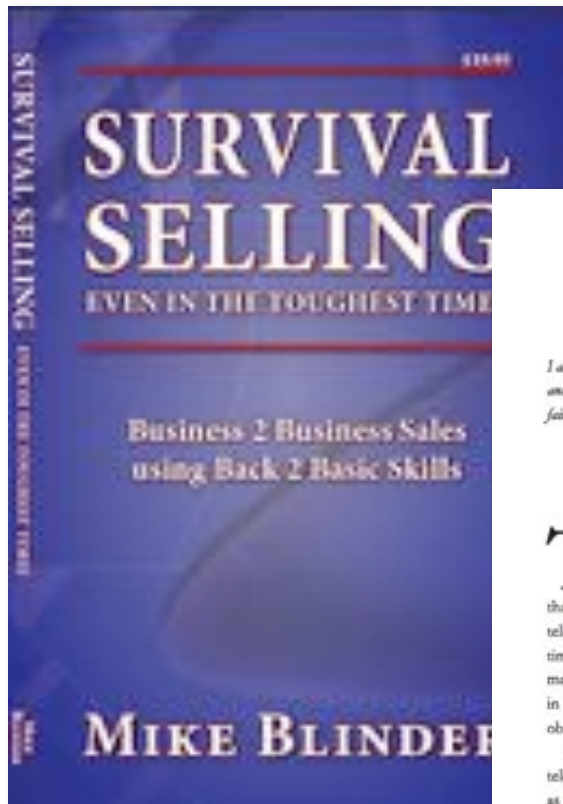
According to the Direct Marketing Association (2004), the telephone, as intrusive as it is, was more than three and a half times as successful a marketing tool for show marketers than direct mail and email combined!¹ Of course, the real numbers are not very high, averaging about 6 percent, but given the amount of calls made, those numbers add up. If 100 calls a day lead to six closes, then 1,000 calls a day could be more than enough to keep you in business.

In fact, most of us get similar results. How many closes do you

Rule #1: “It’s a numbers game!”

Rule #2:

“When in doubt, go back to Rule #1”



Chapter I It's a Numbers Game

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Always be **Networking**



Always be **Networking**



Drive Down **New Streets**



Mobile = New Leads



Mobile = New Leads



Mobile = New Leads



Mobile = New Leads



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Mobile = New Leads



Form a “Leads Group”



Form a “**Leads Group**”



Office Supplies

Computer Networking

Commercial Real Estate

Accounting/ Tax Planning

Business Attorneys



Mine **The BEST** **Prospects**

Blinder's Best Bets for New Business

Auto Dealers and Auto Aftermarket Tires, Body Work, Tune/Lube, Glass, Engine, Etc.

Home Improvement Repair, landscaping, remodel, décor, pest control, painting, flooring, HVAC, plumbing, electric, security, windows

Health Care Cosmetic Dentistry, Chiropractic Medicine, Cosmetic Surgeons, Lasik Eye Centers, Urgent Care, Private Surgical Centers, Private Imaging Centers, Weight Loss Facilities (surgical and non-surgical), Dermatology, Hearing Centers, Large Fitness Centers, Etc.

Real Estate Broker Owners & Individual Agents!

Legal Divorce, Accident, Workplace Attorneys

Plus:

Retail- hair, furniture, bedding, jewelers, grocery, market

Churches- membership, daycare & schools

Education- Schools, Universities, private instruction, martial arts, dance, music, driving

Entertainment- bars, venues, events

Financial- insurance, credit unions, planning, investment

Funeral- funeral homes, cemeteries, pre-planning services

Pets- stores, vets, boarding

Travel- agency, destinations, lodging



Pulse

The screenshot displays the Pulse software interface. At the top, a navigation bar includes tabs for Dashboard, Prospects, Create, Accounts, and Reporting. A sidebar on the left contains the Pulse logo and a list of site groups. The main content area shows the 'The Daily World' site group selected. Below this, there is a section for 'How to create and sell with One Page presentations' with details about a webinar. At the bottom, a 'Your June Metrics' section displays three key performance indicators: Team Use (1/10), Total Sales (\$0), and Close Ratio (0%).

Navigation Bar: Dashboard, Prospects, Create, Accounts, Reporting

Sidebar: Pulse, You are visiting site group ^ The Daily World

Main Content:

- The Daily World
- The Daily World
- How to create and sell with One Page presentations:
- Join our next webinar (15 min)
- Every Thursday at 4pm Eastern / 1pm Pacific
- We will cover - best use of prospecting, creation tips, and how the one page information can best be used on sales calls.
- Register today at: GoToWebinar

Your June Metrics
Month to Date

Metric	Value
TEAM USE	1/10
TOTAL SALES	\$0
CLOSE RATIO	0%

Mike Blinder | +1-
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downloads:
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Pulse

The Daily World
The Daily World

[View Reader Buying Po...](#)

What's Selling

Find Hot Prospects | Sort Criteria: [Pulse Rank ...](#)

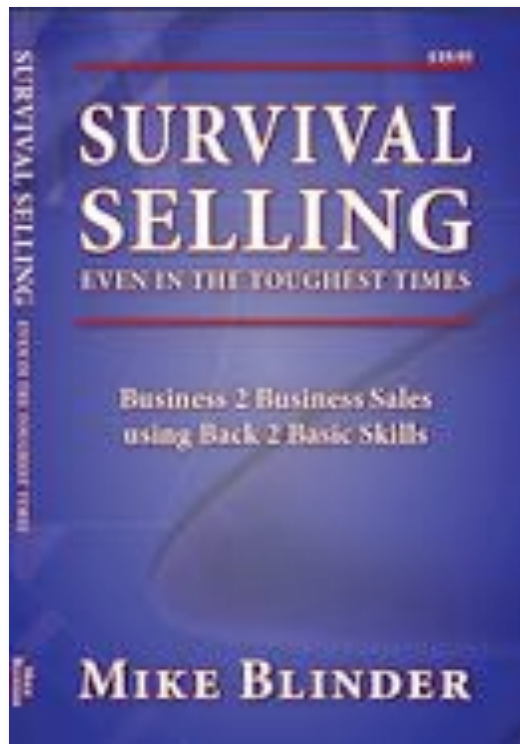
Search...

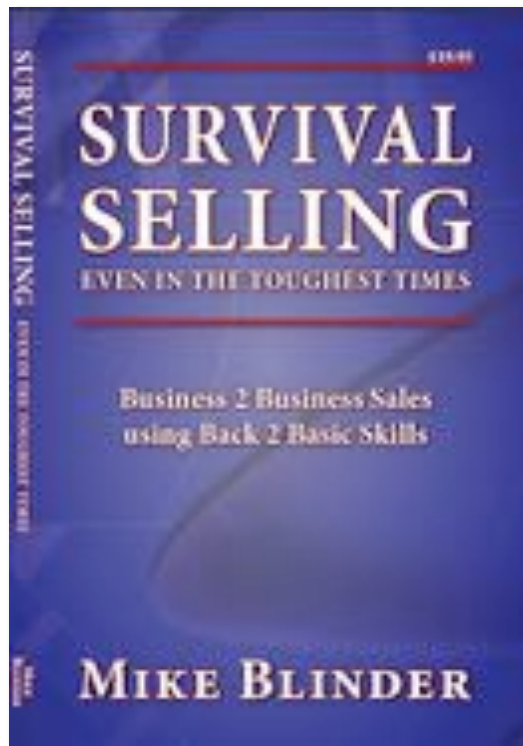
☆	📄	📄	Section	Business Type	Close Ratio	Average Sale	Sold Rank	Locate
1			Health and Medical	Hearing Aid Center	55.7%	\$5,090	21	FIND
2			Health and Medical	Retirement Home	58%	\$3,806	29	FIND
3			Local Services	Funeral, Cemeteries & Cremation Services	51%	\$3,754	23	FIND
4	1	1	General Retail	Drugstore or Pharmacy	58%	\$2,647	18	FIND
5			Home and Garden	Mattress or Bedding Store	52.2%	\$3,869	54	FIND
6			Home and Garden	Furniture Store	43.8%	\$5,769	5	FIND
7			Home and Garden	Carpet Store	49.4%	\$3,960	59	FIND

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Mike@BlinderGroup.Com | [🐦](#) @MikeBlinder


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The Free Encyclopedia

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Search 

Elevator pitch

From Wikipedia, the free encyclopedia

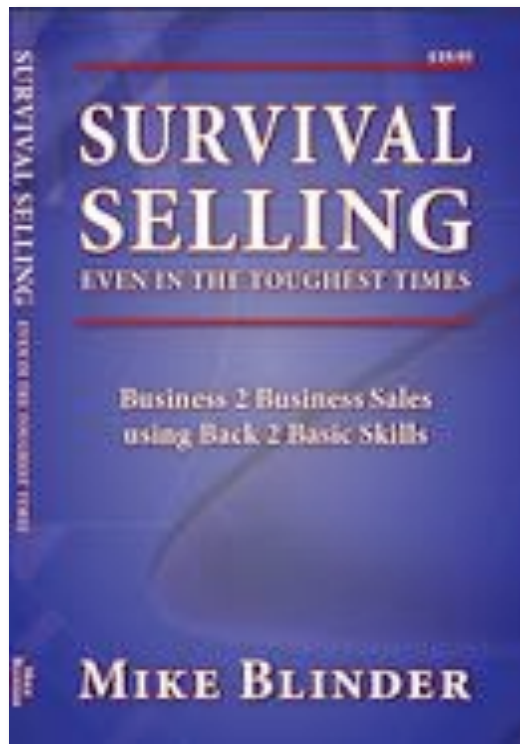
An **elevator pitch**, **elevator speech**, or **elevator statement** is a short summary used to quickly and simply define a person, profession, product, service, organization or event and its *value proposition*.^[1]

The name "Elevator Pitch" reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds to two minutes.^{[2][3]} The term itself comes from a scenario of an accidental meeting with someone important in the elevator. If the conversation inside the elevator in those few seconds is interesting and value adding, the conversation will continue after the elevator ride or end in exchange of business card or a scheduled meeting.^[4]

A variety of people, including *project managers*, *salespeople*, *evangelists*, and *policy-makers* commonly rehearse and use elevator pitches to get their point across quickly.

An example is pitching an idea to a *venture capitalist* or *angel investor* to receive funding. Venture capitalists often judge the quality of an idea by the quality of its elevator pitch and will ask entrepreneurs for their elevator pitches in order to quickly weed out bad ideas and weak teams. Elevator pitches are also used in many other situations. Personal uses include job interviewing, dating, and summarizing professional services.^[citation needed]

See also [Twitter](#)

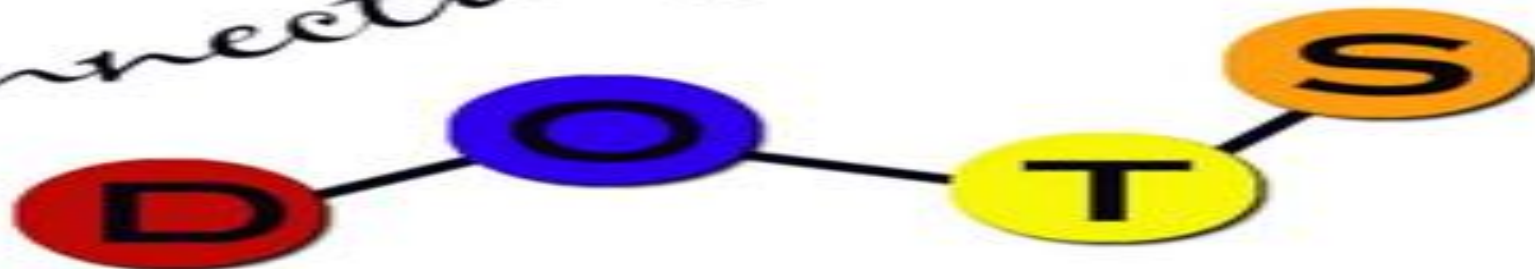


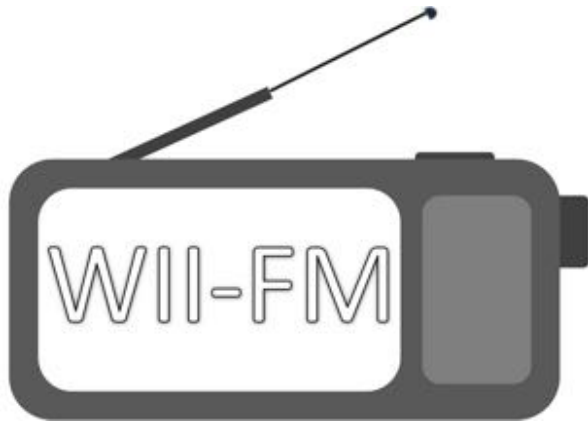


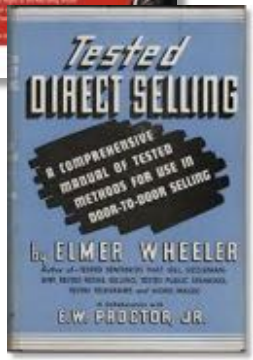
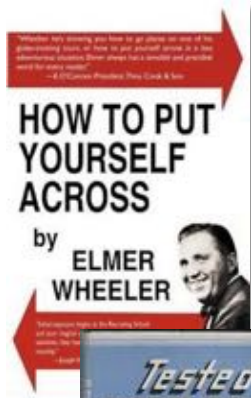
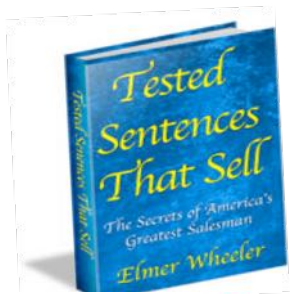




Connecting The



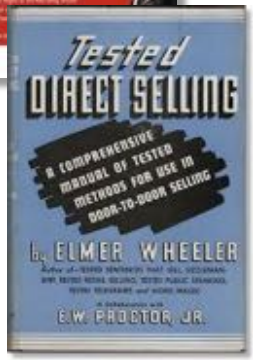
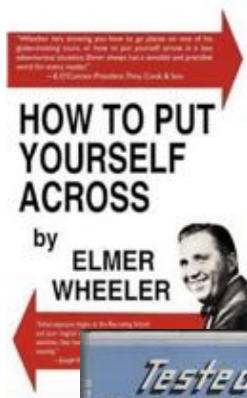
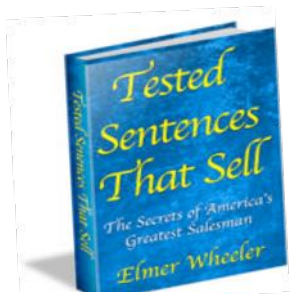




Mike Blinder | +1-917-865-4827 (mobile/text)

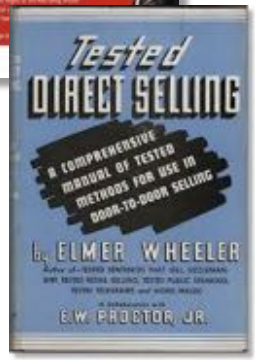
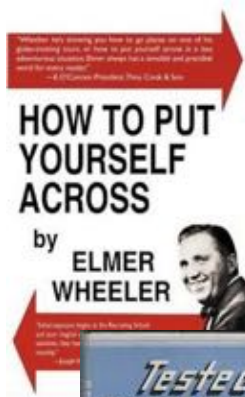
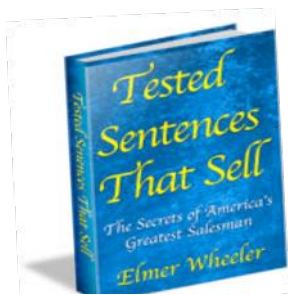
Mike@BlinderGroup.Com |  @MikeBlinder

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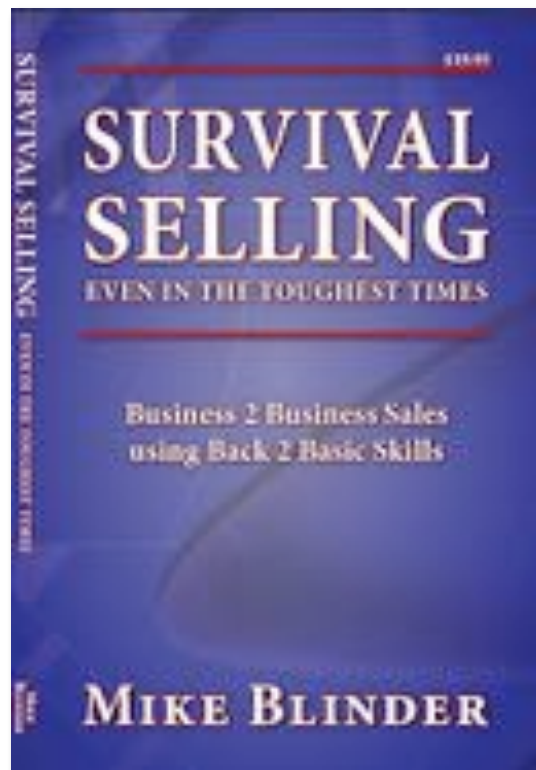


Benefit, Benefit, Benefit & No Pain!



Benefit, Benefit, Benefit & No Pain!

NUMBERS



- Who is the decision-maker?
- Who influences the decisions?
- How do these decision-makers prefer to be contacted?

Finally, and most important of all: you're there to get a firm appointment set up so that you can sit down with the prospect face-to-face or have a lengthier phone conversation to ascertain his goals and needs. So, in short, if you're prospecting on the phone, make sure to sound very, very busy. If you're prospecting face-to-face, make it seem as if you only have a few seconds. I'll talk more about that later.

The Elevator Statement

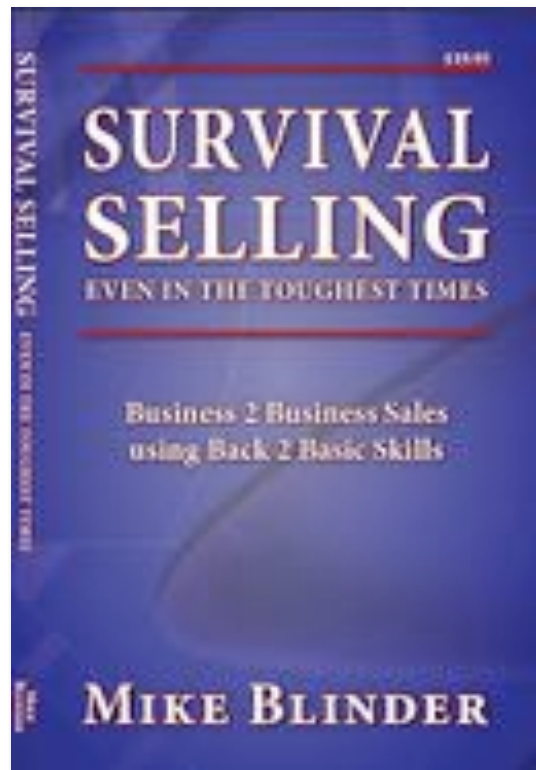
Now that you know how to find the prospects, you have to know what to say to them.

"Brevity is a great charm of eloquence."
— Cicero

Remember that these people are busy, or at least they like to tell you they are, so they probably have very little time to listen to you. That is why you must make sure you have your elevator statement down pat.

For those of you not in the know, an elevator statement is a brief, carefully worded statement about your business. It tells your prospect exactly what you do, with all the benefits and none of the pain. It's called an elevator statement because you should be able to recite the whole thing in the time it takes you to ride an elevator for a total of ten floors. In other words, you have to cram all that information into just 30 seconds!

Now, I am not a believer in scripts. As a former radio deejay and television talent, it should be apparent that I love to ad lib. But even I have written scripted elevator statements describing all the benefits of my business. I call them my "Wow! statements," because at the end of them, I expect my listeners to respond with a "Wow!" even if it's something they don't usually think about. To test a new elevator



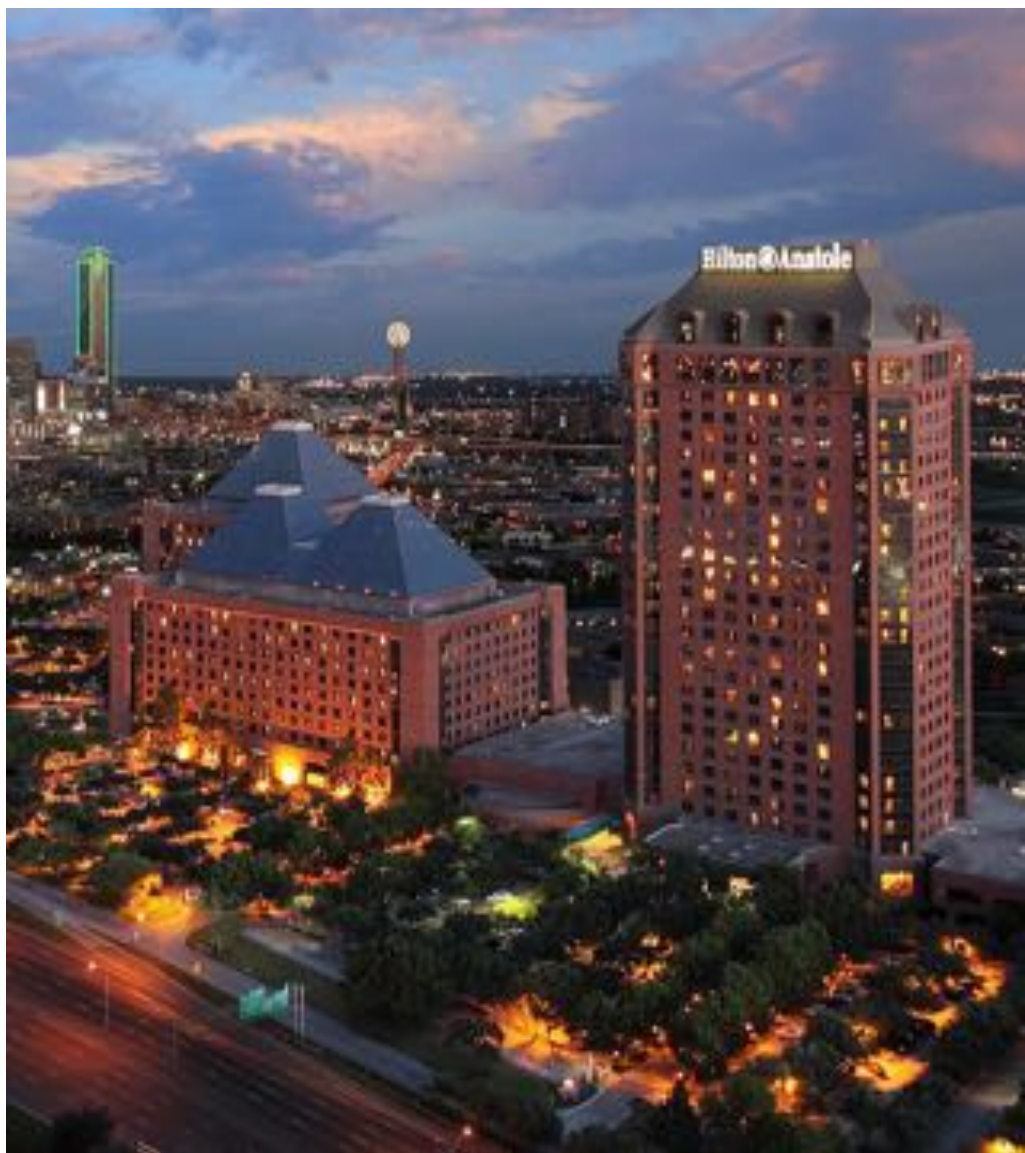
SALE

before

SALE









Allan Cymberg
RAB Conference June 1988
Dallas, Texas





Allan Cymberg
RAB Conference June 1988
Dallas, Texas



**WHY IS
THIS SO HARD
TO SELL?**





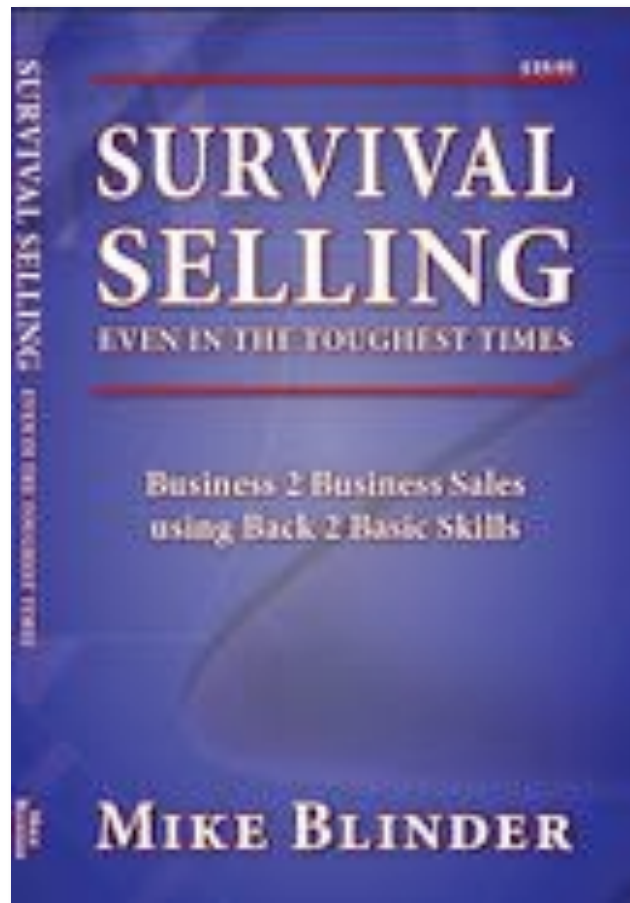
MY
**Perception
Becomes the
Advertiser's
Reality**











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- Who influences the decisions?
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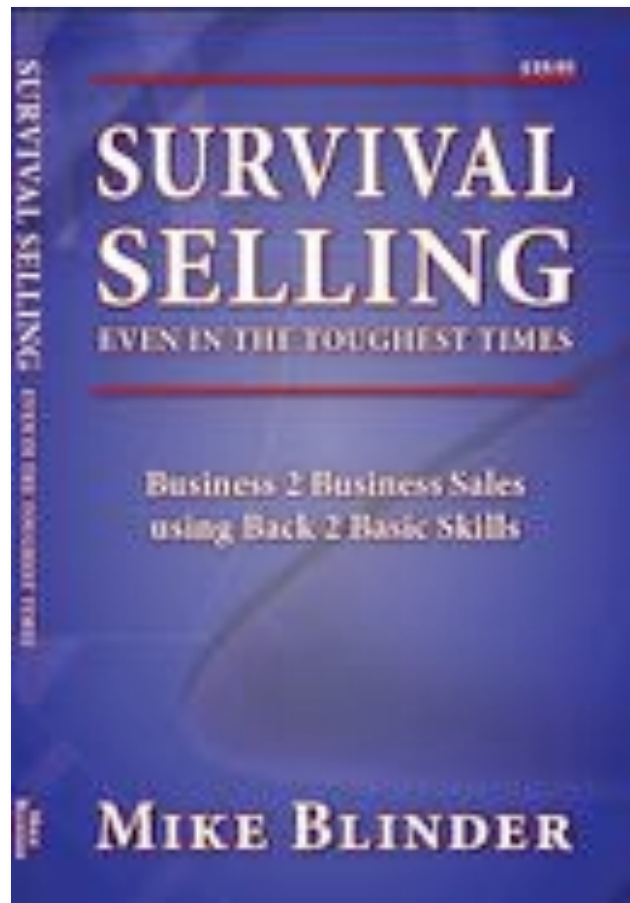
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— Cicero



Toys to Play With

As the father of a young child, I have learned what every parent knows: kids love new toys ... for exactly ten seconds. Then they discover the magic of the box it came in! Adults love new toys too, and business people are no exception. So when you're out there prospecting, make sure you mention your shiniest new toy – the one you're bringing them for the very first time – directly after your Wow! statement. "I know how busy you are, but the reason for this interruption is that this week we launched an exciting program that I believe could very well be a great match for a business like yours!"

Get right into the razzle and the dazzle of your shiny new toy, as soon as you finish your elevator statement: "This is who I am (*elevator*), and this is something hot off the presses that I think might be of benefit to you!" (*shiny toy*). In fact, I believe that this is so essential that if by chance you don't have a shiny toy to dangle in front of your prospect's face, make one up! Find a product that your customer doesn't know about, but that you think could be a perfect fit and dangle it, swing it, clang it, and bang it, just as if you were dangling an old set of keys in front of a mesmerized baby. It's quite possible that your customer will act just like that baby and try to grab the keys. It's a natural reflex. We're programmed that way. But don't leave all your cookies on the counter. The purpose of the shiny toy is to spark their

"The people are a very fickle baby that must have new toys every day."

— Emma Goldman

#SHINY OBJECT SYNDROME



SHINY NEW THING



BEFORE WE GIVE THE BUSINESS
OUR FULL AND UNDIVIDED
ATTENTION, CHECK OUT THIS
SHINY NEW THING I FOUND.









POLITICS ELECTION 2016

Obama: Voters Want 'New Car Smell' in 2016

Zeke J Miller @ZekeJMiller | Nov. 23, 2014



The President said he himself has gotten a few 'dings' while serving two terms

President Barack Obama said in an interview aired Sunday that voters will be looking for a “fresh start” as they go to the polls in 2016 to select his successor.



Michael Nelson—EPA

Mike Blinder | +1-917-865-4827 (mobile/text)

Mike@BlinderGroup.Com |  @MikeBlinder

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THE CHALLENGE



Gambit



Santa Barbara Independent



MauiTime Weekly, cover by
Darris Hurst



LA Weekly



Salt Lake City Weekly, cover by
Derek Carlisle



Mountain Xpress, cover design
by Scott Southwick

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The Blinder Group



\$3.5 million+

The Blinder Group

2017

\$3.5 million+



The Blinder Group



The Blinder Group

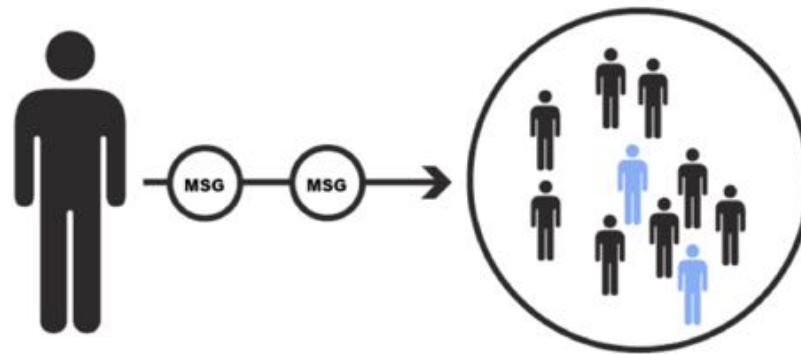


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Mike@BlinderGroup.Com |  @MikeBlinder

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Reach

Frequency



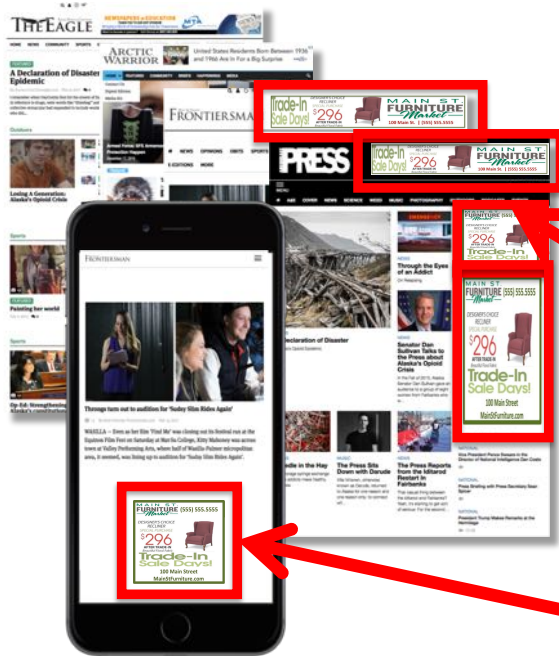
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Mike@BlinderGroup.Com |  @MikeBlinder

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 Mike@BlinderGroup.Com |  @MikeBlinder

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More Reach
=
More Results



Mike Blinder | +1-917-865-4827 (mobile/text)
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PROGRAMMATIC ADVERTISING

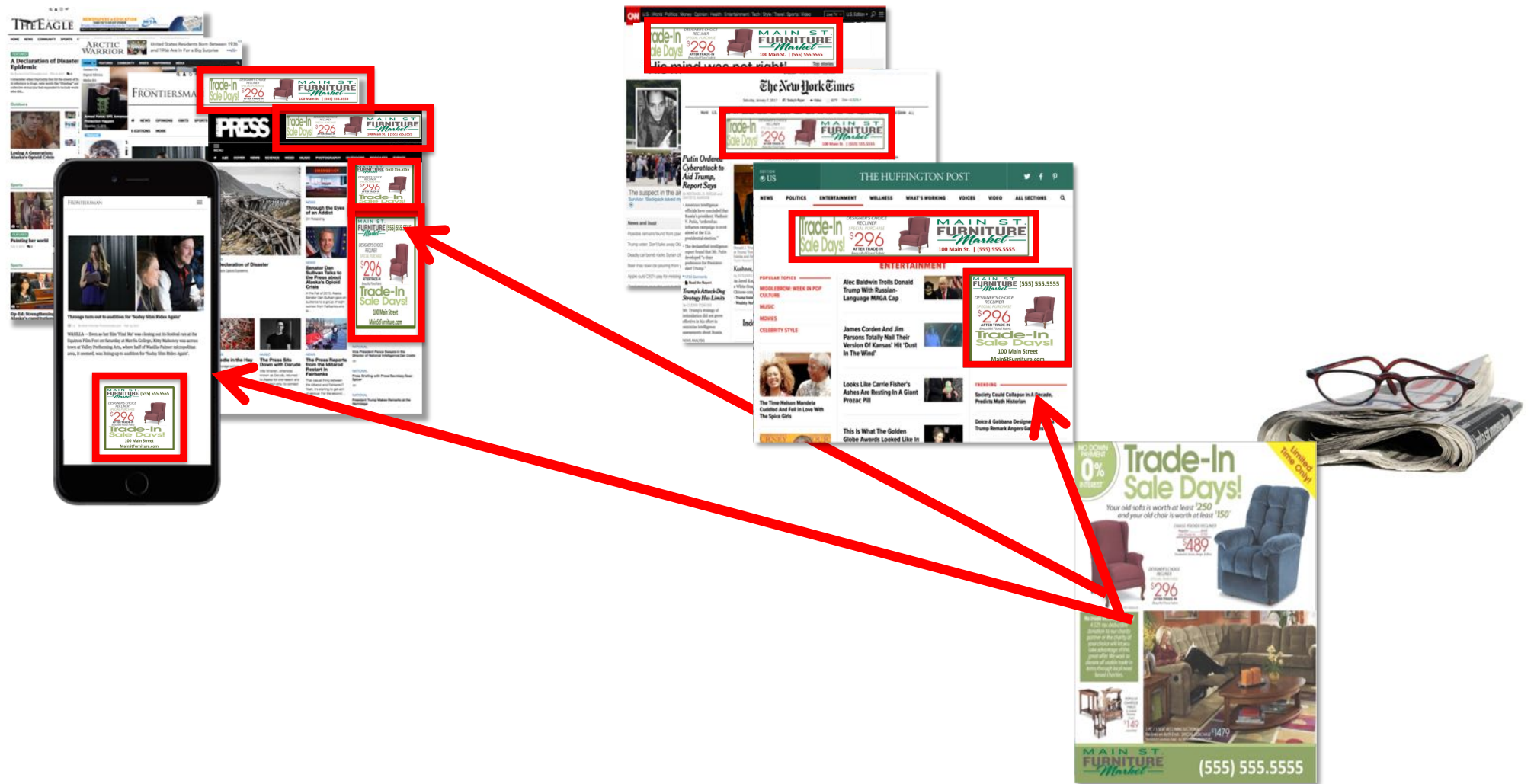


THE LOCAL COMMERCE UNIVERSE

BIA Kelsey



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Mike Blinder | +1-917-865-4827 (mobile/text)
Mike@BlinderGroup.Com |  @MikeBlinder

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The collage features several instances of the 'Trade-In Sale Days!' advertisement for 'MAIN ST. FURNITURE Market'. These ads are highlighted with red boxes and red arrows pointing towards a larger, detailed printed flyer at the bottom right. The flyer includes the following information:

- Trade-In Sale Days!** (Limited Time Only!)
- 0% financing**
- Trade-In Offer:** Your old sofa is worth at least \$250 and your old chair is worth at least \$150.
- Special Offers:**
 - ARMCHAIR: \$489 (was \$599)
 - SOFA: \$1,489 (was \$1,799)
 - COUCH: \$1,489 (was \$1,799)
- MAIN ST. FURNITURE Market**
- (555) 555.5555**

The background of the collage includes:

- Newspapers:** The Eagle, The New York Times, and The Huffington Post.
- Smartphones:** Two smartphones displaying the advertisement.
- Other Media:** A stack of newspapers and a pair of glasses.

Mike Blinder | +1-917-865-4827 (mobile/text)
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30,000 LOCAL Online ads each month!
On Frontiersman.com & AnchoragePress.com

15,000 MORE Online ads each month
LOCALLY on the top Global sites & Apps!

Your newspaper ad appears 8 times each month!
Full Page Ad

Extend your Reach with **facebook**

Once each month
We place your message on
of our Facebook pages
over 34,000+ combined Likes!

540,000 Local Online Ads



30k/mo.
on our Local Websites!

15k/mo. LOCALLY
on top National Sites Apps

96 Print Ads



Full Page Ad
2 times/ month
in 4 area publications

DIAMOND Multimedia Program
\$302.31/week
REGULAR PRICE = \$1,310/month
*Open rate for full package



Monthly Post
On our Facebook Pages



Online Landing Page
With Online Print Ads

All Multimedia Programs
LIMITED to 25
advertisers ONLY!
Offer valid until
5pm Fri 3/31



Monthly Facebook post on Frontiersman or Anchorage Press page.

Runs 2 x/ month
in each of our 4 publications



Network Online ads rotates evenly on:
Leaderboard (728x90) & Medium Rectangle (300x250)
Mobile as a Mobile Leaderboard (320 x 50)



Desktop &
Mobile Delivery!

Cost Effectively!



MyAlaskaMedia

DIAMOND Multimedia Program

FRONTIERSMAN PRESS THE EAGLE ARCTIC WARRIOR

A Total Marketing Solution to Grow Your Business Cost Effectively!



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DIAMOND Multimedia Program

FRONTIERSMAN PRESS THE EAGLE ARCTIC WARRIOR

30,000 LOCAL Online ads each month!
On Frontiersman.com & AnchoragePress.com

REACH local customers with daily FREQUENCY!



Desktop &
Mobile Delivery!

Ads rotate (ROT) evenly. On desktop as: Leaderboard (728x90)
Desktop & mobile as: Medium Rectangle (300x250) & Skyscraper (300x600)

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DIAMOND Multimedia Program

FRONTIERSMAN PRESS THE EAGLE ARCTIC WARRIOR

30,000 LOCAL Online ads each month!
On Frontiersman.com & AnchoragePress.com

Cost Effectively!

15,000 MORE Online ads each month
LOCALLY on the top Global sites & Apps!

Local Geo-Targeted Audience



Ads are seen LOCALLY
And, TARGETED by
Age, Income & Gender



Desktop &
Mobile Delivery!

Network Online ads rotate evenly on:
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30,000 LOCAL Online ads each month!
On Frontiersman.com & AnchoragePress.com



15,000 MORE Online ads each month
LOCALLY on the top Global sites & Apps!



Your newspaper ad appears **8 times** each month!

Full Page Ad

Runs **2 x/ month**
in each of our 4 publications



Desktop & Mobile Delivery!

Network Online ads rotate evenly on:
Leaderboard (728x90) & Medium Rectangle (300x250)
Mobile as a Mobile Leaderboard (320 x 50)

REACH local adults with Print FREQUENCY!

Ask About Color!

30,000 LOCAL Online ads each month!
On Frontiersman.com & AnchoragePress.com

15,000 MORE Online ads each month
LOCALLY on the top Global sites & Apps!

Your newspaper ad appears 8 times each month!
Full Page Ad

Extend your Reach with facebook

Once each month
We place your message on
one of our Facebook pages
With over **34,000+** combined Likes!

Your message appears
in thousands of newfeeds
under our mastheads!

All submissions must meet editorial approval.

Pick your monthly Facebook post on Frontiersman or Anchorage Press page.

Runs 2 x/ month
in each of our 4 publications



Network Online ads rotates evenly on:
Leaderboard (728x90) & Medium Rectangle (300x250)
Mobile as a Mobile Leaderboard (320 x 50)



Desktop & Mobile Delivery!

Market your message to More Friends

Mike Blinder | +1-917-865-4827 (mobile/text)

Mike@BlinderGroup.Com |  @MikeBlinder

Slides/ downloads:
BlinderGroup.com/getinfo

MyAlaskaMedia

DIAMOND Multimedia Program

FRONTIERSMAN PRESS THE EAGLE ARCTIC WARRIOR

30,000 LOCAL Online ads each month!
On Frontiersman.com & AnchoragePress.com

15,000 MORE Online ads each month
LOCALLY on the top Global sites & Apps!

Your newspaper ad appears 8 times each month!
Full Page Ad

Extend your Reach with **facebook**

Once each month
We place your message on
of our Facebook pages
over 34,000+ combined Likes!

540,000 Local Online Ads



30k/mo.
on our Local Websites!



15k/mo. LOCALLY
on top National Sites Apps

96 Print Ads



Full Page Ad
2 times/ month
in 4 area publications

DIAMOND Multimedia Program
\$302.31/week
REGULAR PRICE = \$1,310/month
*Open rate for full package



Monthly Post
On our Facebook Pages



Online Landing Page
With Online Print Ads

All Multimedia Programs
LIMITED to 25
advertisers **ONLY!**
Offer valid until
5pm Fri 3/31



Runs 2 x/ month
in each of our 4 publications



Network Online ads rotates evenly on:
Leaderboard (728x90) & Medium Rectangle (300x250)
Mobile as a Mobile Leaderboard (320 x 50)



Desktop & Mobile Delivery!

Slides/ downloads:
BlinderGroup.com/getinfo

Cost-effective marketing = Massive ROI

540,000 Local Online Ads



30k/mo.
on our Local Websites!



15k/mo. LOCALLY
on top National Sites Apps

96 Print Ads



Full Page Ad
2 times/ month
in 4 area publications



Monthly Post
On our Facebook Pages



Online Landing Page
With Online Print Ads

DIAMOND Multimedia Program

\$302.31/week

REGULAR PRICE = \$1,310/month

*Open rate for full package

All Multimedia Programs

**LIMITED to 25
advertisers ONLY!**

Offer valid until
5pm Fri 3/31



Cost-effective marketing = **Massive ROI**

540,000 Local Online Ads



30k/mo.
on our Local Websites!



15k/mo. LOCALLY
on top National Sites Apps

96 Print Ads



Half Page Ad
2 times/ month
in 4 area publications



Monthly Post
On our Facebook Pages



Online Landing Page
With Online Print Ads



Platinum Multimedia Program

\$212.31/week

REGULAR PRICE = **\$1,446/month***

*Open rate for full package

All Multimedia Programs

LIMITED to 25
advertisers **ONLY!**

Offer valid until
5pm Fri 3/31



Cost-effective marketing = Massive ROI

540,000 Local Online Ads



30k/mo.
on our Local Websites!



15k/mo. LOCALLY
on top National Sites Apps

144 Print Ads



Quarter Page Ad
3 times/ month
in 4 area publications



Monthly Post
On our Facebook Pages



Online Landing Page
With Online Print Ads

Gold Multimedia Program

\$188.94/week

REGULAR PRICE = \$1,404.38/month

*Open rate for full package

All Multimedia Programs

**LIMITED to 25
advertisers ONLY!**

Offer valid until
5pm Fri 3/31



Cost-effective marketing = Massive ROI

540,000 Local Online Ads



30k/mo.
on our Local Websites!



15k/mo. LOCALLY
on top National Sites Apps

144 Print Ads



Eighth Page Ad
3 times/ month
in 4 area publications



Monthly Post
On our Facebook Pages



Online Landing Page
With Online Print Ads



Silver Multimedia Program

\$145.85/week

REGULAR PRICE = \$1,179.24/month*

*Open rate for full package

All Multimedia Programs

**LIMITED to 25
advertisers ONLY!**

Offer valid until
5pm Fri 3/31



Cost-effective marketing = Massive ROI

360,000 Local Online Ads



30k/mo.
on our Local Websites!



Monthly Post
On our Facebook Pages



Online Landing Page
With Online Print Ads

144 Print Ads



6-inch Ad
3 times/ month
in 4 area publications

Bronze Multimedia Program

\$74.77/week

REGULAR PRICE = \$579./62 /month*

*Open rate for full package

All Multimedia Programs

**LIMITED to 25
advertisers ONLY!**

Offer valid until
5pm Fri 3/31



The Binder Group Karin Hoppes Wasilla & Anchorage AK											
Synopsis: Total advertiser calls made 24 Calls w/ DELMAR 11 Closed business 11 \$83,425 Closed with contingency 0 \$0 TOTAL CLOSED BUSINESS 11 \$83,425 Pending 11 \$62,386 Total Revenue (see notes) closed/pending \$ 145,810											
Advertiser Monday March 27 Wasilla, AK											
Rep	Qualified DM	Qualified Call	Status	Weekly Revenue	Annual Revenue	Contingency Closed	Contingent Revenue	Odds to "close"	Pending Revenue	\$25 / Close	
A-Z Realty	Team	Y	Y	SOLD - Gold	\$188.94	\$6,835					20
MTX Sports Center - Gym	Team	Y	Y	Contingency- Gold- Opt out by Fri	\$188.94	\$6,835	\$0	75%			
Seiler's Bay Golf Course	Pete	Y	Y	Pete's call on 4-5, he had a couple more questions	\$145.85			75%	\$7,584		
Legal Shield	Bridge	Y	N	SOLD	\$37.39	\$1,944					
Tuesday March 28 Wasilla, AK											
Rep	Qualified DM	Qualified Call	Status	Weekly Revenue	Annual Revenue	Contingency Closed	Contingent Revenue	Odds to "close"	Pending Revenue	\$25 / Close	
Mat-Su Plastic Surgery	Pete	N	Y	Pending - Silver by Wed - Talk to Dr to get approval	\$145.85	\$7,584		50%	\$0		
Valley Performing Arts Center	Team	Y	Y		\$133.85			50%	\$5,488.18		
Full Moon Septic	Team	N	Y	Pending - Bronze. Dennis call 4-5. Asked to call back on 4-5	\$14.77			30%	\$5,888.04		
Lodestar Eye Care	Pete	N	Y	Pending-Digital Only - Must run by Dr's By April 10th.	\$133.85			50%	\$6,908.20		
Everette Mat-Su Resort & Restaurant	Team	Y	Y	SOLD - Platinum	\$212.31	\$11,940					20
ABC Travel Time	Pete	Y	Y	Sold	\$146	\$2,820		85%			20
Wednesday March 29 Anchorage AK											
Rep	Qualified DM	Qualified Call	Status	Weekly Revenue	Annual Revenue	Contingency Closed	Contingent Revenue	Odds to "close"	Pending Revenue	\$25 / Close	
Legal Shield	Bridge	Y	Y	SOLD	\$37.39	\$1,944					
Cornie Ashendonevner Attorney	Bridge	N	Y	Pending - Dancer out for 2 wks and budget is set in June but will talk to owner when back.	\$14.77			25%	\$5,888.04		
Thursday March 30 Anchorage AK											
Rep	Qualified DM	Qualified Call	Status	Weekly Revenue	Annual Revenue	Contingency Closed	Contingent Revenue	Odds to "close"	Pending Revenue	\$25 / Close	
One Stop Beauty / Retail	Bridge	Y	Y	SOLD- Bronze	\$14.77	\$3,888					20
Great AK Holidays	Team	N	Y	Canceled	\$133.85			60%	\$0.00		

Cost-effective marketing = Massive ROI

780,000 Local Online Ads



30k/mo.
on our Local Website!

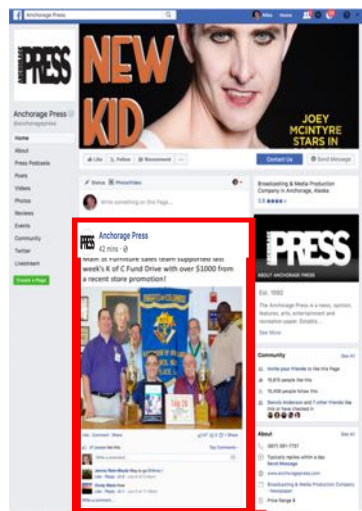


35k/mo. LOCALLY
on top National Sites Apps

72 Print Ads

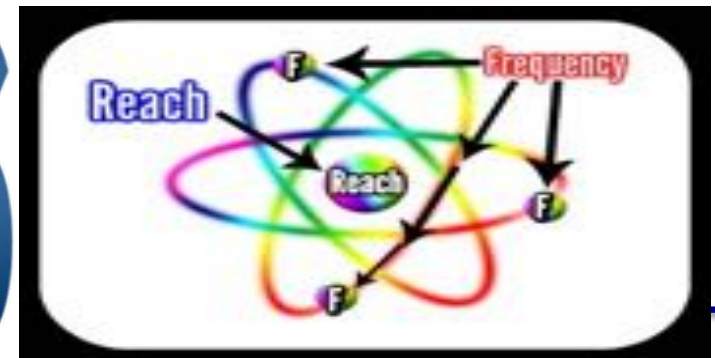


15 Inch Ad
3 times/ mo. in the Herald
& "Power Pak"



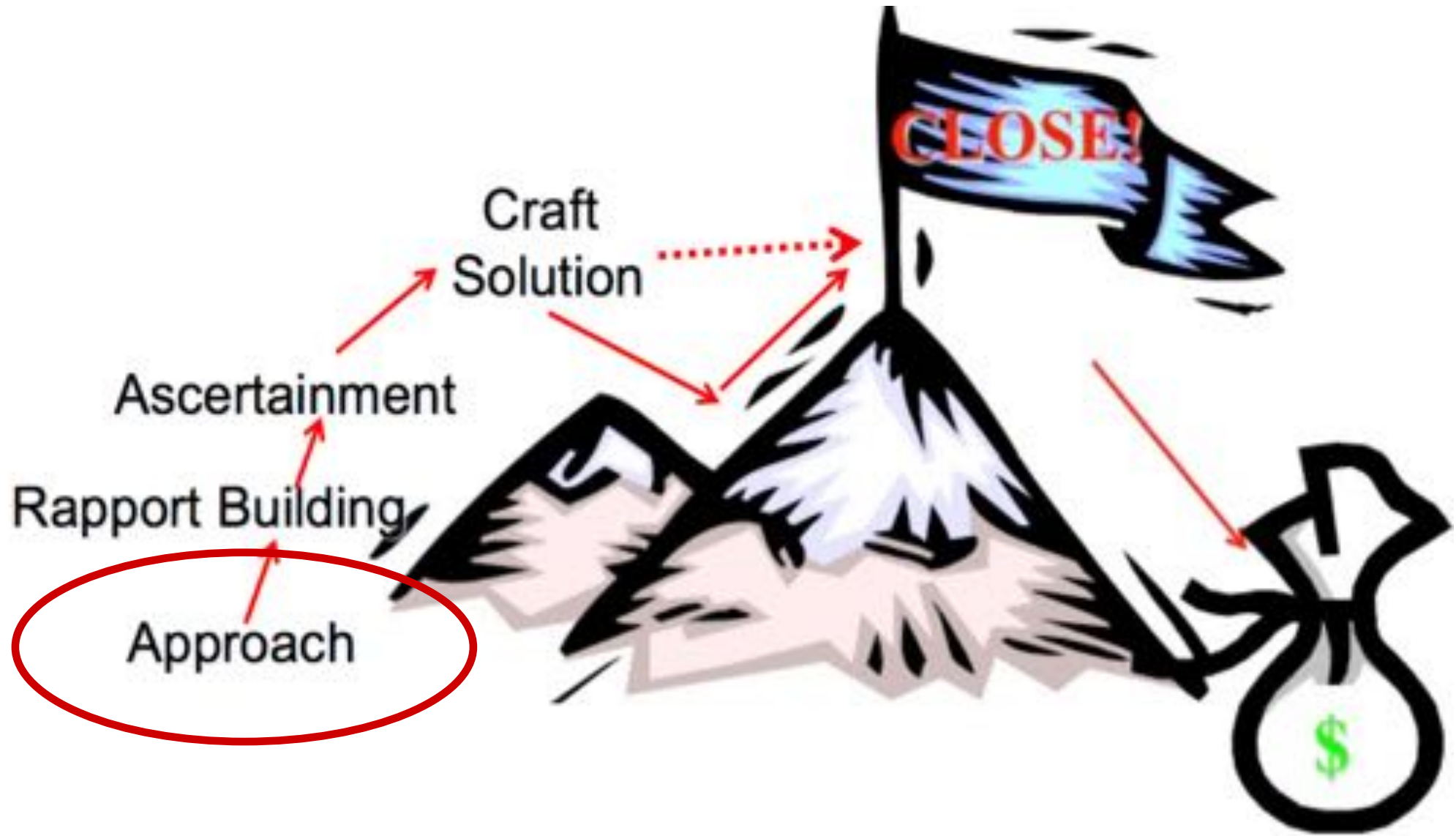
On our Facebook Page

ANCHORAGE PRESS



Mike Blinder | +1-907-255-1111
Mike@BlinderGroup.com

Group.com/getinfo





“Elevator Statement”
(benefit, benefit, benefit... no pain)

“Shiny Toy Statement”
(always something new and limited!)



“Elevator Statement”
(benefit, benefit, benefit... no pain)

“Shiny Toy Statement”
(always something new and limited!)

“Permission to Pursue”



“Elevator Statement”
(benefit, benefit, benefit... no pain)

“Shiny Toy Statement”
(always something new and limited!)

“Permission to Pursue”
(answer is: “no”)





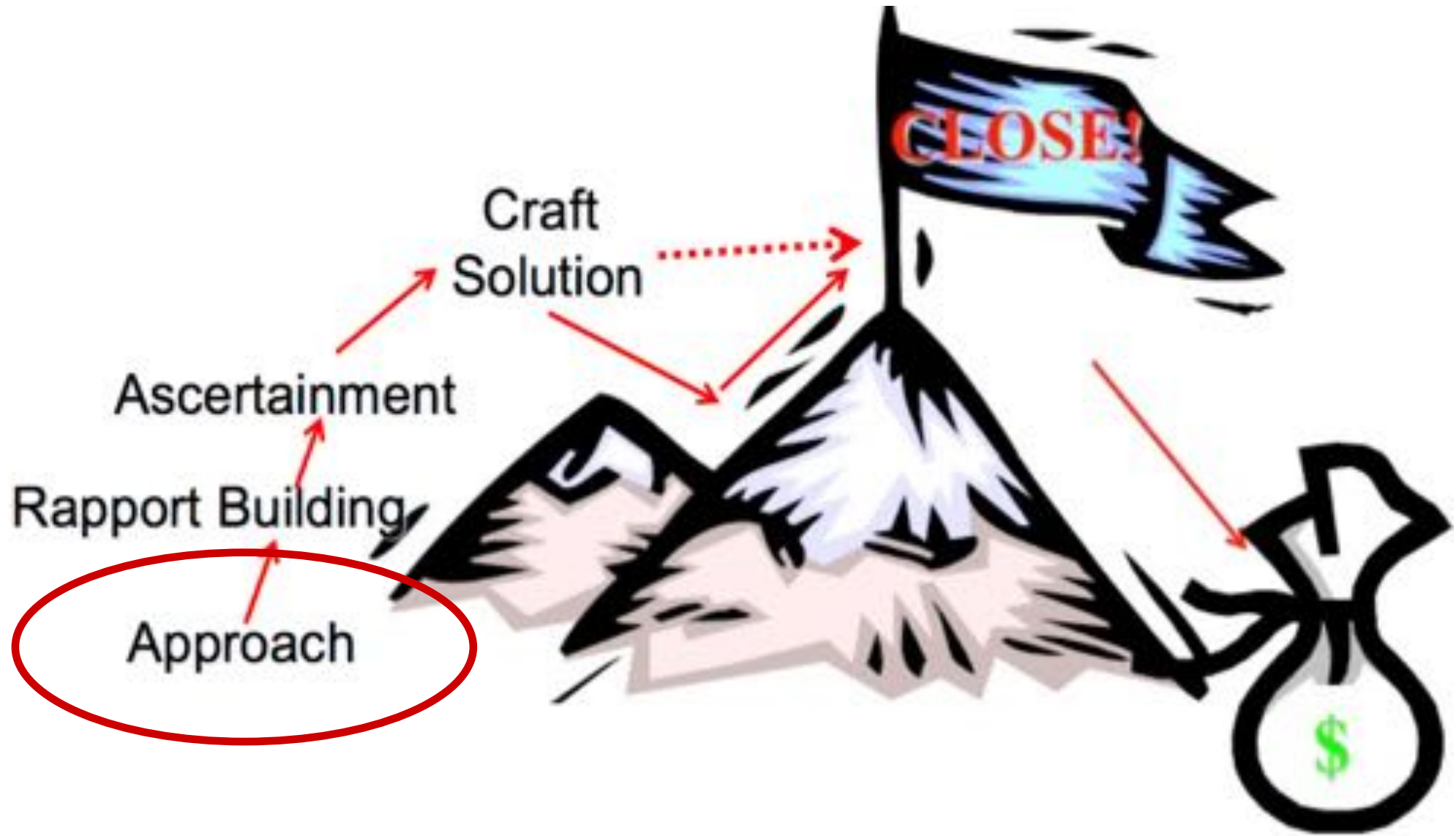
“Elevator Statement”
(benefit, benefit, benefit... no pain)

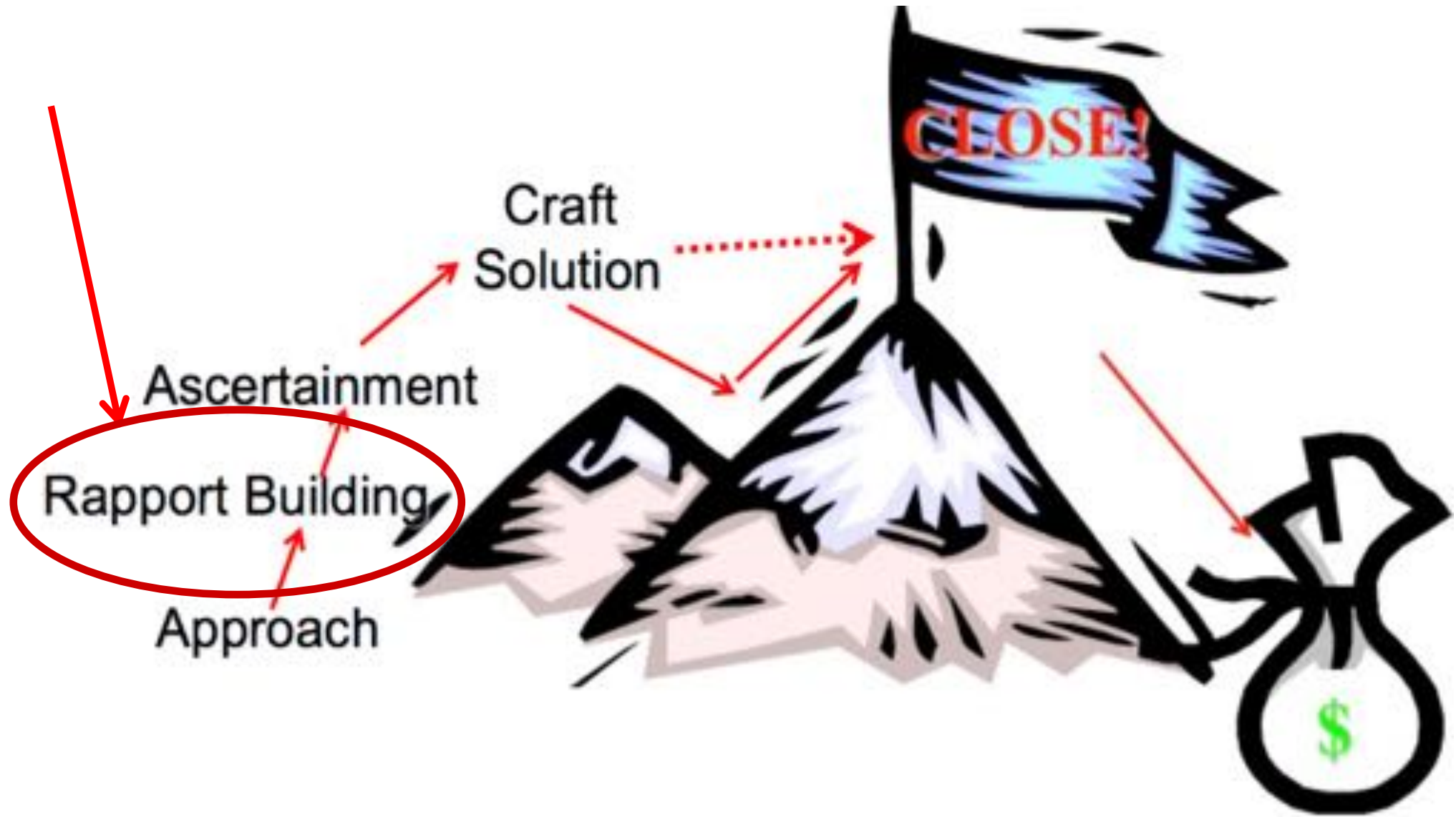
“Shiny Toy Statement”
(always something new and limited!)

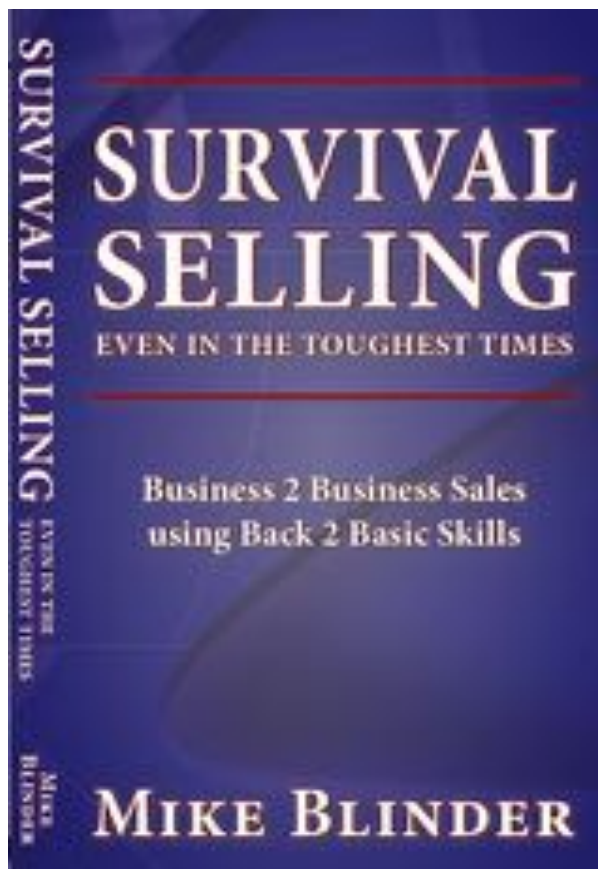
“Permission to Pursue”
(answer is: “no”)

Garner Info
Decision-maker/ influencers



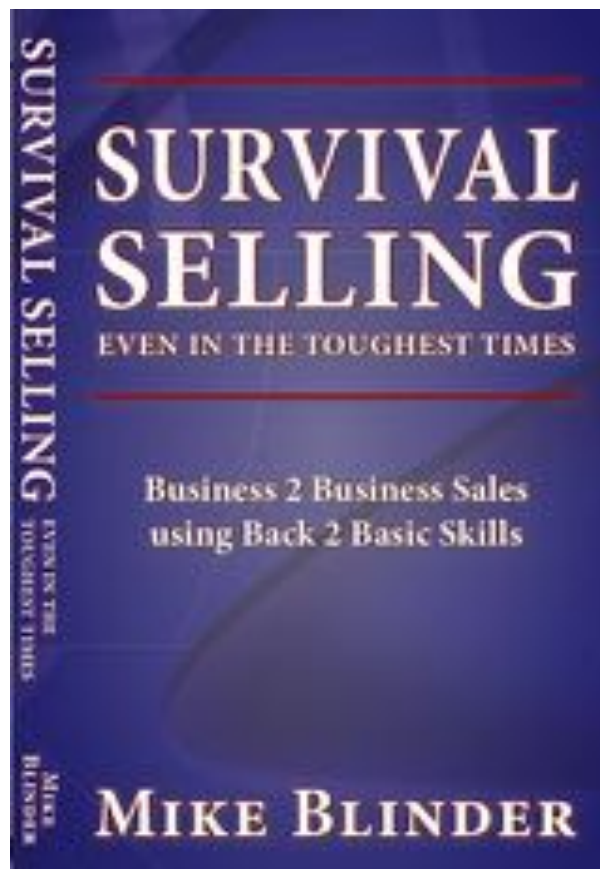






Quotes Used:

- Hank Aaron:**
The pitcher has got only a ball. I've got a bat. So the percentage in weapons is in my favor ... (V)
- African proverb:**
One must talk little and listen much. (II)
- Karl Albrecht:**
Change your language and you change your thoughts. (VI)
- Woody Allen:**
99 percent of success is just showing up. (VII)
- Aristotle:**
We are what we repeatedly do. Excellence, then, is not an act but a habit. (VII)
- Comte d'Artois:**
It is *not* necessary to change. Survival is *not* mandatory. *(VII)
- Francis Bacon:**
For knowledge too is itself a power. (VII)
- Bernard Baruch:**
Most of the successful people I've known are the ones who do more listening than talking. (II)
- Bo Bennett:**
In sales a referral is the key to the door of resistance. (I)
- Ambrose Bierce:**
Take: *s.t.* to acquire, frequently by force but preferably by stealth. (I)
- Barbara Blinder:**
Life is choices, not chances. (VI)
- Mike Blinder:**
Windows never open themselves, especially windows of opportunity! (VI)
- Robert Browning:**
Our aspirations are our possibilities. (VII)
- Ivan Burnell:**
I am important. So is everyone else. I will never use my importance to put someone else down, and I will never allow their importance to put me down. (VII)
- Samuel Butler:**
Men do not stumble over mountains, but over molehills. (VII)
- George Gordon, Lord Byron:**
Be thou the rainbow in the storms of life. (VII)
- Thomas Carlyle:**
Experience is the best of school masters, only the school fees are heavy. (VII)



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Be thou the rainbow in the s

Thomas Carlyle:

Experience is the best of sch

Louis Ferdinand Celine:

I think all great innovations are based on rejections. (I)

William Ellery Channing:

One good anecdote is worth a volume of biography. (V)

Chinese proverb:

The beginning of wisdom is to call things by their right names. (II)

Winston Churchill:

There is nothing wrong with change if it is in the right direction. (VII)
Success is the ability to go from one failure to another with no loss of enthusiasm. (VII)

Cicero:

Brevity is a great charm of eloquence. (I)

Samuel Taylor Coleridge:

Pedantry consists in the use of words (VII)

Joseph Conrad:

He who wants to persuade should put l right word. The power of sound has a (VI)

Alan Cymberg:

Sell to the organ-grinder, not to the mor

Dante Alighieri:

He listens well who takes notes. (II)

Charles Darwin:

It is not the strongest of the species survives. It is the one that is the most ad

Ralph Waldo Emerson:

Words are also actions. (VI)

Fitzhugh Dodson:

Without goals and plans to reach the destination. (VII)

Alexandre Dumas, père:

The ultimate value of life depends upon rather upon mere survival. (VIII)

Dwight D. Eisenhower:

It is far more important to be able to makes a weapon or who pulls the trigger
Leadership is the art of getting some because they want to do it. (VIII)

Henry Ford:

Enthusiasm is the yeast that makes you sparkle in your eyes, the swing in your surge of will and energy to execute your

Our dilemma is that we hate change and love it at the same time; what we really want is for things to remain the same but get better. (IV)

Paul Hawken:

"... the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them. (III)

Piet Hein:

People are self-centered
To a nauseous degree;
They keep talking about themselves,
When it's all about me! (?)

Sir Edmund Hillary:

It's not the mountain we conquer but ourselves. (?)

Edward Hodnett:

Asking questions is the ABC of diagnosis. Only the inquiring mind solves problems. (III)

A question asked in the right way often points to its own answer. (III)

Tom Hopkins:

I am not judged by the number of times I fail, but by the number of times I succeed: and the number of times I succeed is in direct proportion to the number of times I fail and keep trying. (I)

Thomas Jefferson:

I'm a great believer in luck, and find the more I work, the more I have of it. (?)

Pope John Paul II:

Man always travels along precipices. His truest obligation is to keep his balance. (VII)

Helen Keller:

When one door of happiness closes, another opens, but often we look so long at the closed door that we don't see the one that has been opened for us. (VI)

Florynce R. Kennedy:

Don't agonize, organize! (IV)

Charles F. Kettering:

The Wright brothers flew through a smokescreen of impossibility. (VI)

Martin Luther King:

Every man must decide whether he will walk in the light of creative altruism, or in the darkness of destructive selfishness. (VIII)

Rudyard Kipling:

We have forty million reasons for failure, but not a single excuse. (VII)

D.H. Lawrence:

Never trust the artist; trust the tale. (Int.)

C.S. Lewis:

Mike Blinder | +1-917-865-4827 (mobile/text)

Mike@BlinderGroup.Com |  @MikeBlinder

ds:

BlinderGroup.com/getinfo

Quotes Used:



Hank Aaron:
The pitcher has got only a ball. I've got a bat. So the percentage in weapons is in my favor ... (V)

company, a man with whom honor is sacred and virtue safe. (VII)

Mae West:

I speak two languages: Body and English. (II)

Elie Wiesel:

The opposite of love is not hate but indifference. (IV)

Oscar Wilde:

To do nothing at all is the most difficult thing in the world, the most difficult and the most intellectual. (III)

A map of the world that does not include Utopia is not worth even glancing at. (V)

Frank Lloyd Wright:

An idea is salvation by imagination. (VII)

Zig Ziglar:

They don't care what you know until they know that you care!

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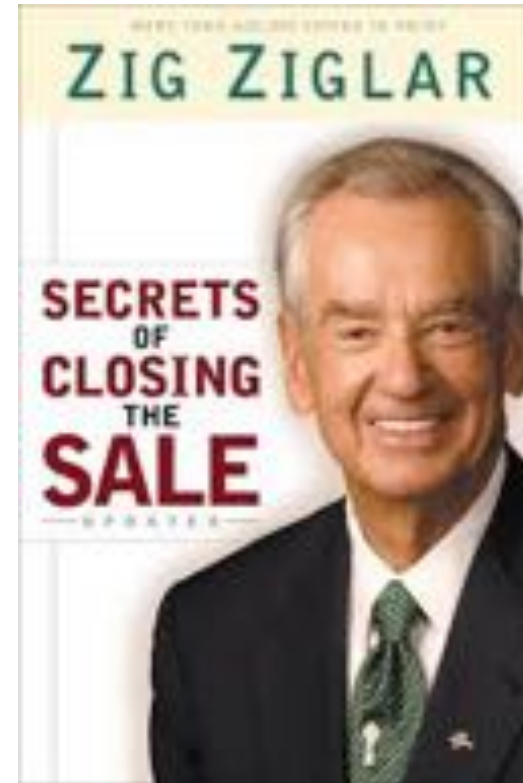
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Nobody cares how much you know, until they
know how much you care.

(Theodore Roosevelt)

izquotes.com

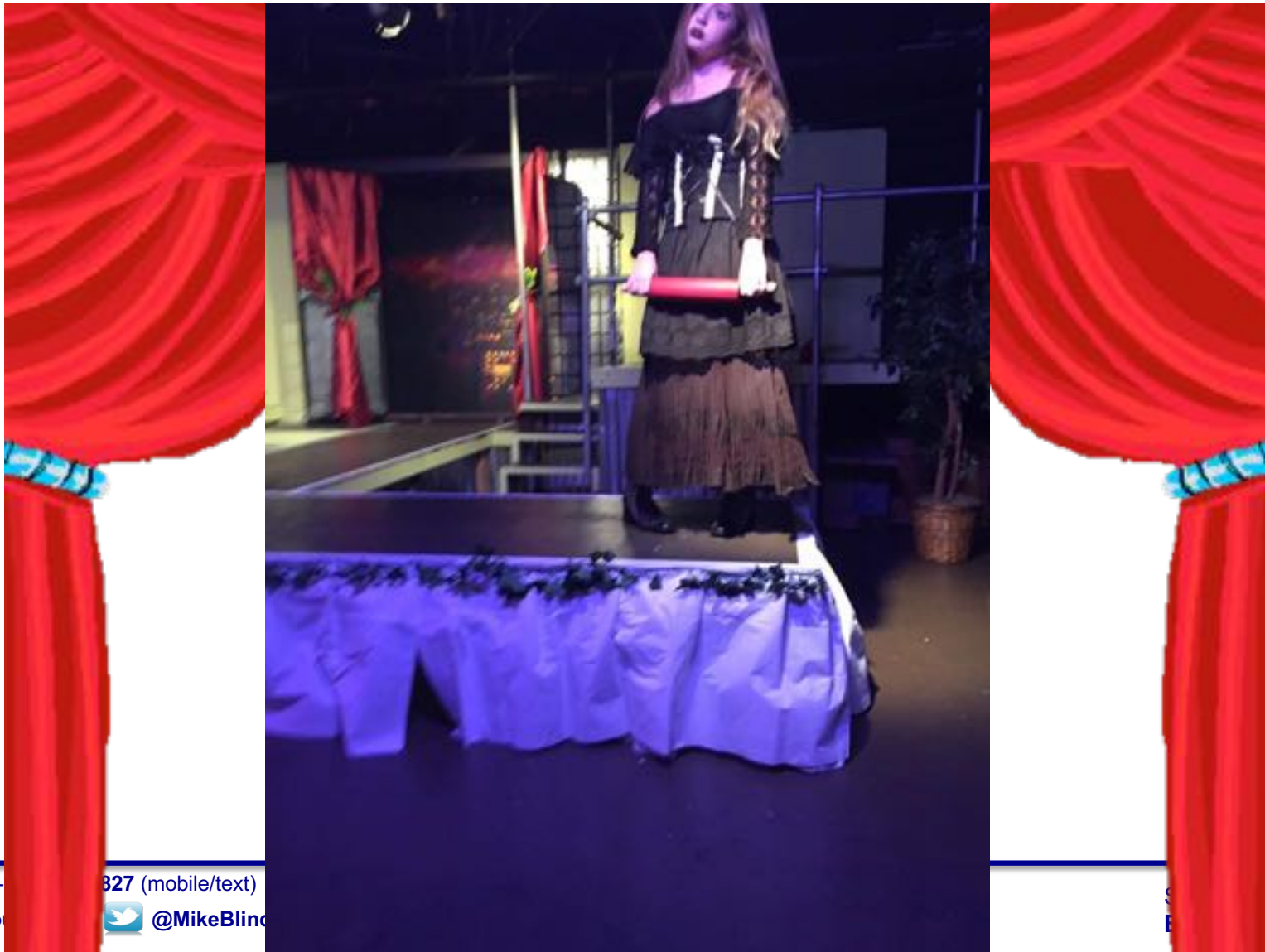






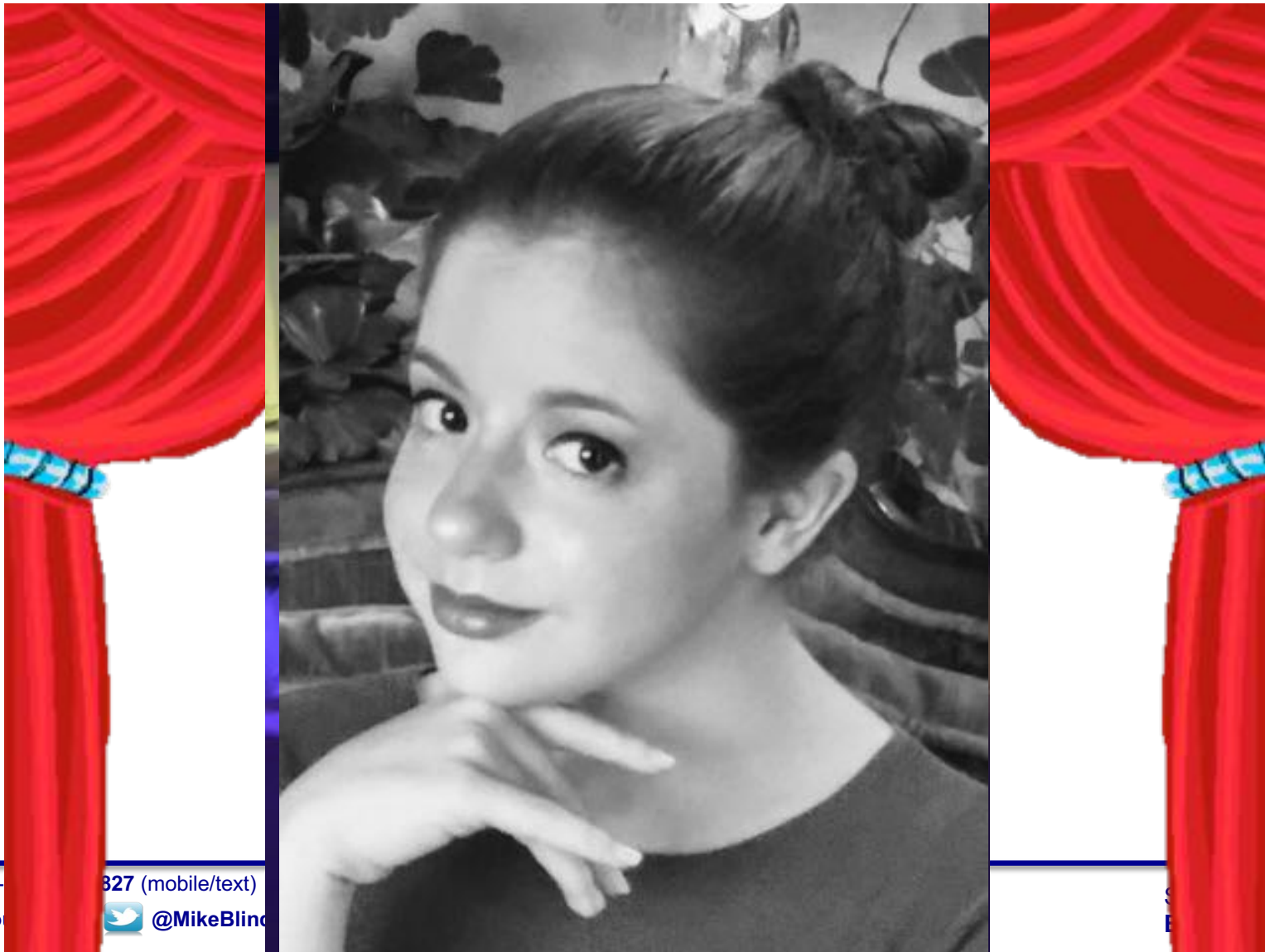
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CLIENT ^{1st} Players



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Mike@BlinderGroup.com @MikeBlinder

Downloads:
BlinderGroup.com/getinfo



Mike Blinder | +1-
Mike@BlinderGro

downloads:
group.com/getinfo

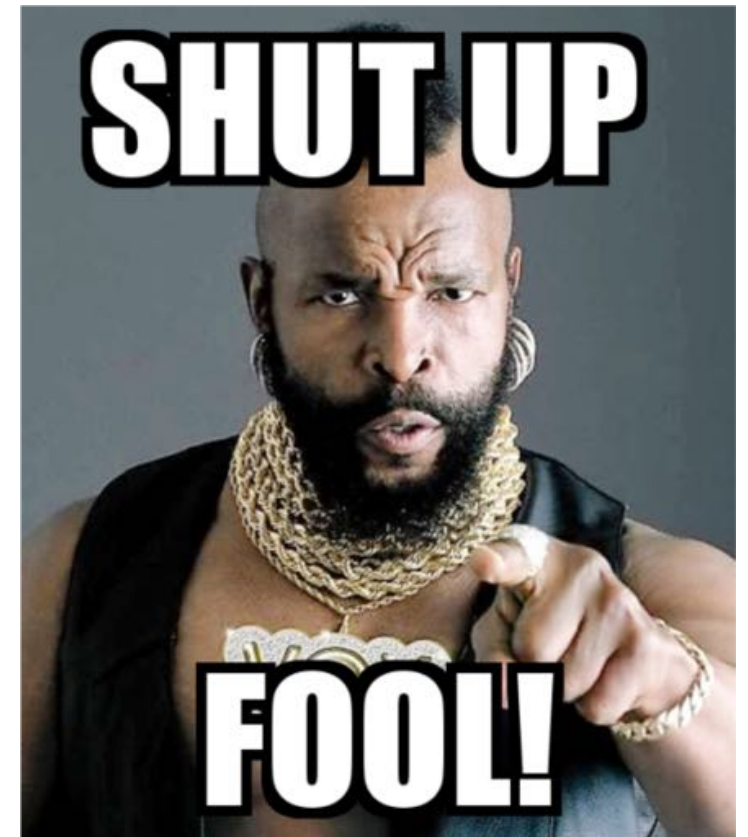
Takeaways



Mike Blinder | +1-917-865-4827 (mobile/text)
Mike@BlinderGroup.Com |  @MikeBlinder

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Takeaways



Takeaways



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Mike@BlinderGroup.Com |  @MikeBlinder

Slides/ downloads:
BlinderGroup.com/getinfo

Takeaways

“All About Me!”



Takeaways

“I don’t care



Takeaways

**“Tell me all
about you!”**



Takeaways

“#\$%&*^#%!!!!!!”



Takeaways

**“What Have You
Got for me Today”**



Takeaways

**“Speak Quick
& Get Out!”**



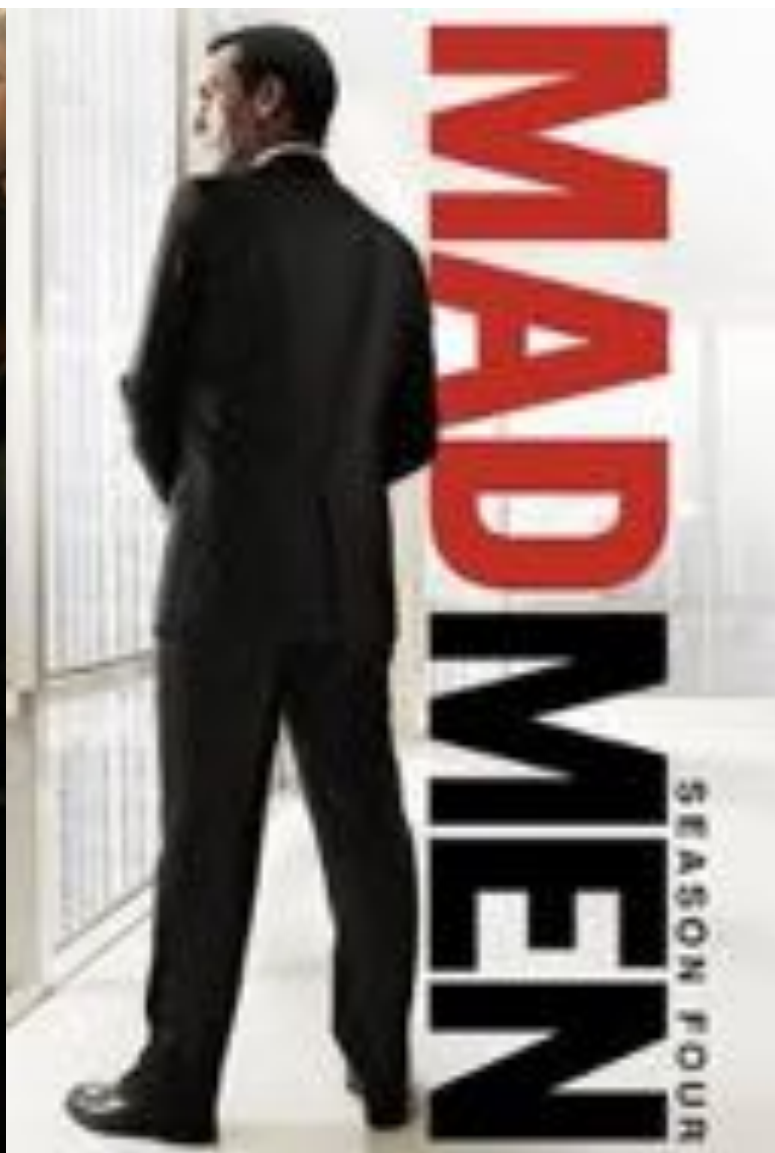


**Relationship
Selling Skills
Are A**

SALES SKILLS TRACK

**Big
Deal!**









Liked

Respected





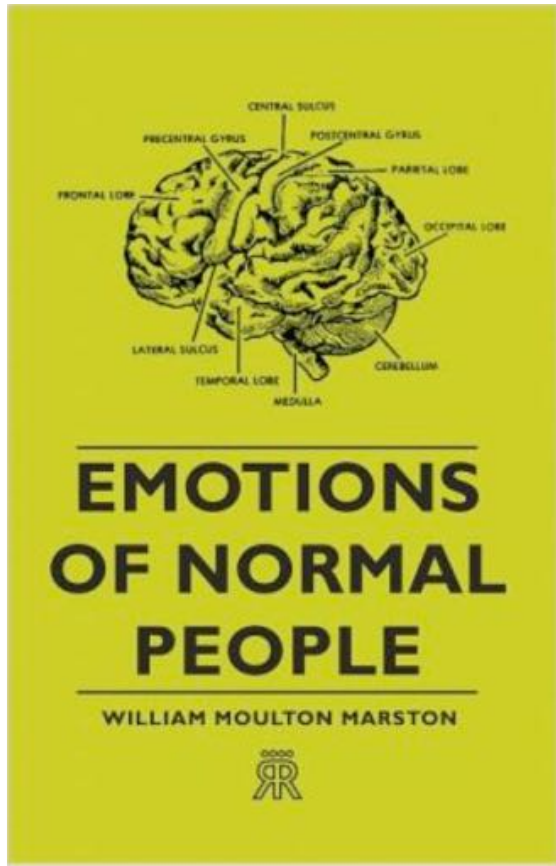
BUSINESS PARTNER

Mike Blinder | +1-917-865-4827 (mobile/text)
Mike@BlinderGroup.Com |  @MikeBlinder

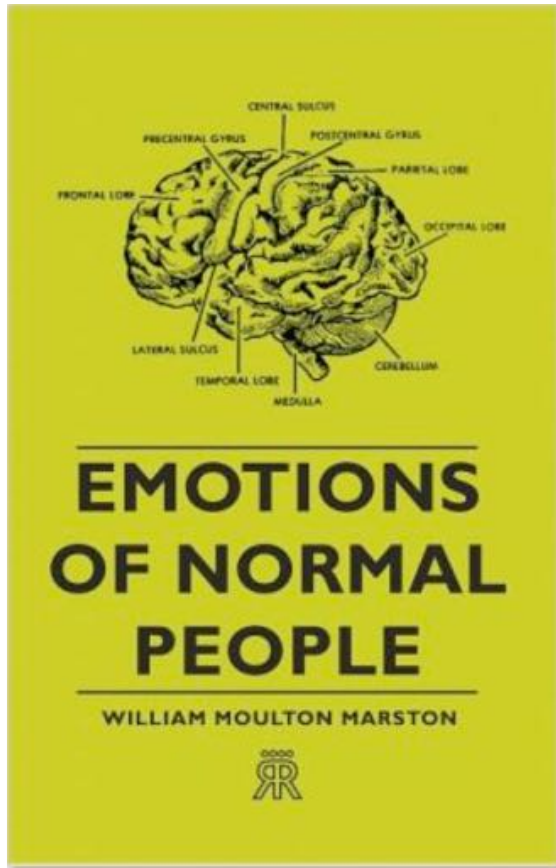
Slides/ downloads:
BlinderGroup.com/getinfo

who are
you ???

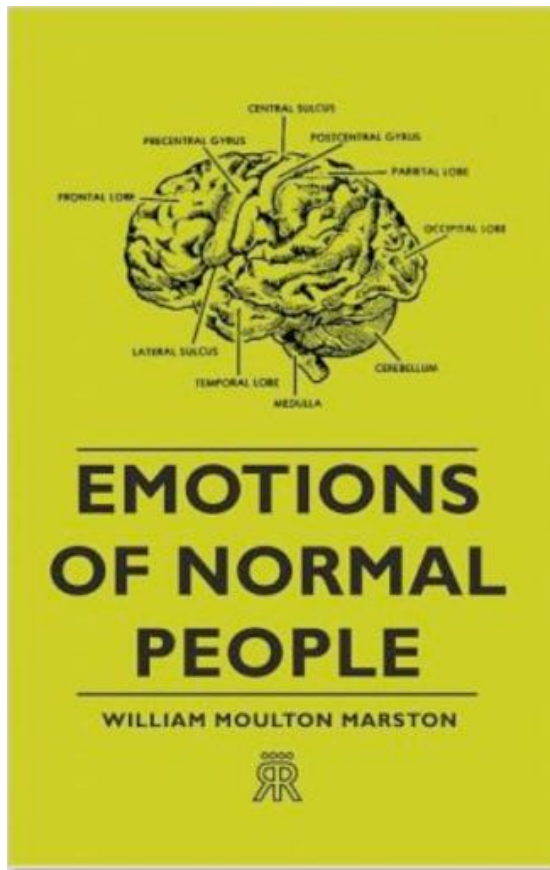
William Marston



William Marston



William Marston



- Dominance
- Inducement
- Sumbissive
- Compliant

CLIENT ^{1st} Players





Dan is a “Dominant”



Dan is a “Dominant”



Savannah is a “Submissive”



Dan is a “Dominant”



Savannah is a “Submissive”



Dan needs to be a **C**hameleon





Bargh



Chartrand







COLUMBO



COLUMBO



Columbo - One More Thing - My Wife (Plot Episodes)



4:11 0:00 / 1:20



Rapport Balance



Ego

VS



Empathy



Strong Ego Drive

- Good self esteem (bounce back from rejection)
- Competitive (the “yes” feels good!)
- Sense of urgency (want it now!)
- Assertive (take the lead!)



Strong Empathy

- A genuine interest in the other person
- Curious about who they are and how they think
- Willing to see the world from their point of view



Strong
Empathy

- A genuine interest in the other person
- Curious about who they are and how they think
- Willing to see the world from their point of view

IVAN BURNELL

POWER OF POSITIVE DOING

*12 Strategies For
Taking Control
Of Your Life*

Foreword by Nido Qubein

REVISED EDITION



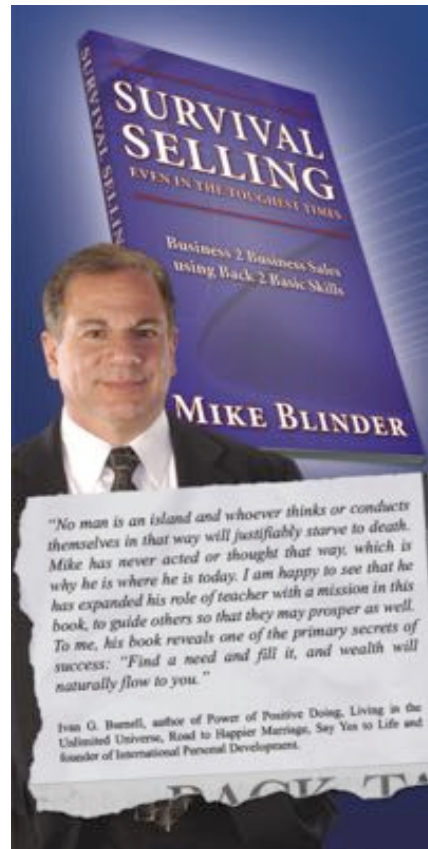
IVAN BURNELL

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REVISED EDITION



"No man is an island and whoever thinks or conducts themselves in that way will justifiably starve to death. Mike has never acted or thought that way, which is why he is where he is today. I am happy to see that he has expanded his role of teacher with a mission in this book, to guide others so that they may prosper as well. To me, his book reveals one of the primary secrets of success: 'Find a need and fill it, and wealth will naturally flow to you.'"

Ivan G. Burnell, author of Power of Positive Doing, Living in the Unlimited Universe, Road to Happier Marriage, Say Yes to Life and founder of International Personal Development.

IVAN BURNELL

POWER OF POSITIVE DOING

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IVAN BURNELL

POWER OF POSITIVE DOING

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Of Your Life*

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REVISED EDITION



“I am Important

So is everyone else

IVAN BURNELL

POWER OF POSITIVE DOING

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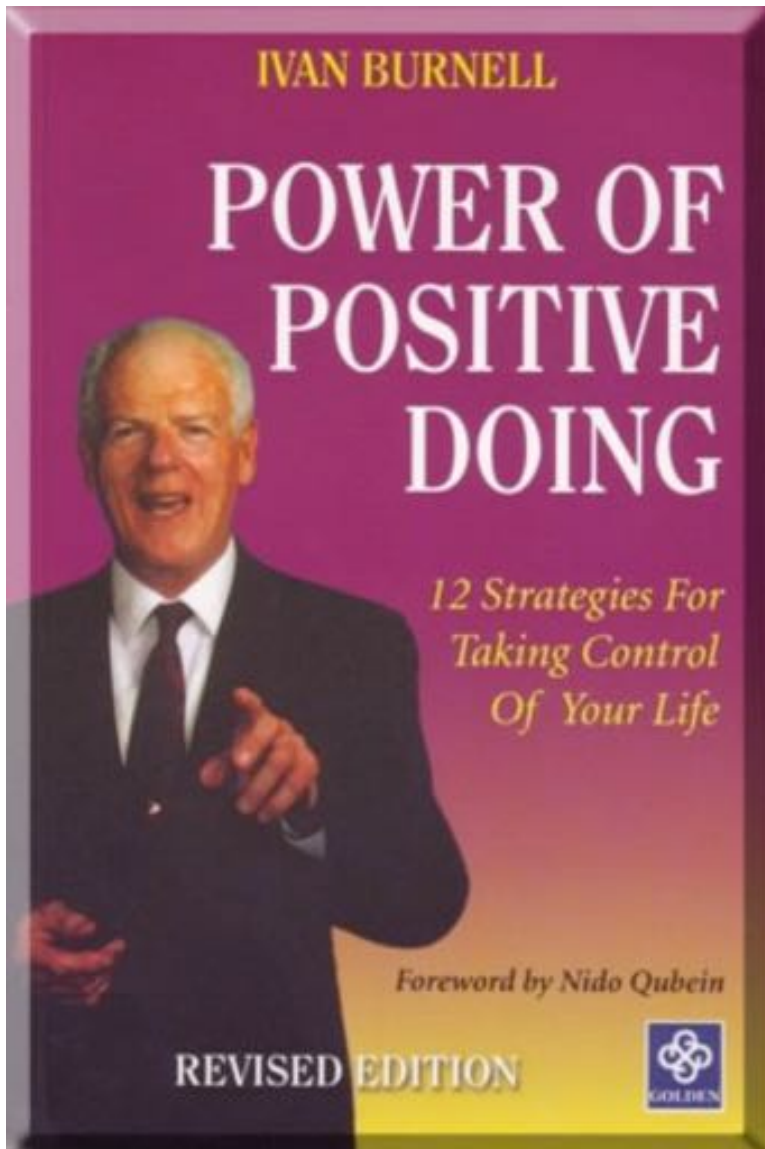
REVISED EDITION



I am important

So is everyone else...

**However: I will never use MY
importance to put anyone down**



I am important

So is everyone else...

**However: I will never use MY
importance to put anyone down**

**And: I will allow their importance
to put me down**

IVAN BURNELL

POWER OF POSITIVE DOING

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REVISED EDITION



I am important

So is everyone else...

**However: I will never use MY
importance to put anyone down**

Rapport Balance



Client

Salesperson



20
minutes



3 interruptions







***He who
speaks
first
loses***



**He who
Thinks
MORE
Wins!**



Speak the
language of
your customers!



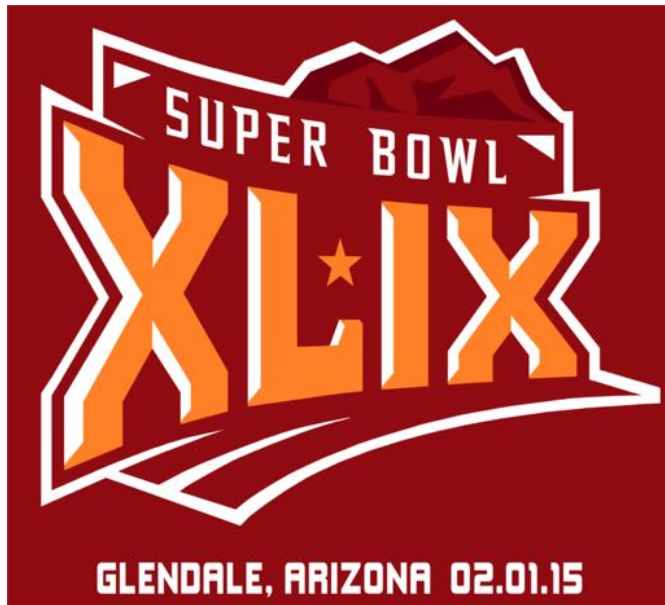


Speak THEIR Language



**Speak
THEIR
Language**





Body Language



Body Language

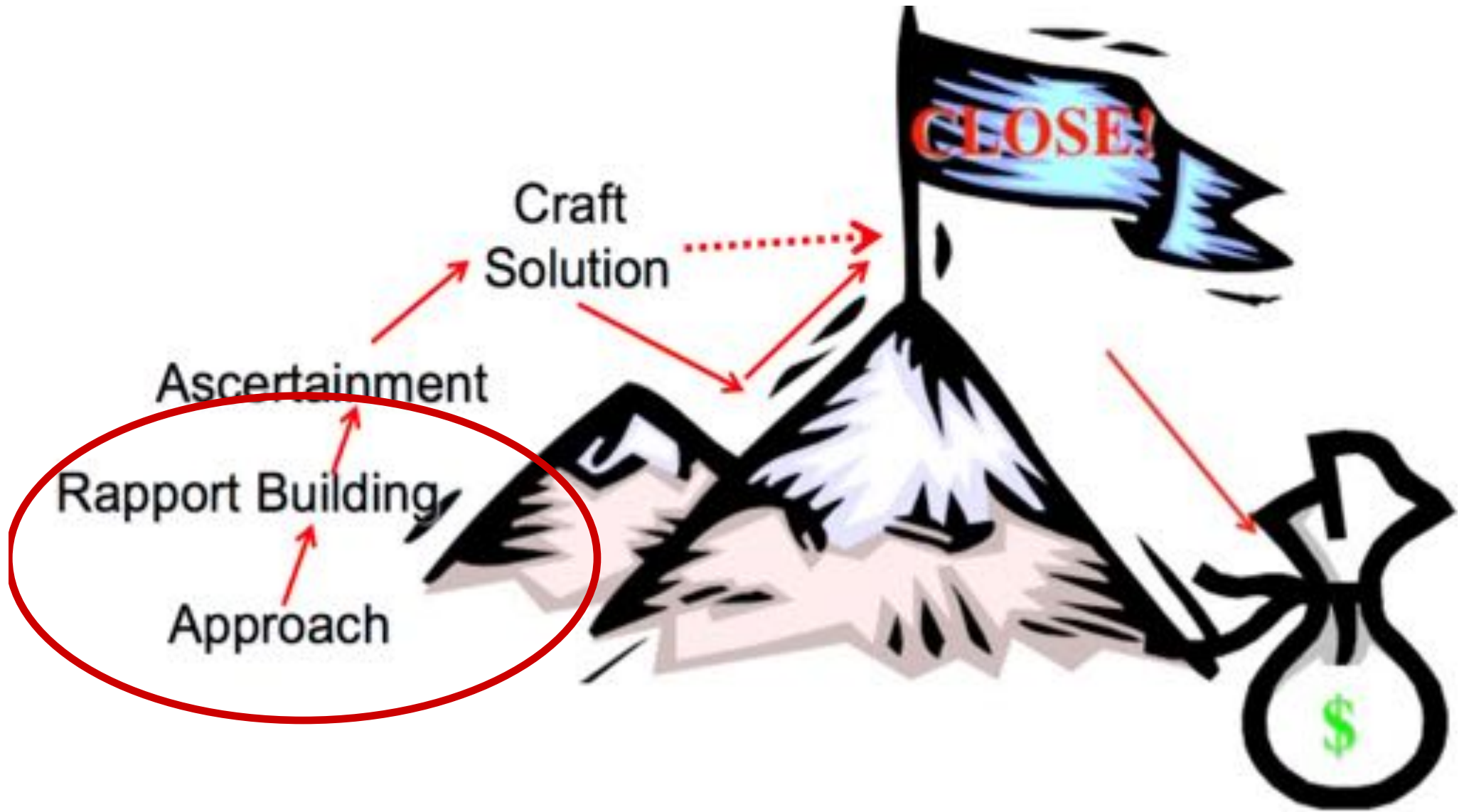


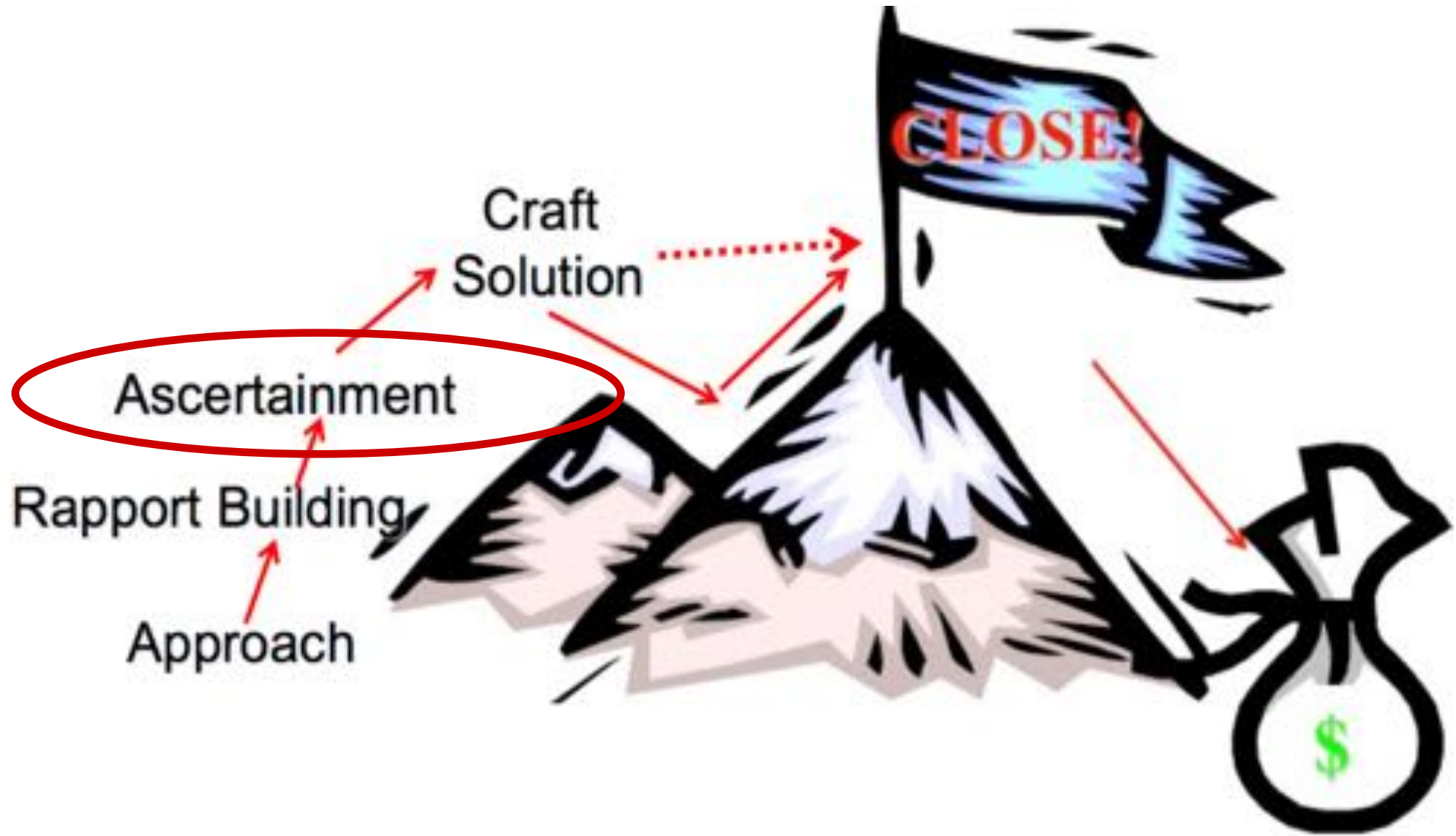


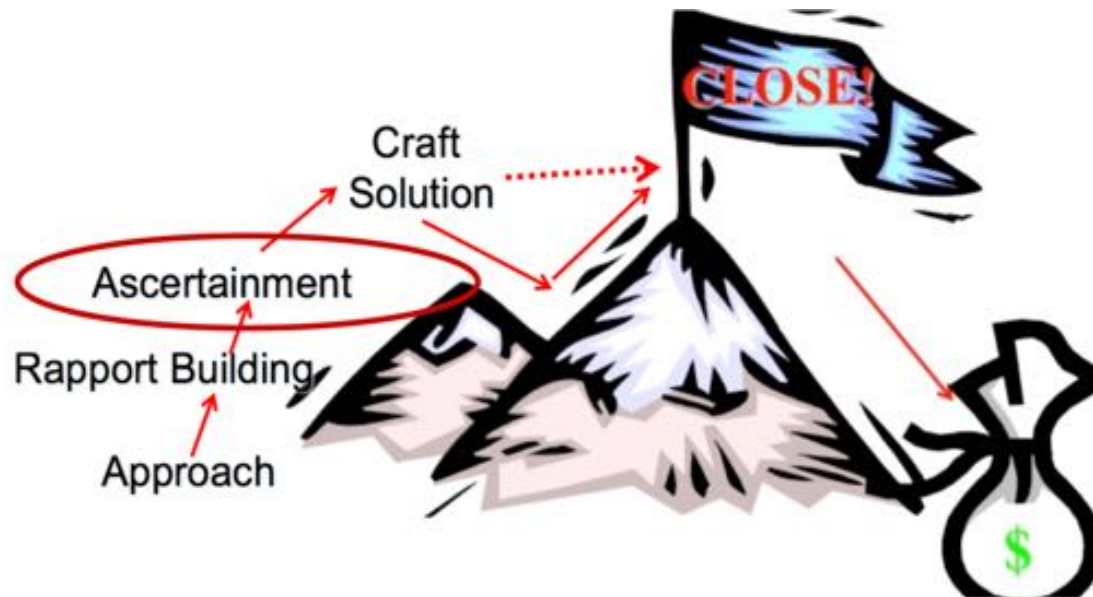
Adjusting THEIR Rapport with Tele- Mirroring



- Smile
- Listen
Cadence & Rhythm
- Take Control!!!!!!







NSQ

NO
STUPID
QUESTIONS

Pre-Visit Homework

1 Decision Maker : _____
Business Name _____
Address _____
Phone: _____
Email: _____

TRADITIONAL MEDIA

2 Is this business using any other traditional media? YES ☐ NO ☐

NOTE where & what. Have examples ready for your appointment:

DIGITAL MEDIA

3 Does this business have a website? Yes ☐

Website Address: _____

4 Is the site mobile responsive? Yes ☐

EXPLORE Web site for marketing strategies, offers, forms & business description)

5 SEARCH Google for this advertiser & list/ print any other digital marketing they d

SOCIAL MEDIA

6 Does the business have a Facebook pa Yes ☐

NOTE any info from Facebook on digital marketing strategies (offers, contests, etc.):

NOTE number of "Likes" or "Friends:"

NOTE number of times/week they post:

7 Other Social Media used:

1 ☐ Twitter 2 ☐ YouTube 3 ☐ LinkedIn 4 ☐ Insta

Others: _____

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P.1

DIGITAL VISIBILITY

8 Check how Business optimizes Google Pg. # ☐

Where ☐

(Example search: "Find a Plumber in Any city")

NOTE: how they rank: _____

9 Check Google Map Rankings Google+ Map Pg. # ☐

Where ☐

NOTE: how they rank: _____

10 Did you see any REVIEWS about this business: Yes ☐

No ☐

NOTE Reviews: _____

MESSAGES

Based on what you have seen:

11 List the OFFERS this advertiser uses to gain new customers & where they were.

12 Describe the BRANDING this advertiser uses to describe their business

13 Based on what you have seen, what is this business' "Unique Selling Proposition (USP):
(What makes them different from their competitors):

Do your
Homework!

Mike Blinder | +1-917-865-4

Mike@BlinderGroup.Com | @MikeBlinder

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P.2

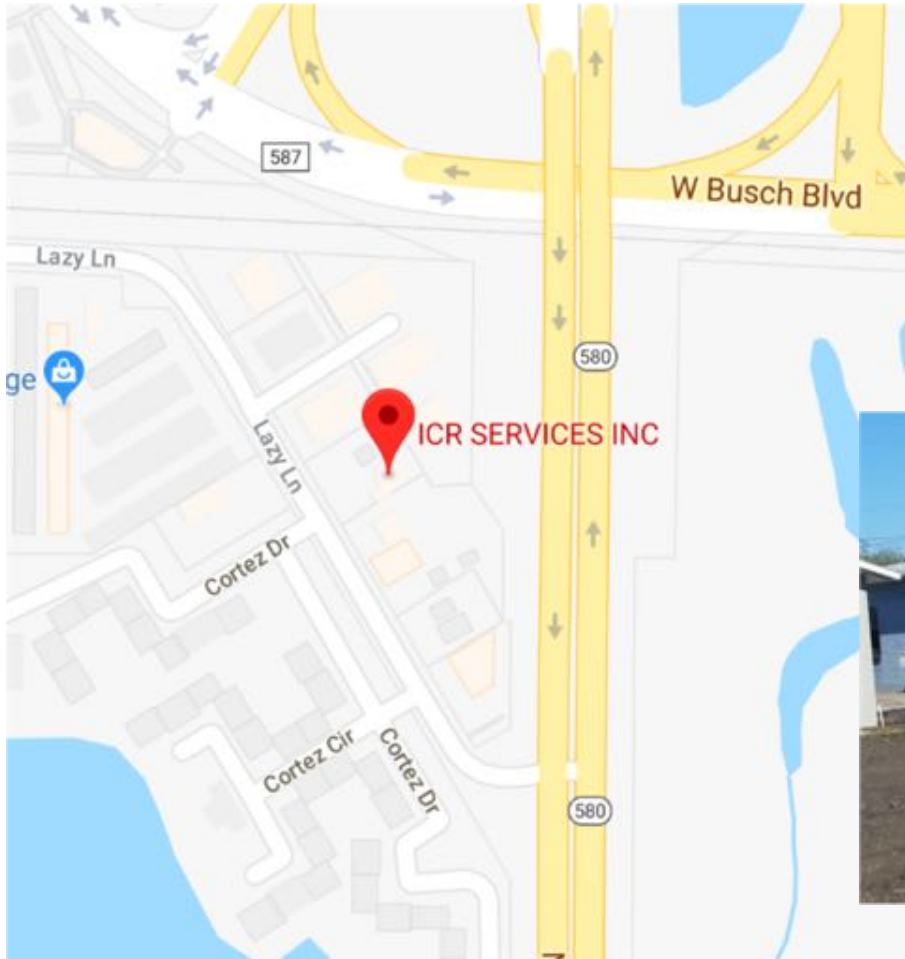
Client 1st Previsit Homework

Slides/ downloads:
BlinderGroup.com/getinfo



THE TAMPA TRIBUNE

LIFE. PRINTED DAILY.



Pre-Visit Homework

1 Decision Maker : _____
Business Name _____
Address _____
Phone: _____
Email: _____

TRADITIONAL MEDIA

2 Is this business using any other traditional media? YES ☐ NO ☐

NOTE where & what. Have examples ready for your appointment:

DIGITAL MEDIA

3 Does this business have a website? Yes ☐

Website Address _____

4 Is the site mobile responsive? Yes ☐

EXPLORE Web site for marketing strategies, offers, forms & business description

5 **SEARCH** Google for this advertiser & list/ print

SOCIAL MEDIA

6 Does the business have a Facebook page?

NOTE any info from Facebook on digital marketing

NOTE number of "Likes" or "Friends"

NOTE number of times/week they post:

7 Other Social Media used:

1 ☐ Twitter 2 ☐ YouTube

Others: _____

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DIGITAL VISIBILITY

8 Check how Business optimizes Google Pg. # ☐

Where ☐

TRADITIONAL MEDIA

2 Is this business using any other traditional media?

YES

☐

NO

☐

NOTE where & what. Have examples ready for your appointment:





ICR SERVICES

\$50 OFF ANY REPAIRS OVER \$150



EXPIRES 03/15/2018

ONE COUPON PER VISIT! Coupons may not be combined with any other offer. With Valpak® coupon only. Coupon void if altered.

ICR SERVICES
(727)478-1539

ICR SERVICES
(813)666-8978



Contact your local Valpak office 7272870200
Coupon ID 1867512-9925958989 | © Valpak, 2018

[Home](#) / [Home-And-Office Coupons](#) / ICR SERVICES A/C AND HEATING



ICR SERVICES A/C AND HEATING

Coupons for this service

\$50 OFF ANY REPAIRS OVER \$150

[Details](#)

Expires 03/15/2018

Use Coupon

\$39.95 A/C PREVENTATIVE MAINTENANCE/ SERVICE CALL

[Details](#)

Expires 03/15/2018

Use Coupon

FREE ONE POUND OF 410A FREON

[Details](#)

Expires 03/15/2018

Use Coupon

Featured in this month's Blue Envelope

[View Print Mailer](#)



Mike Blinder | +1-917-8
Mike@BlinderGroup.Cc

Slides/ downloads:
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Pre-Visit Homework

1 Decision Maker : _____
Business Name _____
Address _____
Phone: _____
Email: _____

TRADITIONAL MEDIA

2 Is this business using any other traditional media? YES ☐ NO ☐

NOTE where & what. Have examples ready for your appointment:

DIGITAL MEDIA

3 Does this business have a website? Yes ☐

Website Address _____

4 Is the site mobile responsive? Yes ☐

(EXPLORE Web site for marketing strategies: Offers, forms & business description)

5 SEARCH Google for this advertiser & list/ print any other digital marketing they do:

SOCIAL MEDIA

6 Does the business have a Facebook page? Yes ☐

NOTE any info from Facebook on digital marketing strategies (offers, contests, etc.):

NOTE number of "Likes" or "Friends":

NOTE number of times/week they post:

7 Other Social Media used:

1 ☐ Twitter 2 ☐ YouTube 3 ☐ LinkedIn 4 ☐ Instagram

Others: _____

DIGITAL VISIBILITY

8 Check how Business optimizes Google Pg. # _____ Where _____
(Example search: "Find a Plumber in Any city")

NOTE: how they rank _____

DIGITAL MEDIA

3 Does this business have a website? Yes ☐ No ☐

Website Address _____

4 Is the site mobile responsive? Yes ☐ No ☐

(EXPLORE Web site for marketing strategies: Offers, forms & business description)

5 SEARCH Google for this advertiser & list/ print any other digital marketing they do:

ICR Services

icrservices.com/ *

ICR offers a comprehensive range of industrial engineering solutions including robotics, field service, repair services, asset management, and more.

About

Inquire about our superior selection of products ranging ...

[More results from icrservices.com »](#)

Robot Services

ICR Services offers robot integration, refurbishment ...

ICR Services - 14 Photos - Heating & Air Conditioning/HVAC - 9115 ...

[https://www.yelp.com/#/Home-Services/Heating & Air Conditioning/HVAC](https://www.yelp.com/#/Home-Services/Heating-&Air-Conditioning/HVAC) *

★★★★☆ Rating: 3 - 8 reviews

Photo of ICR Services - Tampa, FL, United States. ... I've worked with ICR services for several years and they always show up on time, always get the job done correctly and are a insured/bonded company. ... ICR Services in Tampa, Florida, offers efficient air conditioning repair and ...

ICR Services Inc: Home

icrtampa.com/ *

Our Services. Throughout the Bay Area we are known as the go-to company for all your cooling & heating needs. Whether you need a new AC system in your home, or you are looking to partner with a company that understands your business's commercial HVAC needs, call ICR Services today!

Working at ICR Services | Glassdoor

https://www.glassdoor.com/Working-at-ICR-Services-EI_IE618856.11.23.htm *

★★★★☆ Rating: 2.8 - 7 reviews

See what employees say it's like to work at ICR Services. Salaries, reviews, and more - all posted by employees working at ICR Services.

ICR Services Reviews | Glassdoor

<https://www.glassdoor.com/Reviews/ICR-Services-Reviews-E618856.htm> *

★★★★☆ Rating: 2.8 - 7 reviews

Dec 19, 2017 - 7 ICR Services reviews. A free inside look at company reviews and salaries posted anonymously by employees.

BBB Business Profile | ICR Services, Inc. - Better Business Bureau

<https://www.bbb.org/west-florida/business.../air.../icr-services-in-tampa-6-90221642> *

BBB's Business Profile for ICR Services, Inc., Business Reviews and Ratings for ICR Services, Inc. in Tampa, FL.

ICR Service, Inc.

www.icrservice.com/ *

construction management & inspections for the utility industry. ICR Copters Granted 333 Exemption by FAA - Construction Management - Construction Inspections - Careers. UAV Inspections. ISO 9001:2008, ISO 14001, & OHSAS 18001 certified. CERTIFICATIONS. California Illinois Ohio Mexico. CONTACT US : 555 WEST ...

ICR - Robot Sales & Automation Division

<https://www.robotics.org/company-profile-detail.cfm/Supplier/ICR-Robot.../384> *

Other ICR services include surplus equipment sales, field service, training, industrial electronic &



ICR SERVICES INC ★

4.2 ★★★★★ 20 Google reviews

Air conditioning repair service in the Eggert Lake-Leto, Florida

[Website](#)

[Directions](#)

[Save up to 45% at icr services inc with Groupon](#)

Deal \$38 | Originally \$69

[VIEW DEAL](#) - groupon.com



Address: 9115 Lazy Ln, Tampa, FL 33614

Hours: Open 24 hours *

Phone: (813) 871-2313

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers

Be the first to ask a question

[Ask a question](#)

[Send to your phone](#)

[Send](#)

Reviews

[Write a review](#)

[Add a photo](#)

- A "Great price and very professional service and work ethic."
- B "No matter the price, I would not recommend this company for duct work."
- H "I recommend them to my coworkers and associates and they never disappoint."

[View all Google reviews](#)

[Feedback](#)

Mike Blinder | +1-917-865
Mike@BlinderGroup.Com

des/ downloads:
inderGroup.com/getinfo



FREE ESTIMATES

Our technicians will give you a free estimate for system replacement!

[Contact US](#)

Mike Blinder |
Mike@Blinder

66

Get Your Free Estimate

Send us a quick message below and one of our office pros will reach out quickly to schedule your free estimate.

[CONTACT US](#)

loads:
ip.com/getinfo

1 Decision Maker : _____
Business Name _____
Address _____
Phone: _____
Email: _____

TRADITIONAL MEDIA

2 Is this business using any other traditional media? YES ☐ NO ☐

NOTE where & what. Have examples ready for your appointment:

DIGITAL MEDIA

3 Does this business have a website? Yes ☐
Website Address _____

4 Is the site mobile responsive? Yes ☐

EXPLORE Web site for marketing strategies, Offers, forms & business description)

5 SEARCH Google for this advertiser & list/ print any other digital marketing they d

SOCIAL MEDIA

6 Does the business have a Facebook pa Yes ☐

NOTE any info from Facebook on digital marketing strategies (offers, contests, etc.):

NOTE number of "Likes" or "Friends:"

NOTE number of times/week they post:

7 Other Social Media used:

1 ☐ Twitter 2 ☐ YouTube 3 ☐ LinkedIn 4 ☐ Insta

Others: _____

MESSAGES

Based on what you have seen:

11 List the **OFFERS** this advertiser uses to gain new customers & where they were.

12 Describe the **BRANDING** this advertiser uses to describe their business

13 Based on what you have seen, what is this business' "Unique Selling Proposition (USP):
(What makes them different from their competitors):



FREE ESTIMATES

Our technicians will give you a free estimate for system replacement!

[Contact US](#)

66

Get Your Free Estimate

Send us a quick message below and one of our office pros will reach out quickly to schedule your free estimate.

[CONTACT US](#)



1 Decision Maker : _____
Business Name _____
Address _____
Phone: _____
Email: _____

TRADITIONAL MEDIA

2 Is this business using any other traditional media? YES ☐ NO ☐

NOTE where & what. Have examples ready for your appointment:

DIGITAL MEDIA

3 Does this business have a website? Yes ☐
Website Address _____

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EXPLORE Web site for marketing strategies, Offers, forms & business description)

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SOCIAL MEDIA

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NOTE number of times/week they post:

7 Other Social Media used: 1 ☐ Twitter 2 ☐ YouTube 3 ☐ LinkedIn 4 ☐ Insta

Others: _____

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P.1

DIGITAL

8 Check ho

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NOTE: how

9 Check Go

NOTE: how

10 Did you b

business:

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Based on

11 List the OF

12 Describe ti

13 Based on s

(What make

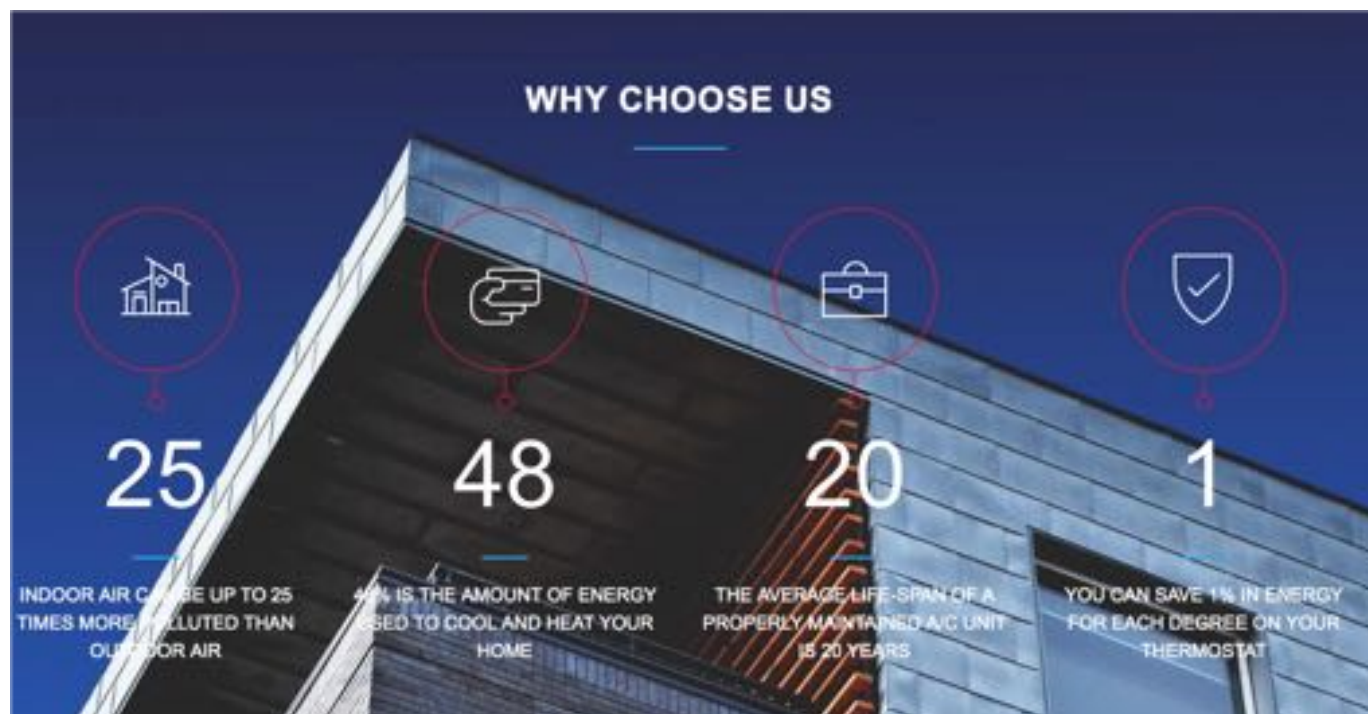
MESSAGES

Based on what you have seen:

11 List the **OFFERS** this advertiser uses to gain new customers & where they were.

12 Describe the **BRANDING** this advertiser uses to describe their business

13 Based on what you have seen, what is this business' "Unique Selling Proposition (USP):
(What makes them different from their competitors):



BEST VALUE

We combine quality workmanship, superior knowledge and low prices to provide you with service unmatched by our competitors.



SAVING TIME

We have the experience, personnel and resources to make the project run smoothly. We can ensure a job is done on time.



WITHIN BUDGET

Work with us involve a carefully planned series of steps, centered around a schedule we stick to and daily communication.

SOCIAL MEDIA

6 Does the business have a Facebook page?

Yes

☐

No

☐

NOTE any info from Facebook on digital marketing strategies (offers, contests, etc.):

NOTE number of "Likes" or "Friends":

NOTE number of times/week they post:

7 Other Social Media used:

1

☐

Twitter

2

☐

YouTube

3

☐

LinkedIn

4

☐

Instagram

5

☐

Google+

Others:

Facebook page for ICR Services Inc. (@icrairandheating). The page features a cover photo with the text "More than A/C services - we're about making your home feel comfortable" and the ICR SERVICES logo. The left sidebar shows navigation options: Home, About, Photos, Reviews, Videos, Posts, Community, Landing Page, Calendar, Offers, and a "Create a Page" button. The main content area displays a status update and a "Photos" section. A red box highlights the "Community" section, which includes the text "Invite your friends to like this Page", "98 people like this", and "98 people follow this". The "About" section shows the business location at 9115 Lazy Lane, Tampa, Florida 33614, with a map and contact information: (813) 607-4669.

Mike Blinder | +1-917-865-
Mike@BlinderGroup.Com

ides/ downloads:
linderGroup.com/getinfo



ICR SERVICES TAMPA

Juan Diego Alvarez • 116 views • 3 years ago

ICR SERVICES Air Conditioning and Heating Tampa, FL (813) 516-0934.



ICR Services Heating and Cooling Stellar Commercial!

ICR Tampa | Air conditioning repair Tampa Florida • 56 views • 1 year ago

20 Years of STELLAR Services!



Una Compania Estelar, ICR Services Heating and Cooling!

ICR Tampa | Air conditioning repair Tampa Florida • 69 views • 1 year ago



ICR Tampa | Air conditioning repair Tampa Florida

3 subscribers • 2 videos



ICR SERVICES TAMPA

Juan Diego Alvarez • 116 views • 3 years

ICR SERVICES Air Conditioning and Heating

0:42



ICR Services Heating and Cooling

ICR Tampa | Air conditioning repair Tampa

20 Years of STELLAR Services!

0:31



Una Compania Estelar, ICR SERVICES TAMPA

ICR Tampa | Air conditioning repair Tampa



ICR SERVICES TAMPA

116 views

3 0 SHARE



Juan Diego Alvarez

Published on Jul 12, 2015

SUBSCRIBE 10

ICR SERVICES

Air Conditioning and Heating

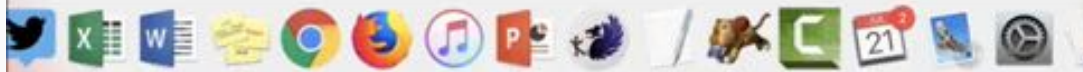
Tampa, FL

SHOW MORE



ICR Tampa | Air conditioning

3 subscribers • 2 videos





ICR SERVICES TAMPA

Juan Diego Alvarez • 116 views • 3 years ago
ICR SERVICES Air Conditioning and Heating Tampa



ICR Services Heating and Cooling Stellar Commercial!

ICR Tampa | Air conditioning repair Tampa Florida
20 Years of STELLAR Services!



Una Compania Estelar, ICR Services

ICR Tampa | Air conditioning repair Tampa Florida



ICR Tampa | Air conditioning repair

3 subscribers • 2 videos



ICR Services Heating and Cooling Stellar Commercial!

56 views

1 Like 0 Dislike SHARE



ICR Tampa | Air conditioning repair Tampa Florida
Published on Jul 20, 2017

SUBSCRIBE 3

20 Years of STELLAR Services!

SHOW MORE

0 Comments SORT BY

Add a public comment...



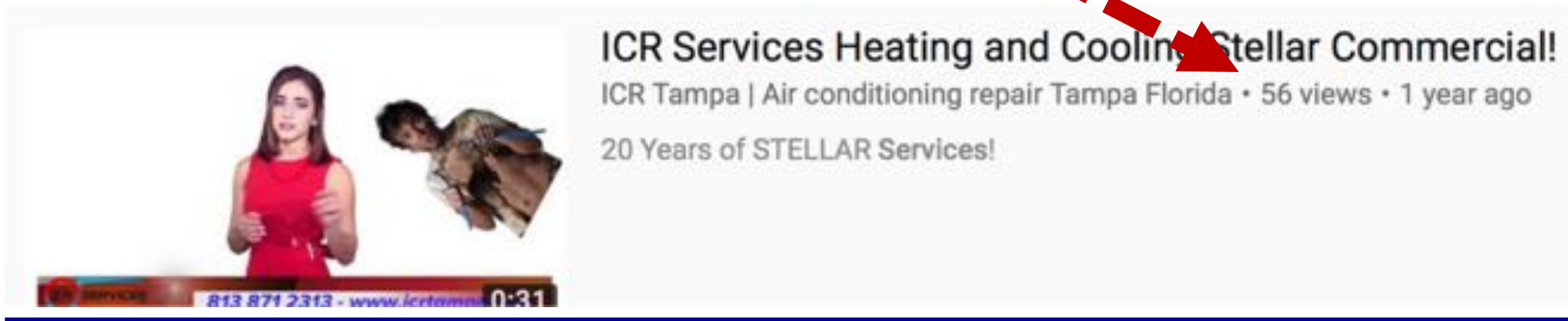
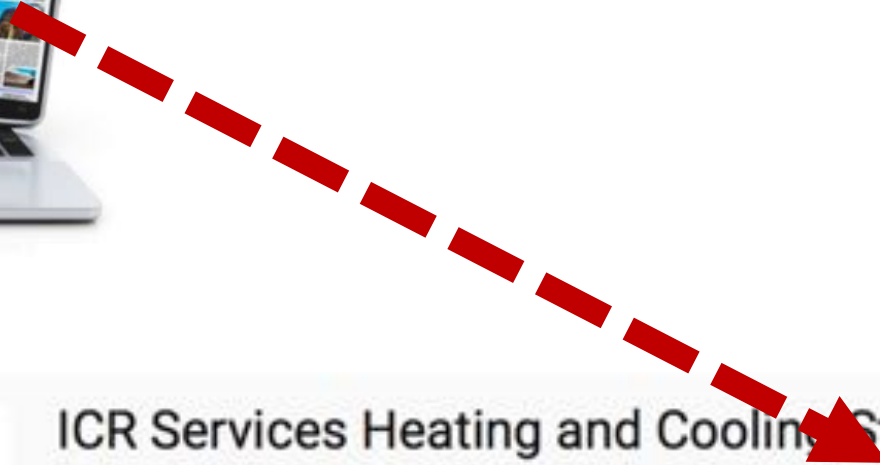
813 871 2313

ICRTAMPA.COM



Mike Blinder | +1-917-865-4827 (mobile/text)
Mike@BlinderGroup.Com |  @MikeBlinder

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Mike Blinder | +1-917-865-4827 (mobile/text)
Mike@BlinderGroup.Com |  @MikeBlinder

Slides/ downloads:
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DIGITAL VISIBILITY

- 8 Check how Business optimizes Google Pg. # ☐ Where ☐
(Example search: "Find a Plumber in Any city")
NOTE: how they rank: _____
- 9 Check Google Map Rankings Google+ Map Pg. # ☐ Where ☐
NOTE: how they rank: _____
- 10 Did you see any **REVIEWS** about this business: Yes ☐ No ☐

NOTE Reviews: _____



Heating and AC Service Tampa Bay



All Maps Shopping News Images More Settings Tools

About 3,150,000 results (0.81 seconds)

A/C Service Experts Tampa | Request Online or Call Now

www.redcapairconditioning.com/AC/Tampa

\$20 Off A/C Repair. 24/7 Service. Industry Certified Technicians.
Services: A/C Repair, Replacement, Installation, Tune-Up, Maintenance
A/C Tune Up - avg \$49.00 - Prevent a Breakdown - More

AC Service - RemAirConditioning.com

www.remairconditioning.com/

Free Service Call w/Repair. BBB Rated A+. Since 1976. Call Now!

AC Repair Tampa FL | 24/7 Service, Call Us Anytime

www.cornestonepros.com/

Your Trusted Indoor Comfort Partner. Satisfaction Guaranteed. Call Us Today!
Serving Greater Tampa - Referral Program - Fast, Friendly & Fair - Find Coupons On Our Site

Heater Repair & Service - aimationalhvac.com

www.aimationalhvac.com/Heater

Heater Broken? We Fix It Fast 24 Hour Service Call Now!
Services: Heater Repairs, Heater Replacements, Heater Installations, Free Estimates



Rating - Hours -

Super Heat And Air

4.0 ★★★★★ (57) - Air Conditioning Repair Service
3654 W Cypress St - (813) 609-8015
Open 24 hours



Caldeco Air Conditioning & Heating

4.8 ★★★★★ (213) - HVAC Contractor
1709 N Howard Ave - (813) 254-2211
Open - Closes 7PM



AND Services

4.7 ★★★★★ (512) - HVAC Contractor
5010 N Cortez Ave - (813) 445-8818
Open 24 hours



[More places](#)

25 Best Air Conditioning and HVAC Services - Tampa FL

<https://www.homeadvisor.com> Pro Ratings & Reviews Florida Tampa

5838 Baker Road New Port Richey, FL 34653. Serving Tampa, Modern Air is your locally owned and operated maintenance company with combined 26 years of ... 9402 US Highway 92 East Tampa, FL 33610. We are Easy AC. We have been keeping our customers cool in the Tampa Bay heat for the last 13 ... See More.

The Best 10 Heating & Air Conditioning/HVAC in Tampa, FL - Last ...

<https://www.yelp.com> Home Services Heating & Air Conditioning/HVAC

Best Heating & Air Conditioning/HVAC in Tampa, FL - The Comfort Authority, Hot 2 Cold, Super Heat & Air, Fortana Brothers Heating & Air Conditioning, Ken's ... By providing the very best in air conditioning, heating and indoor air quality equipment and service, OEL Heating and Cooling delivers extraordinary... read more.

Top 10 Best Tampa FL HVAC Companies | Angie's List

<https://www.angieslist.com> Local Reviews FL Tampa

This company offers services like hvac repair, insulation, water heater repair and installation, air duct cleaning, well and water pump repair...and more. Join For Free. See all highly rated companies. A. Reviews. 705. 15 years on Angie's List. Company names available to Angie's List Members. This company offers services ...

Caldeco provides Air Conditioning Repair, Service, & Installation.

caldeco.net/

Trust Caldeco For Expert Air Conditioning Service. Welcome to the web home of Caldeco Air Conditioning and Heating - Tampa Bay's hometown AC expert! This is your one-stop source for information regarding air conditioning and heating services for your home or office. Here you will find professional advice, industry ...

HVAC Tampa | Air Conditioning, Heating, Plumbing Services in ...

www.termaair.com/

IERNA's Heating & Cooling in Tampa, FL - Offering heating and AC installation, maintenance and repair in Lutz, Wesley Chapel, Clearwater and all towns in the Tampa Bay area.

AC Repair & Installation | Tampa, FL | Scott's One Hour Air ...

<https://www.onehourairflorida.com/>

Is the Florida sun leaving you stuck in the heat? Call One Hour Air, the best 24/7 air conditioning service and repair company in the Tampa, St. Pete, & Lakeland, FL area.

AC, Air Conditioning Service | Tampa FL, Temple Terrace | Air Masters

airmasters.net/

Call Air Masters of Tampa Bay for all your air conditioning needs including installations and repairs. Serving Land O'Lakes, Temple Terrace, Lutz FL and.

Simpson Air - Air Conditioning Tampa, FL - HVAC - AC Repair Tampa ...

<https://www.thecoolstguys.com/>

Simpson Air serves Tampa, FL area homes and businesses with quality air conditioning repair, service and installation.

Air Conditioning Service & AC Repair in Tampa - REM Air

www.remairconditioning.com/

Tampa Air Conditioning Repair and Heating Service We are a top rated air conditioning company in the Tampa Bay area. We are Tampa Bay's honest air conditioning experts. How can we help you? Repair & Service - Air not cooling or heating properly? We'll diagnose the problem accurately and honestly. Then we will get.

downloads:
rGroup.com/getinfo



Colin Y.

Tampa, FL

1 friend

6 reviews

10/26/2016

Took advantage of (or is that "taken advantage of by"?) a special on a "tune up" figuring that it's been a year and I should probably have an expert look at my elderly (9 years - nearing expected end of life) system. We were told that we needed 3 pounds of refrigerant (at \$100+/lb), but really we needed to replace the whole thing "immediately" because there's a good likelihood it won't last until December. Technician was a little shocked when we declined to buy any further services immediately. Maybe it's just me, but when I'm looking at a surprise \$6K repair bill, I want a second opinion before I sign anything.

Got a second opinion today: we needed "a little bit" of refrigerant, the coils needed to be cleaned and whoever had last checked them didn't tape up the duct that needed to be cut open to access them. So either ICR's representative cut open the duct and left it untaped causing the air handler unit to suck in hot, unconditioned attic air, or they never bothered to even check the coils, and the cut was made by the previous crew that serviced the system a year ago. If I was being paranoid, I'd suggest it was left untaped in order to over-stress our system and accelerate its failure.

And there is no reasonable expectation that the system will fail within the next year. Obviously no guarantees, but definitely not the dire situation ICR portrayed.

Apparently ICR's "tune up" is an opportunity to pay them to attempt to scare you into buying a brand-new AC system, because it certainly doesn't involve cleaning the cooling coils or accurately checking the refrigerant pressures.

1 person voted for this review



Slides/ downloads:
BlinderGroup.com/getinfo



Colin Y.

Tampa, FL

1 friend

6 reviews

10/26/2016

Took advantage of (or is that "taken advantage of by"? a special on a "tune up" figuring that it's been a year and I should probably have an expert look at my elderly (9 years - nearing expected end of life) system. We were told that we needed 3 pounds of refrigerant (at \$100+/lb), but really we needed to replace the whole thing "immediately"



Michele D.

Tampa, FL

273 friends

392 reviews

259 photos

Elite '18



4/14/2017



1 check-in

Not sure why the negative reviews. I've worked with ICR services for several years and they always show up on time, always get the job done correctly and are a insured/bonded company. They know what they are doing and I always ask for their opinion when a client of mine is in need of a AC repair or replacement. Felix will let you know honestly what they think is the best to resolve any issues you may be having.

2 people voted for this review



Useful 1



Funny 1



Cool 2

pressures.

1 person voted for this review



Useful 1



Funny



Cool

Slides/ downloads:
BlinderGroup.com/getinfo



HVAC MARKETING DATA

Google Search


I'm Feeling Lucky

[Advanced Search](#)

[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

©2009 - [Privacy](#)



HVAC MARKETING DATA

All

News

Images

Shopping

Videos

More

Settings

Tools

About 2,480,000 results (0.56 seconds)

Want To Get More HVAC Clients? | Get A Free Marketing Analysis

marketing.scorpion.co/HVAC-Marketing

Get An Advantage Over Your Competition With The Experts At Scorpion.

Contact Us · About Us · Services Offered · Customer Testimonials · Blog Center

HVAC Marketing Specialists | Hundreds of Satisfied Clients

www.kickcharge.com/HVAC/Marketing

Drive More Business With A Custom HVAC Marketing Plan. Call Today!

ROI Driven Results · Custom Website Design · Content Marketing · Vehicle Wrap Design

#1 Marketing Platform@ | HVAC Marketing | hvacmarketing360.com

www.hvacmarketing360.com/HVAC/Marketing

Generate More Leads For Your HVAC Business. All-In-One HVAC Marketing System!

Take Tour · Free Video Kit · Take The Tour · Amazing Results

Highlights: Offers Dedicated Marketing Services, Powerful Suite Of Marketing Software...

HVAC Marketing Success - Increase Leads & Revenue - mediagistic.com

www.mediagistic.com/

Get Started With Mediagistic Today!

Local Marketing Experts · Live HVAC Leads · Get Qualified Leads · Custom Designed Plans

HVAC Systems Market: Global Industry Analysis, Trends, Market Size ...

https://www.prnewswire.com/.../hvac-systems-market-global-industry-analysis-trends-...

Nov 17, 2017 · NEW YORK, Nov. 17, 2017 /PRNewswire/ -- HVAC Systems Market: Global Industry Analysis, Trends, Market Size & Forecasts to 2023. ... award-winning market research solution.

Reportlinker finds and organizes the latest industry data so you get all the market research you need - instantly, in one place.

U.S. HVAC Market Will Grow 16% in 2016-2017 - Global Report Says ...

https://www.prnewswire.com/.../us-hvac-market-will-grow-16-in-2016-2017---global-...


Jul 5, 2016 · PUNE, India, July 5, 2016 /PRNewswire/ -- U.S. HVAC Market Will Grow 16% in 2016-2017 - Global Report Says Commercial HVAC Stable. ... Complete report Global and US HVAC Market (Heating, Ventilation and Air Conditioning) spread across 255 pages, provides 299 data charts is now available at ...

HVAC Market Intelligence Report - Bonneville Power Administration



https://www.bpa.gov/EE/Utility/.../2016_HVAC_Market_Intelligence_Booklet.pdf

2016 - Cited by 1 - Related articles

2 / HVAC Market Intelligence Report. Discussions with BPA program staff. BPA staff shared valuable background information and helped frame the research questions. Secondary data sources. The research team analyzed secondary data from a number of reports and sources including but not limited to the Northwest.

Mike Blinder | +1-917-865-4827 (mobile/tex
Mike@BlinderGroup.Com |  @MikeBl

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 HVAC MARKETING DATA 

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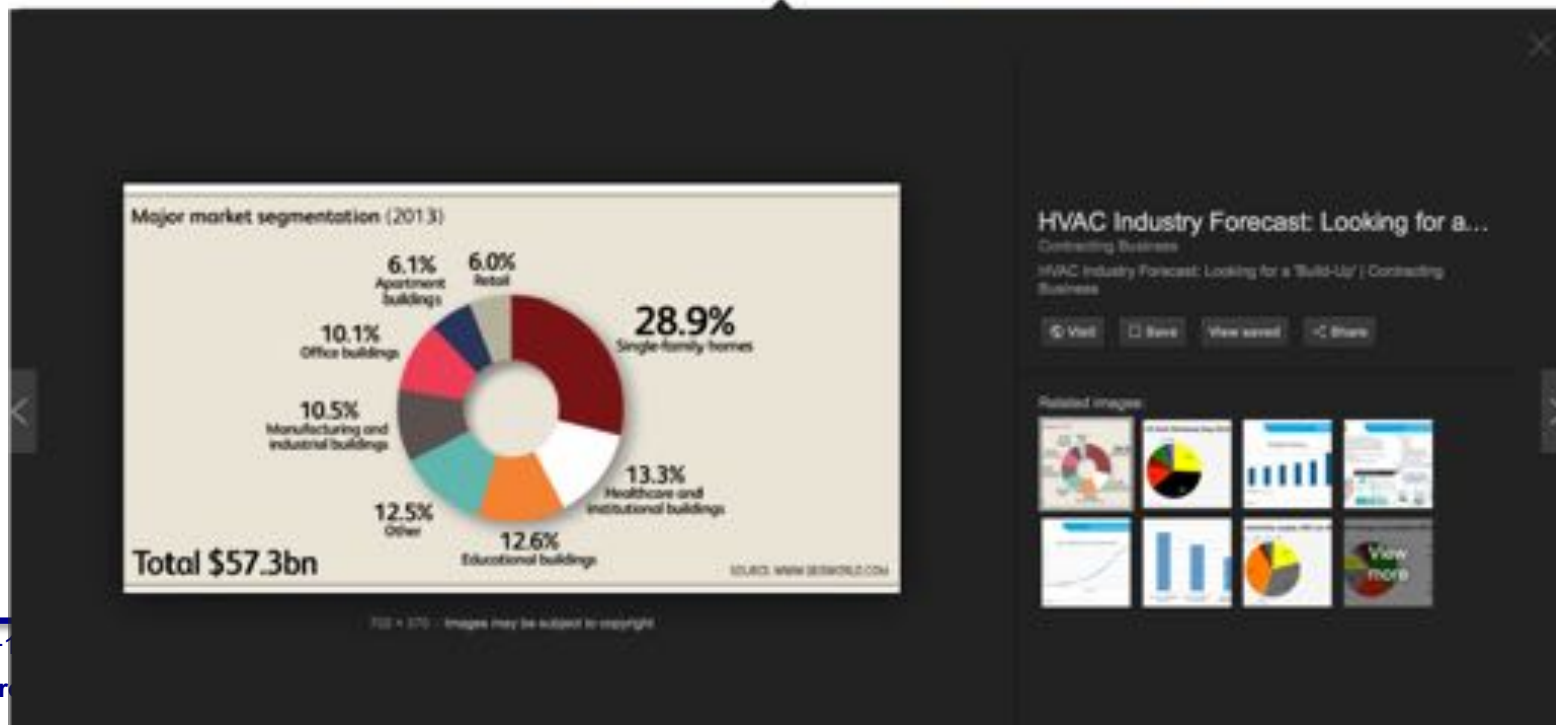
HVAC Systems Market: Global Industry Analysis, Trends, Market Size ...
<https://www.prnewswire.com/.../hvac-systems-market-global-industry-analysis-trends-...>
Nov 17, 2017 - NEW YORK, Nov. 17, 2017 /PRNewswire/ -- HVAC Systems Market: Global Industry Analysis, Trends, Market Size & Forecasts to 2023. ... award-winning market research solution. Reportlinker finds and organizes the latest industry data so you get all the market research you need - instantly, in one place.

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<https://www.prnewswire.com/.../us-hvac-market-will-grow-16-in-2016-2017---global-...>
Jul 5, 2016 - PUNE, India, July 5, 2016 /PRNewswire/ -- U.S. HVAC Market Will Grow 16% in 2016-2017 - Global Report Says Commercial HVAC Stable. ... Complete report Global and US HVAC Market (Heating, Ventilation and Air Conditioning) spread across 255 pages, provides 299 data charts is now available at ...

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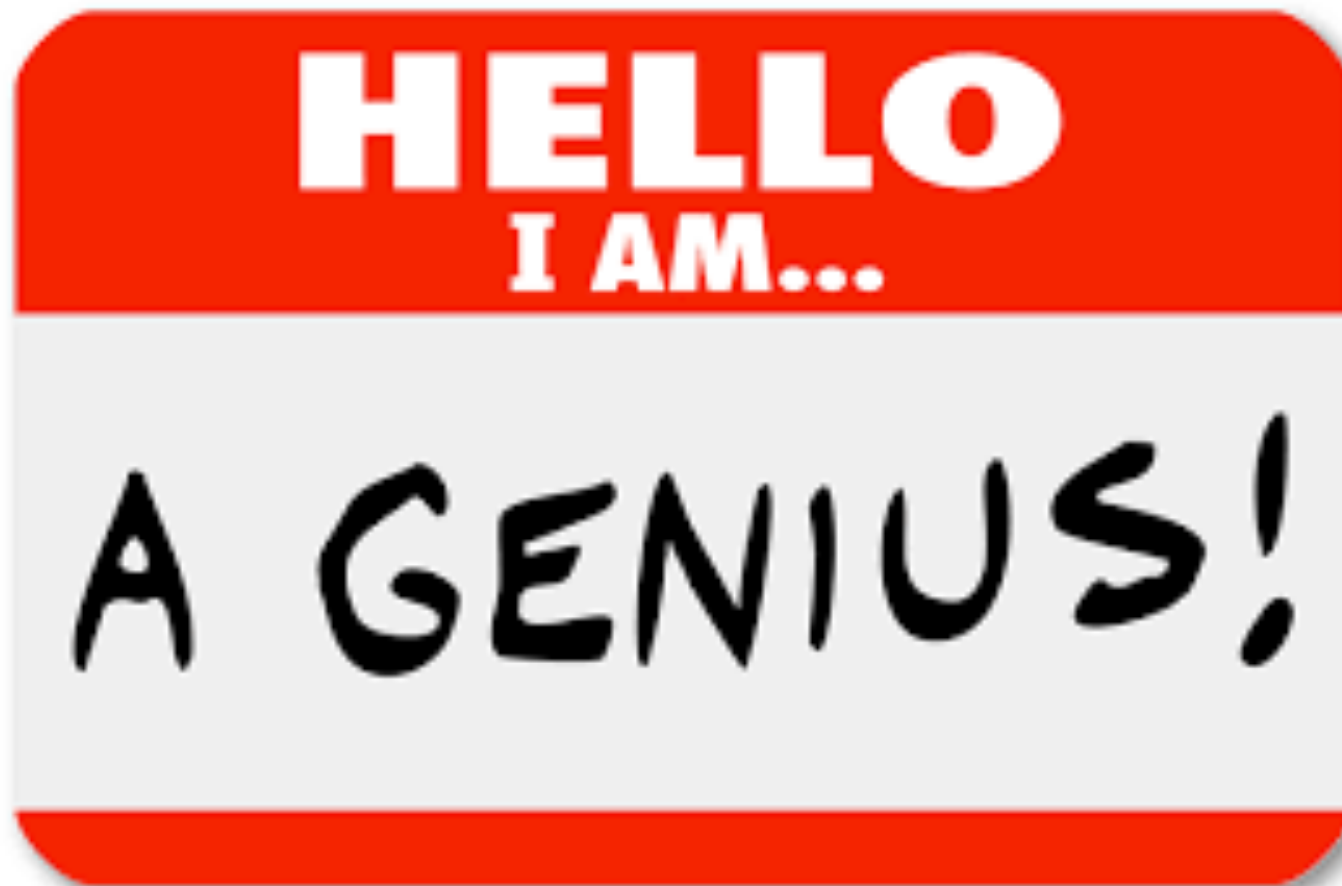
Mike Blinder | +1-917-865-4827 (mobile/tex
Mike@BlinderGroup.Com |  @MikeBl

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Downloads:
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Pre-Visit Homework

1 Decision Maker : _____
Business Name _____
Address _____
Phone: _____
Email: _____

TRADITIONAL MEDIA

2 Is this business using any other traditional media? YES ☐ NO ☐

NOTE where & what. Have examples ready for your appointment:

DIGITAL MEDIA

3 Does this business have a website? Yes ☐

Website Address: _____

4 Is the site mobile responsive? Yes ☐

EXPLORE Web site for marketing strategies, offers, forms & business description)

5 SEARCH Google for this advertiser & list/ print any other digital marketing they d

SOCIAL MEDIA

6 Does the business have a Facebook pa Yes ☐

NOTE any info from Facebook on digital marketing strategies (offers, contests, etc.):

NOTE number of "Likes" or "Friends:"

NOTE number of times/week they post:

7 Other Social Media used:

1 ☐ Twitter 2 ☐ YouTube 3 ☐ LinkedIn 4 ☐ Insta

Others: _____

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P.1

DIGITAL VISIBILITY

8 Check how Business optimizes Google Pg. # ☐

Where ☐

(Example search: "Find a Plumber in Any city")

NOTE: how they rank: _____

9 Check Google Map Rankings Google+ Map Pg. # ☐

Where ☐

NOTE: how they rank: _____

10 Did you see any REVIEWS about this business: Yes ☐

No ☐

NOTE Reviews: _____

MESSAGES

Based on what you have seen:

11 List the OFFERS this advertiser uses to gain new customers & where they were.

12 Describe the BRANDING this advertiser uses to describe their business

13 Based on what you have seen, what is this business' "Unique Selling Proposition (USP):
(What makes them different from their competitors):

Do your
Homework!

Mike Blinder | +1-917-865-4

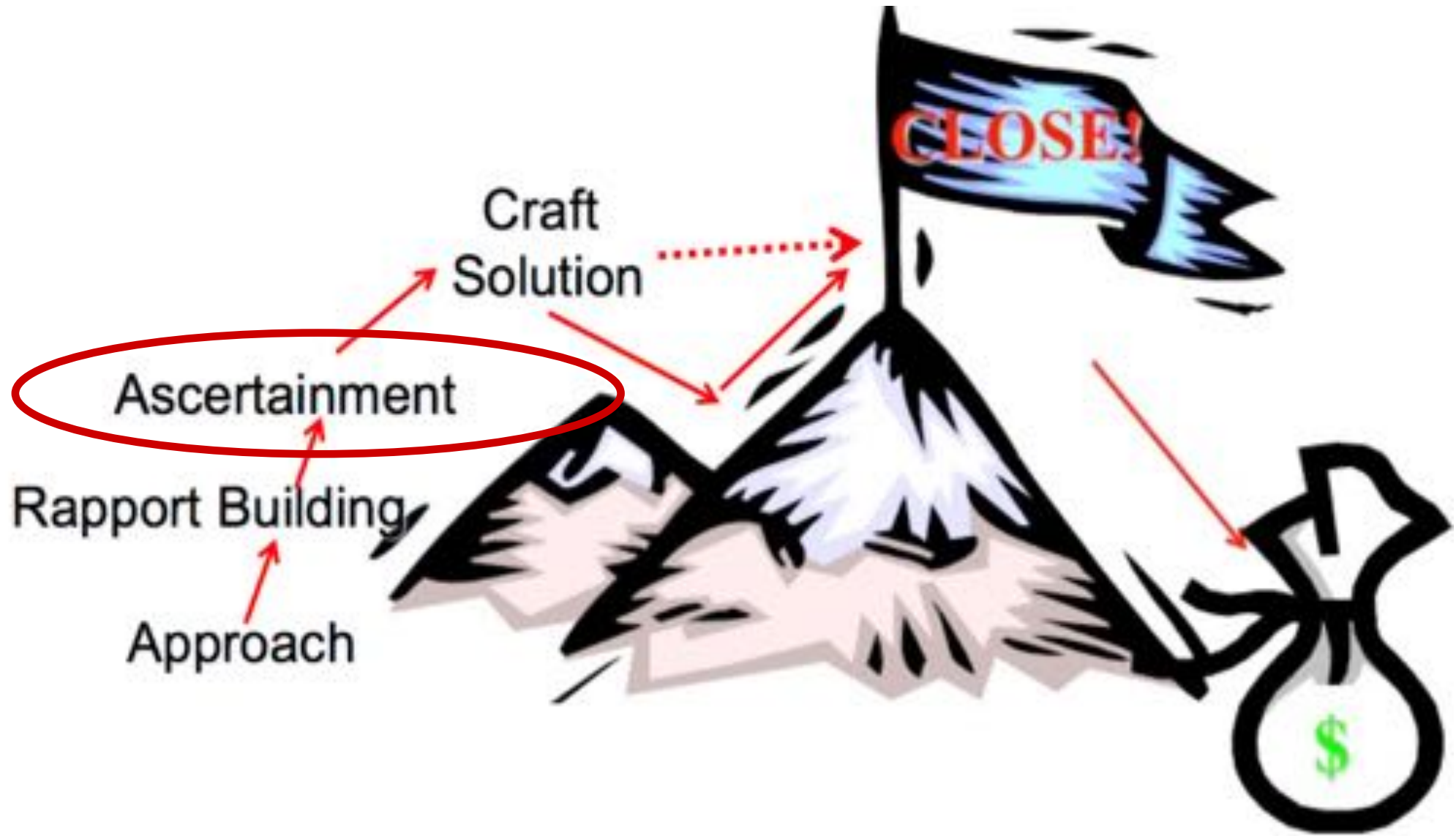
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P.2

Client 1st Previsit Homework

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Ascertainment / Needs Analysis

Date: _____ Business Name: _____

1 UNCOVER MAJOR GOALS & MOTIVATION

"What goals do you have for your business" (Besides "making more money")

"Where do you want your business to be 1-year from today?"

Increase foot traffic or build up a particular component. Find out where they see the business get there. (Discover the "A" & "B")

2 UNCOVER TARGET MARKET ("REACH")

"Who is your average customer?" (Age, gender, education level, income?)

3 UNCOVER MESSAGE for Offers v Branding

"What kind of offers/ deals (if any) do you think can get you new customers?"

If you have any competing media ads, review them, and ask:

"How did this work for you?"

Notes: _____

4 UNCOVER UNIQUE SELLING PROPOSITION ("USP")

"How is your business different from the competition?"

"What are the top 5 words to describe your business?"

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Ascertainment / Needs Analysis

Date: _____ Business Name: _____

1 UNCOVER MAJOR GOALS & MOTIVATION

"What goals do you have for your business" (Besides "making more money")

"Where do you want your business to be 1-year from today?"

Increase foot traffic or build up a particular component. Find out where they see the business going and how they hope to get there. (Discover the "A" & "B")

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Client 1st Ascertainment

Mike Blinder | +1-917-865-4827 (mobile/text)

Mike@BlinderGroup.Com |  @MikeBlinder

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"How is your business different from the competition?"

"What are the top 5 words to describe your business?"

5 PROBE DIGITAL NEEDS

"How important is traffic to your Website?"

If you have reviewed the site, ask:

"I saw on your site you are trying to accomplish (Marketing Concept Noticed) is this working?"

"How important is your Social Media Marketing?"

If you have reviewed their Social Sites, ask:

"I saw on (Social Site) your're trying to accomplish (Marketing Concept Noticed), is this working?"



Ascertainment / Needs Analysis

Date: _____ Business Name: _____

1 UNCOVER MAJOR GOALS & MOTIVATION

"What goals do you have for your business" (Besides "makig more money")

"Where do you want your business to be 1-year from today?"

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3 UNCOVER

"What

If you

"How

Notes:

4 UNCOVER

"How

"What

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An Effective **Pitch!**

The Situation as it is now

The Situation as it should be

Your Story (justify the solution)

The Solution

An Effective Pitch!

The Situation as it is now

A

The Situation as it should be

B

Your Story (justify the solution) **Audience/ Research**

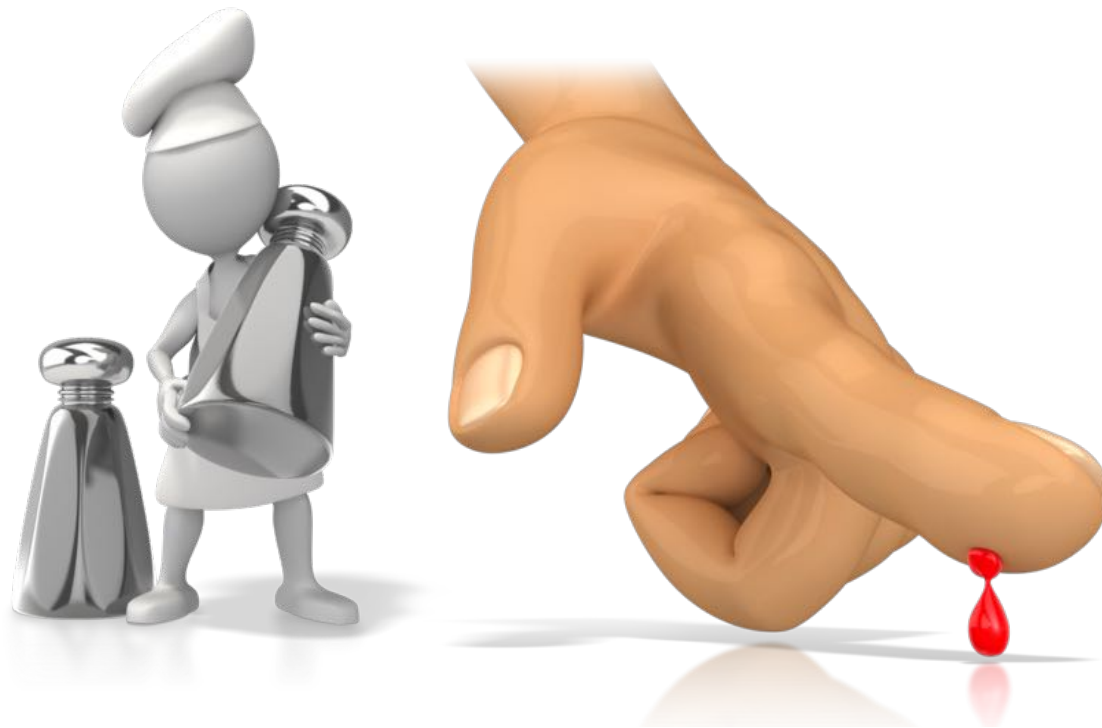
The Solution

Tailored Plan

An Effective **Pitch!**

The Situation as it is now

A



An Effective Pitch!

The Situation as it is now

A

The Situation as it should be

B

Your Story (justify the solution)

Audience/ Research

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Tailored Plan

An Effective Pitch!

The Situation as it is now

A

The Situation as it should be

B

Your Story (justify the solution) **Audience/ Research**

The Solution

Tailored Plan

“**Trial**” Closing



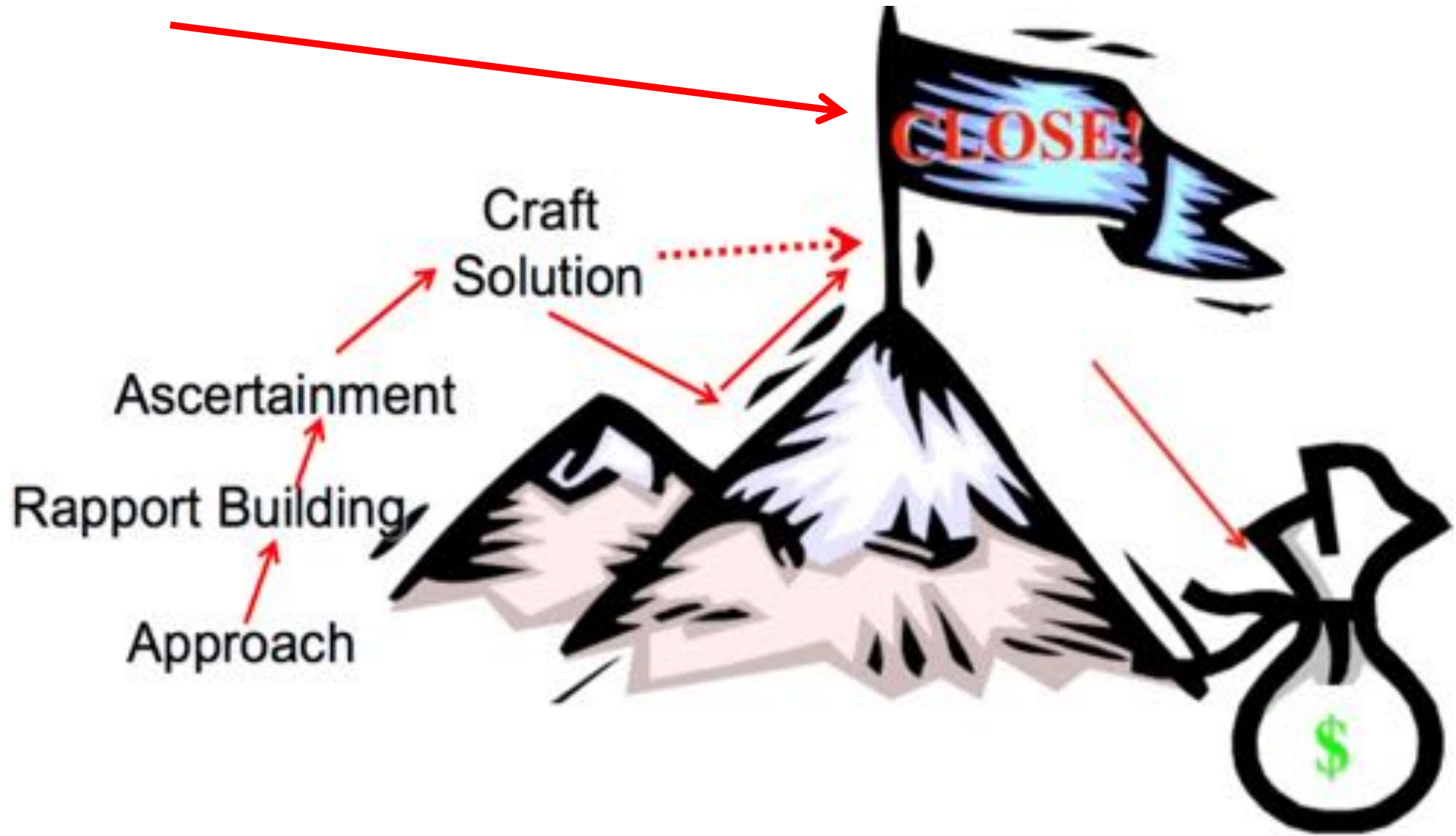
“Trial” Closing



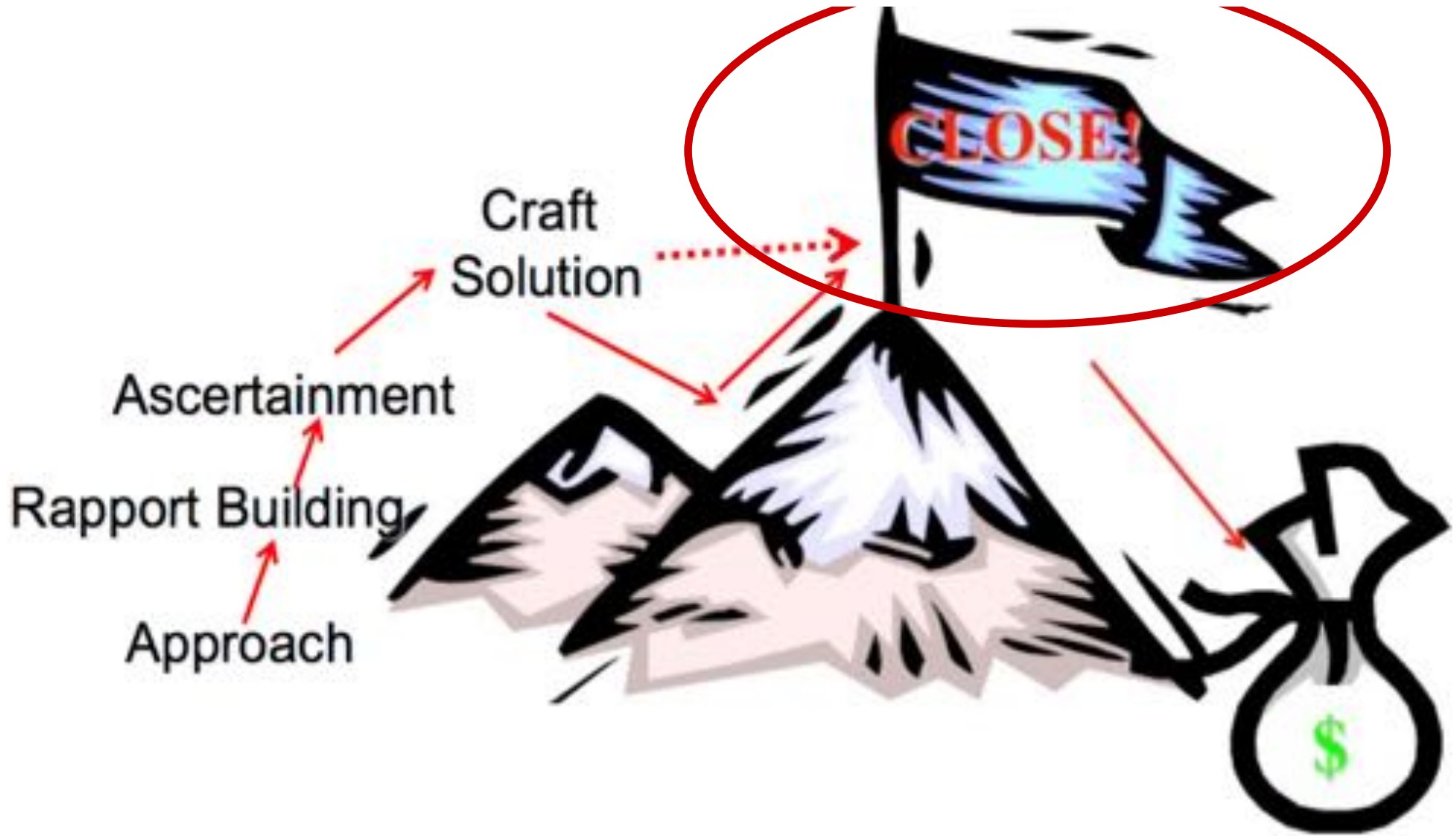
“How am I doing?”

“Are you following me?”

“Can you see why I am so excited?!!!”



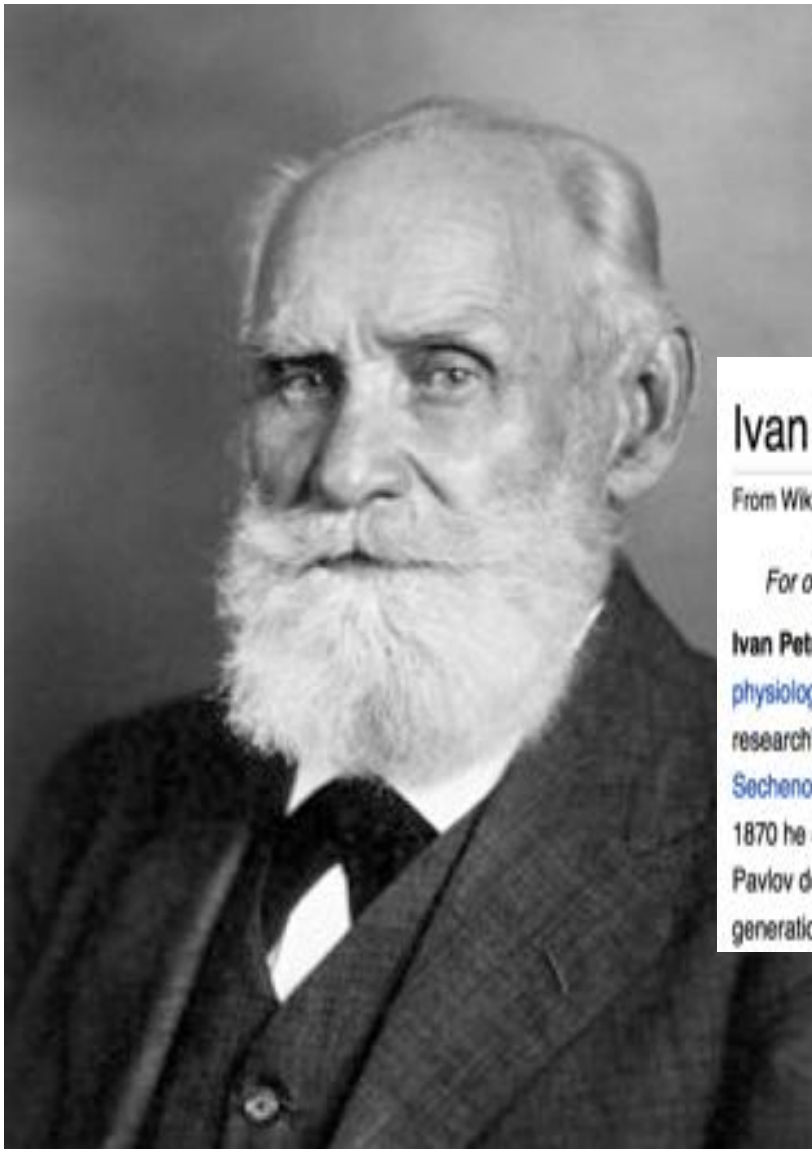








WHY?

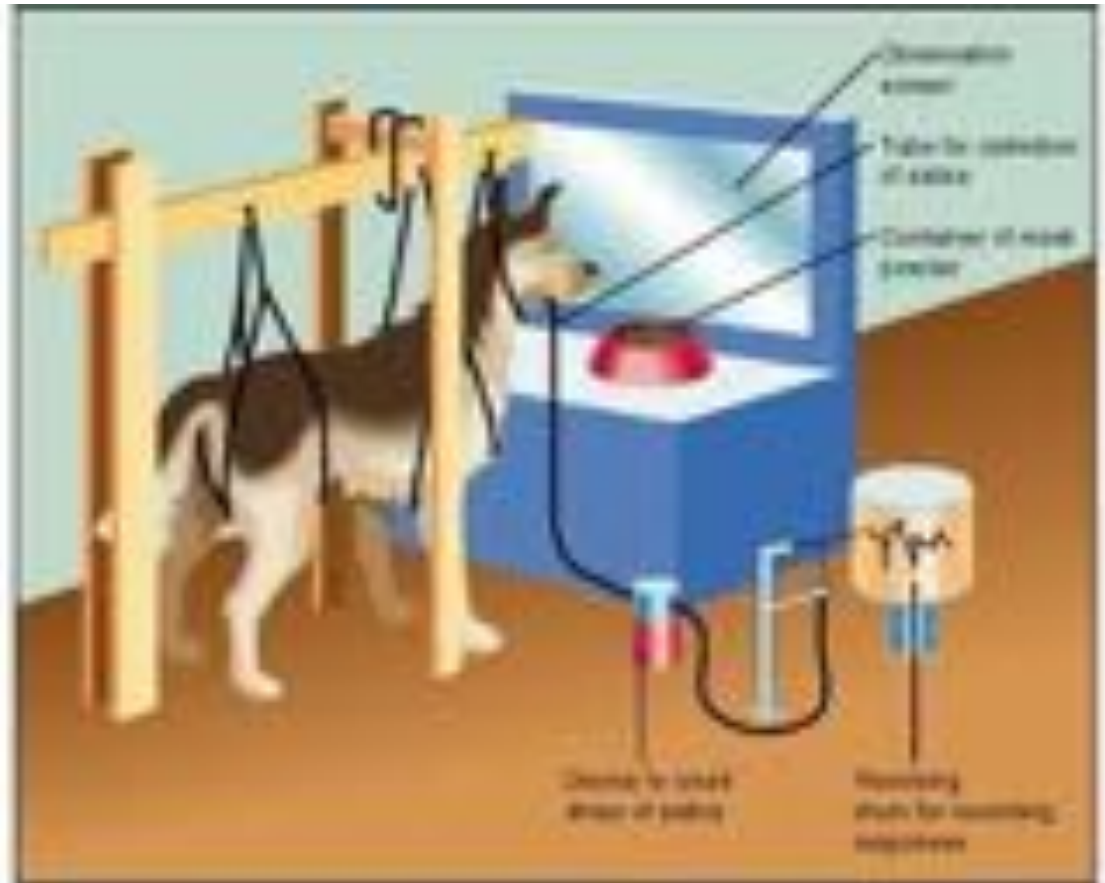
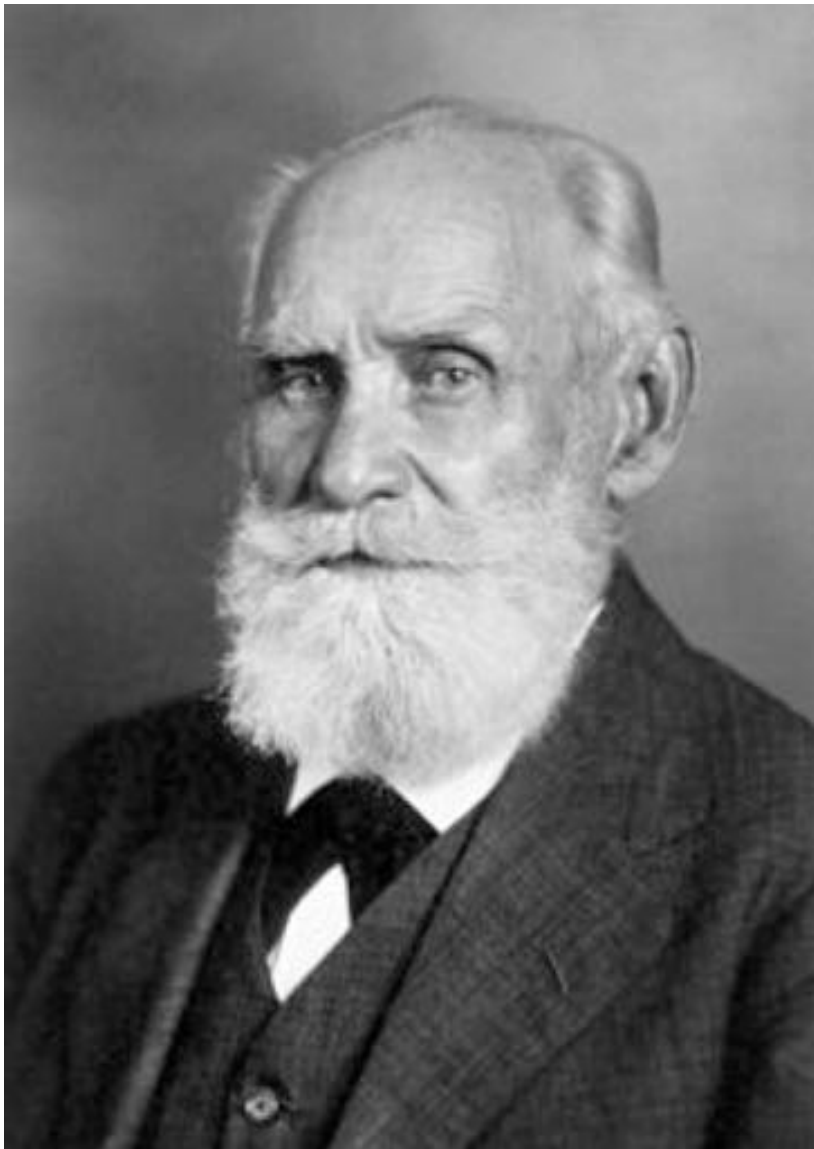


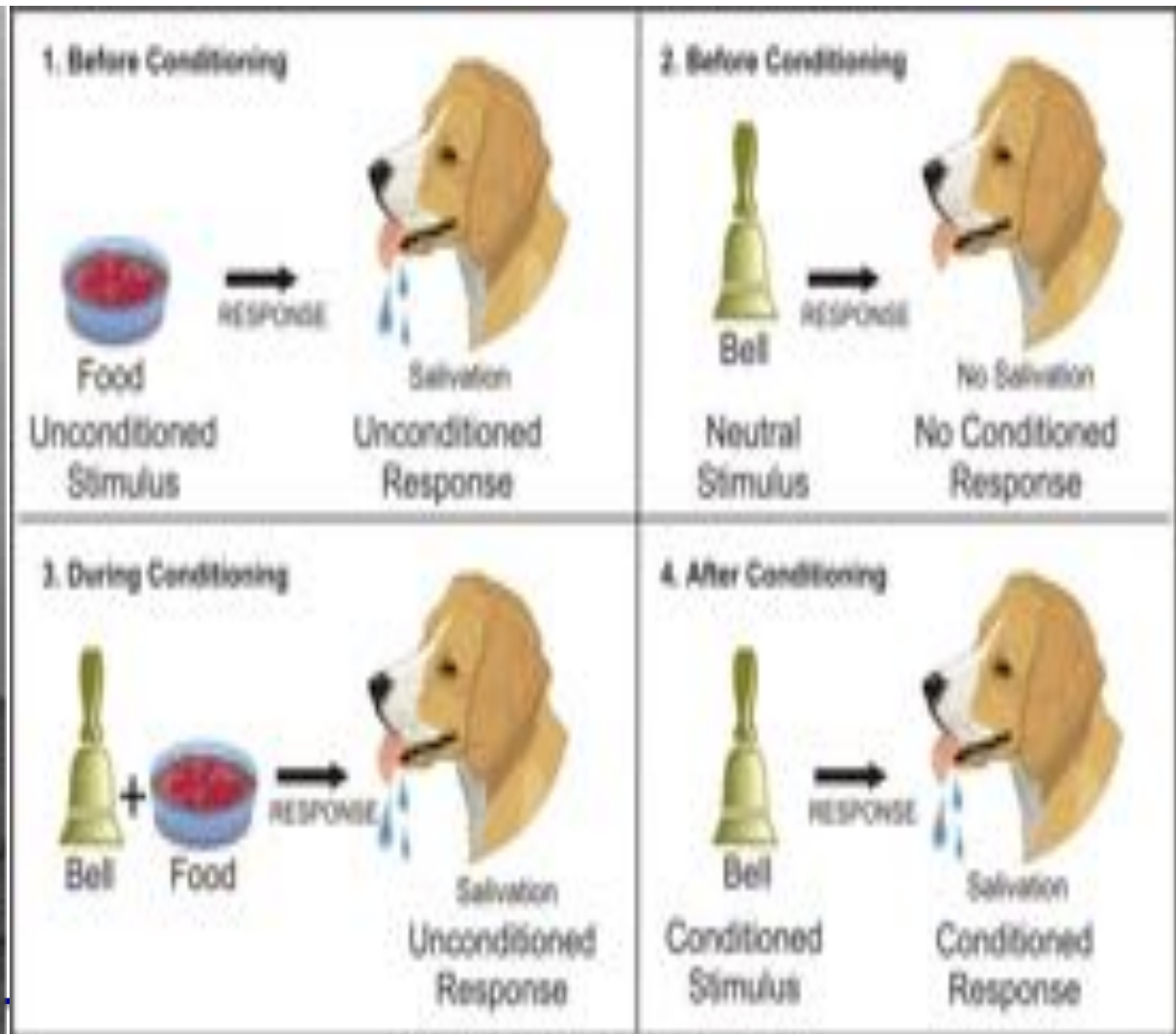
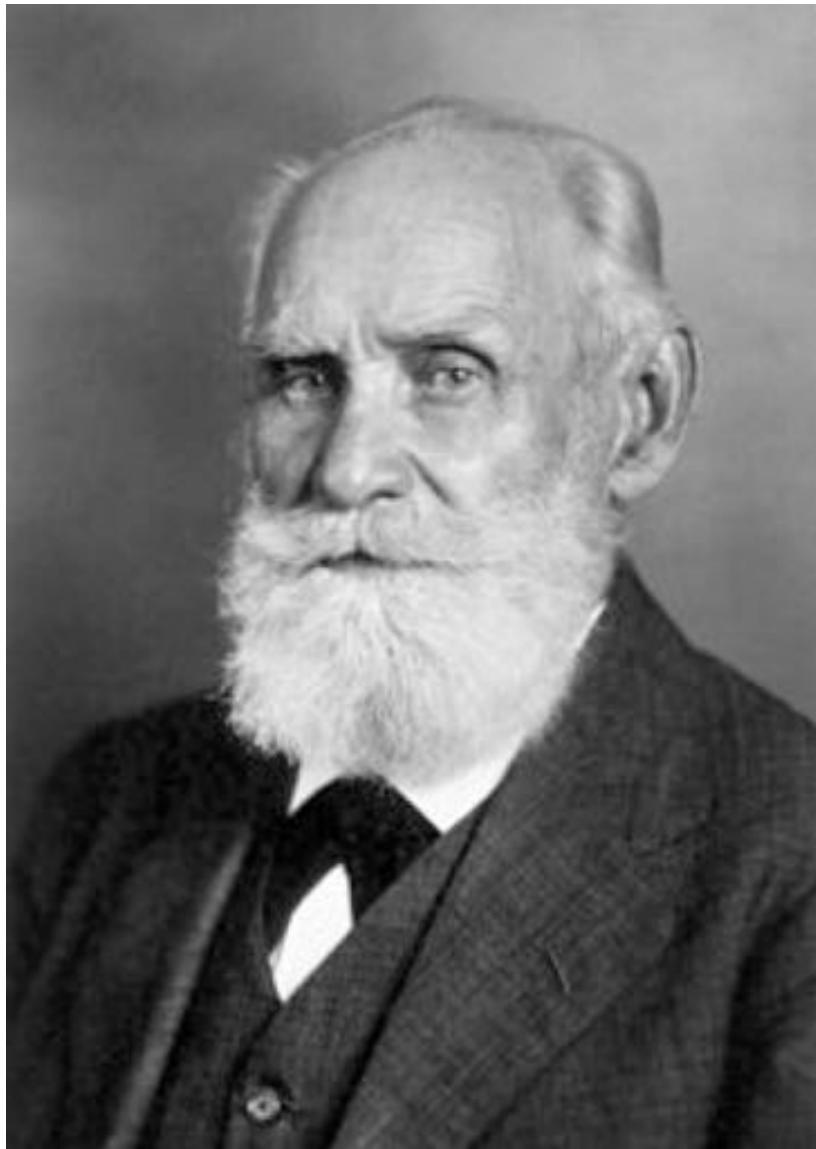
Ivan Pavlov

From Wikipedia, the free encyclopedia

For other people named Ivan Pavlov, see [Ivan Pavlov \(disambiguation\)](#).

Ivan Petrovich Pavlov (*Russian:* Ива́н Петро́вич Па́влов; 26 September [O.S. 14 September] 1849 – 27 February 1936) was a famous Russian [physiologist](#). From his childhood days Pavlov demonstrated intellectual brilliance along with an unusual energy which he named "the instinct for research".^[1] Inspired when the progressive ideas which [D. I. Pisarev](#), the most eminent of the Russian literary critics of the 1860s and [I. M. Sechenov](#), the father of Russian physiology, were spreading, Pavlov abandoned his religious career and decided to devote his life to science. In 1870 he enrolled in the physics and mathematics faculty at the [University of Saint Petersburg](#) to take the course in natural science.^[2] Ivan Pavlov devoted his life to the study of physiology and sciences, making several remarkable discoveries and ideas that were passed on from generation to generation.^[3] He won the Nobel Prize for Physiology or Medicine in 1904.^{[4][1]}





Classical Conditioning



THE BLINDER GROUP

Mike Blinder | +1-917-865-4827 (mobile/text)

Mike@BlinderGroup.Com |  @MikeBlinder

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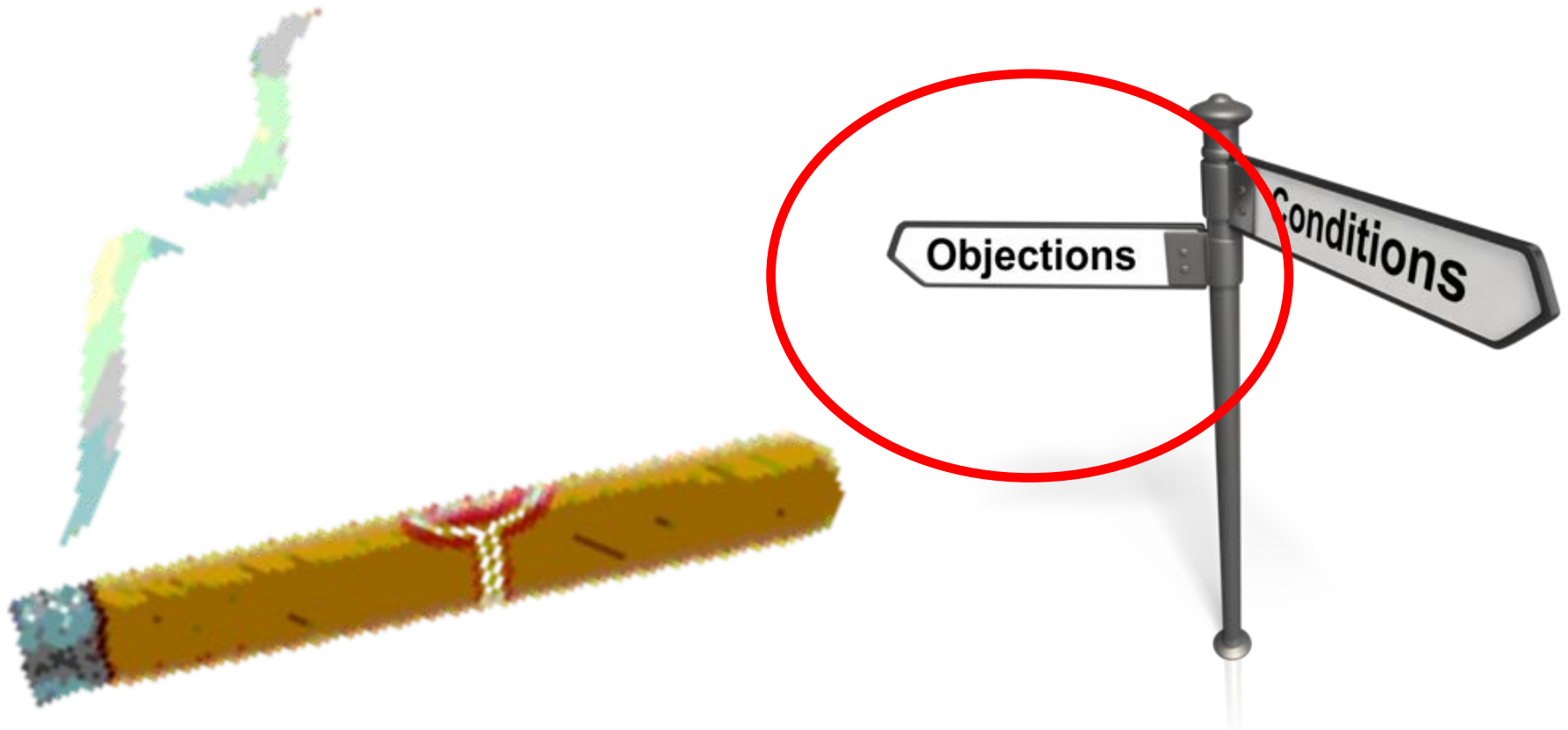














Mike Blinder | +1-917-865-4827 (mobile/text)
Mike@BlinderGroup.Com |  @MikeBlinder





AGREE

Isolate



1



Mike Blinder | +1-917-865-4827 (mobile/text)

Mike@BlinderGroup.Com |  @MikeBlinder

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salt to the wound





Hi Mike,

I've gathered up some of the most common things our AE's hear out in the field that we should help address during the 'overcoming objections' portion of the training.

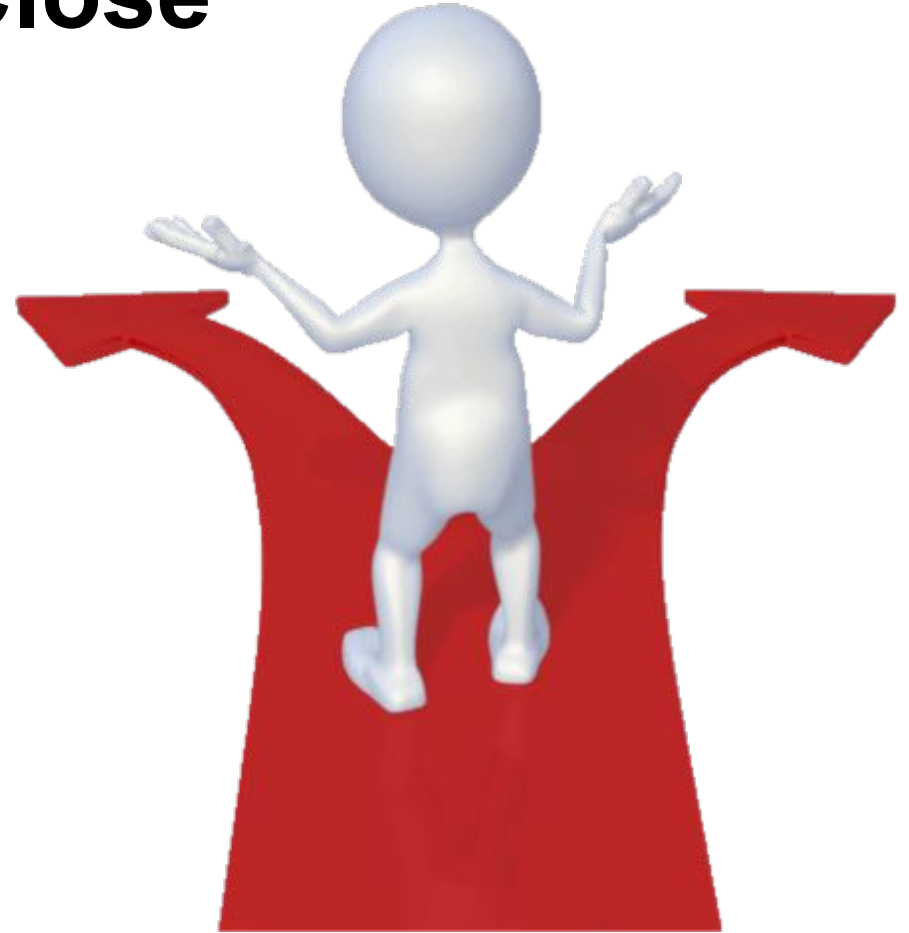
- No one reads the paper anymore
- Your paper is smaller and smaller
- Your penetration (circulation) is shrinking and shrinking
- I didn't get any response from my ad
- Too expensive
- Ads are stacked on pages and all ads run together
- Low ROI
- Already have enough business
- I get plenty of referral business
- Already uses one of our competitors

Thanks,
Liz

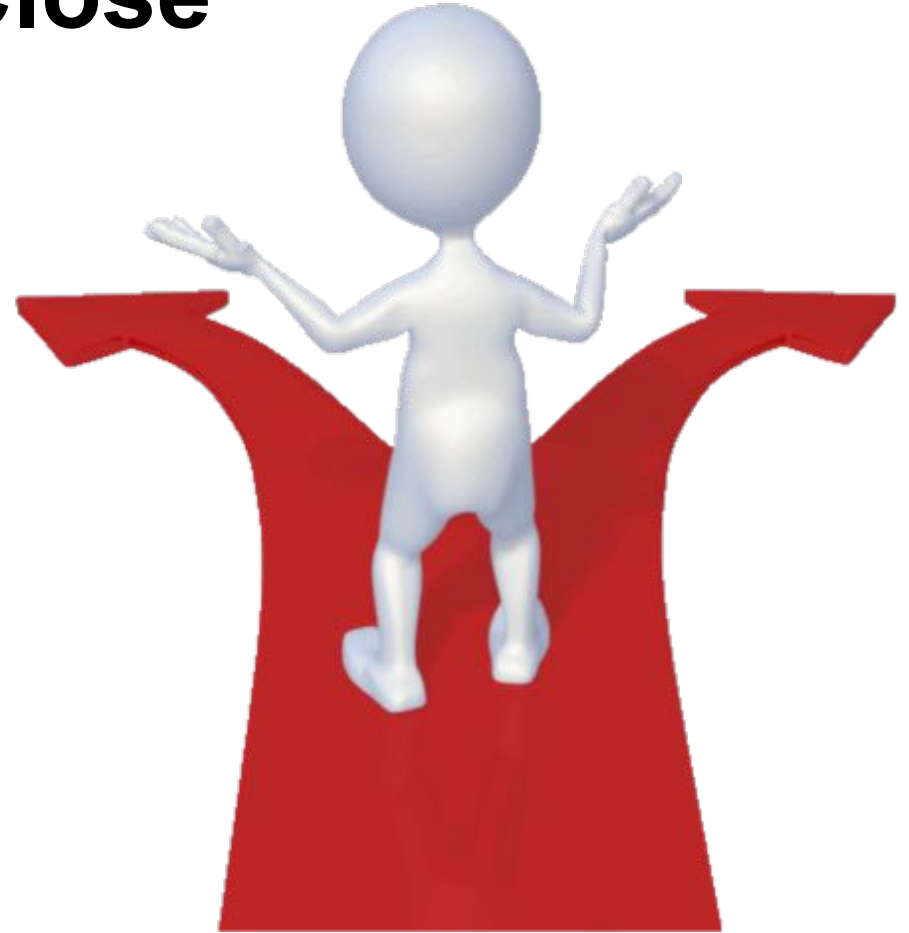


What's My Guarantee?

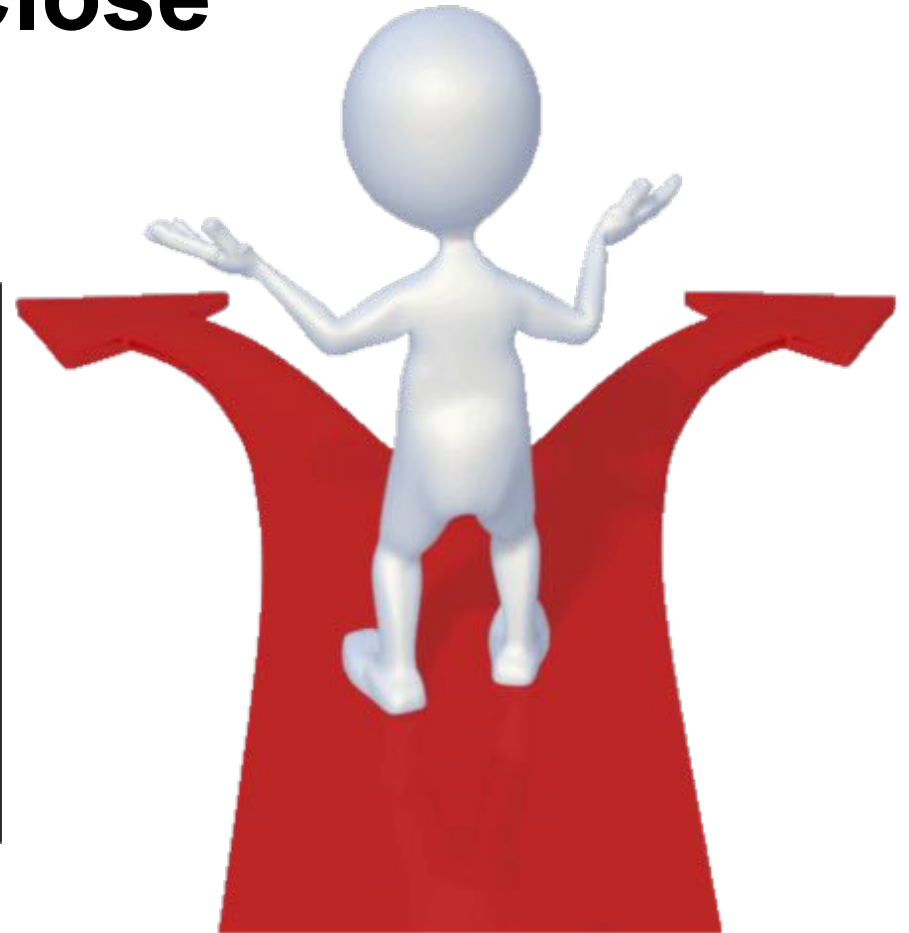
“Alternative Choice” Close



“Alternative Choice” Close



“Alternative Choice” Close



“Alternative Choice” Close



“Doorknob” Close



“Doorknob” Close

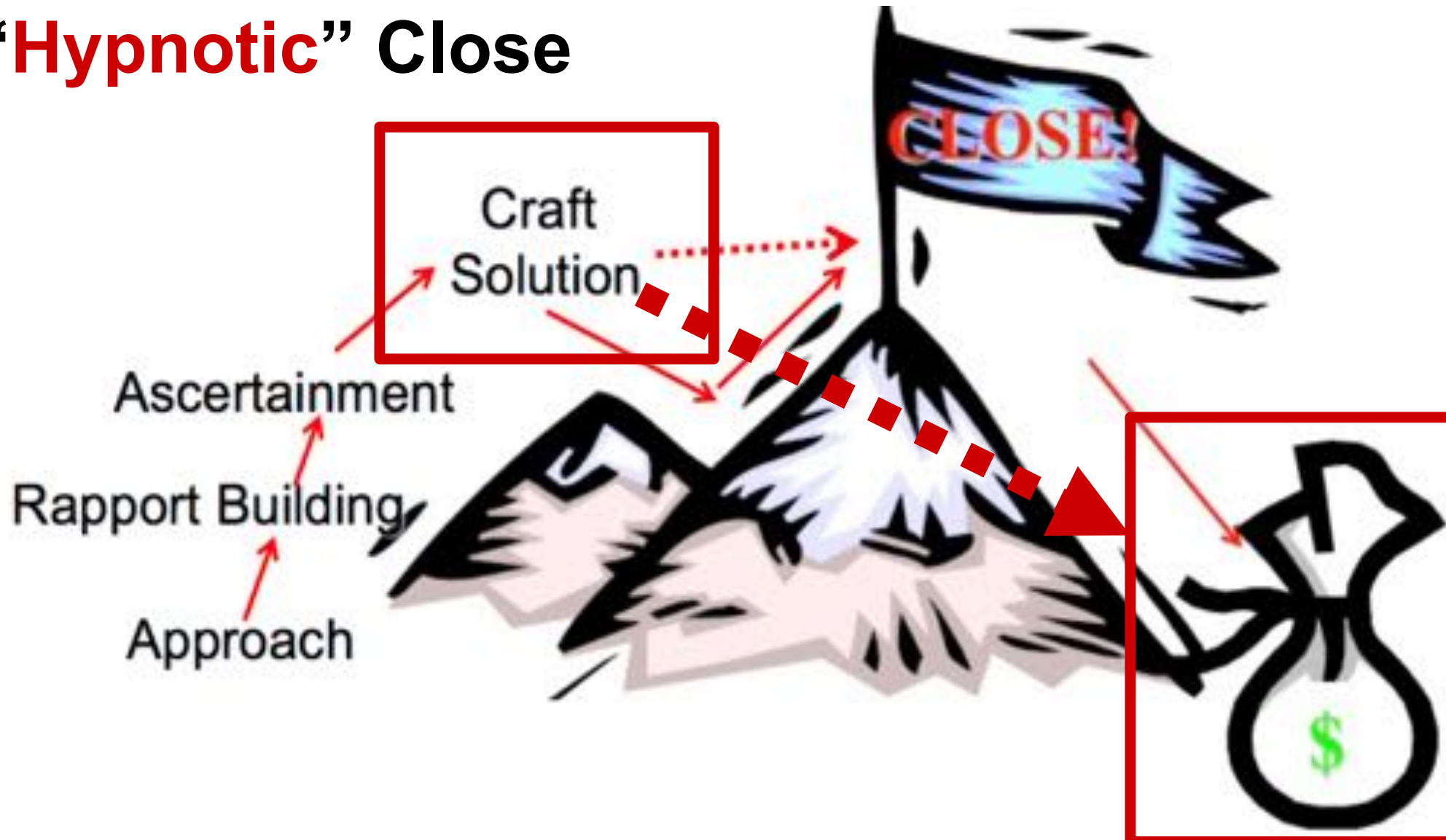


“Hypnotic” Close

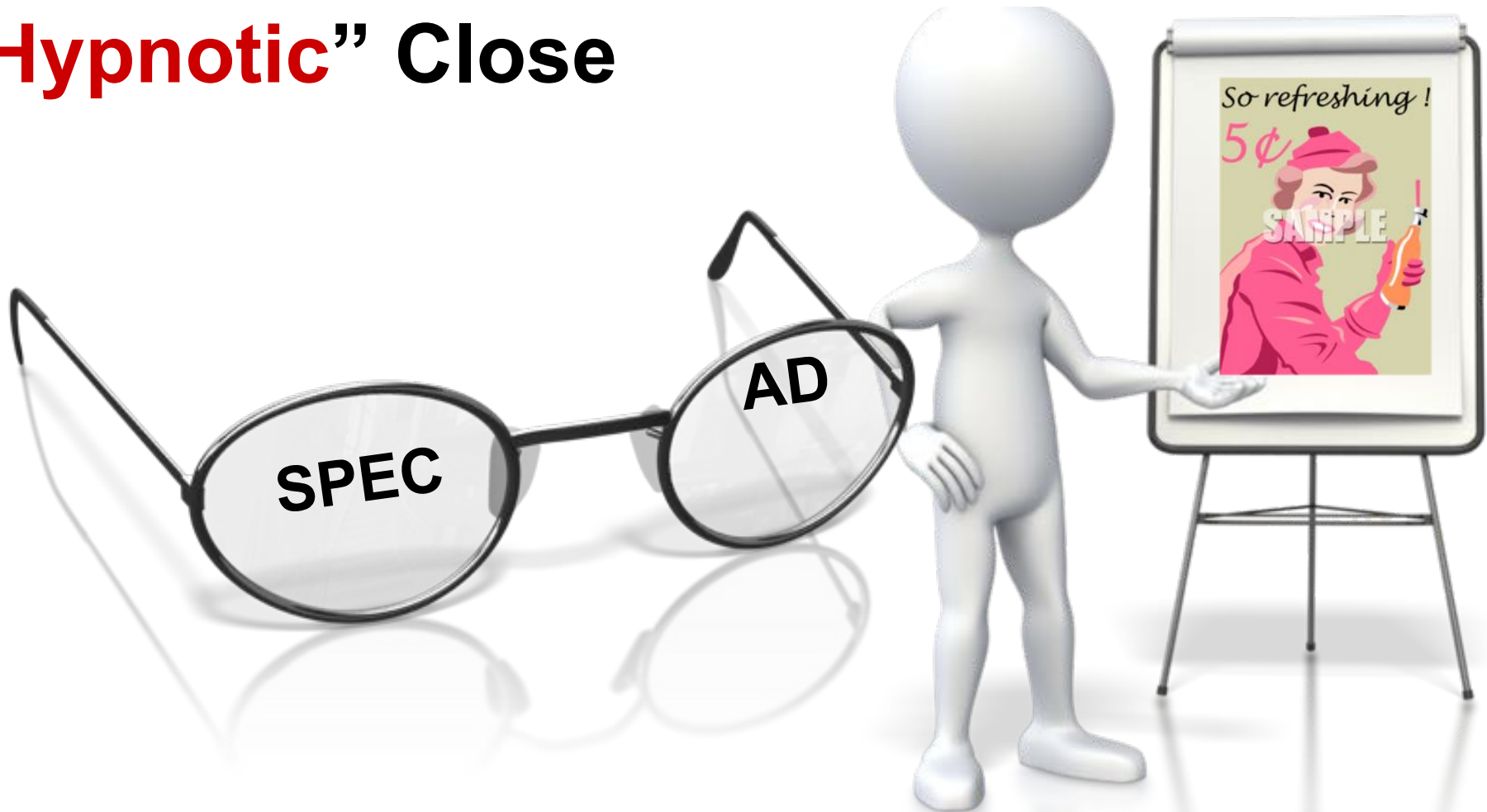


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“Hypnotic” Close



“Hypnotic” Close



Multi Platform Bundles The News



Mike Blinder | +1-
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Multi Platform Bundles The News


















Mike Blinder | +1-91
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Advertiser: _____ Campaign Name: _____ Start Date: _____

Salesperson: _____ Phone Number: _____ End Date: _____

Month: _____

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						
						
						
						
						

**Blinder
Group**

New Jersey Hills Media Group

FEBRUARY 2018 24calendars.com

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
	5 	6 	7 	8 	9 	10
11	12 	13 	14 	15 	16 	17
18	19	20	21	22	23	24
25	26	27	28			

Mike's Mobile: 917-865-

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CAMERA AND VOICE

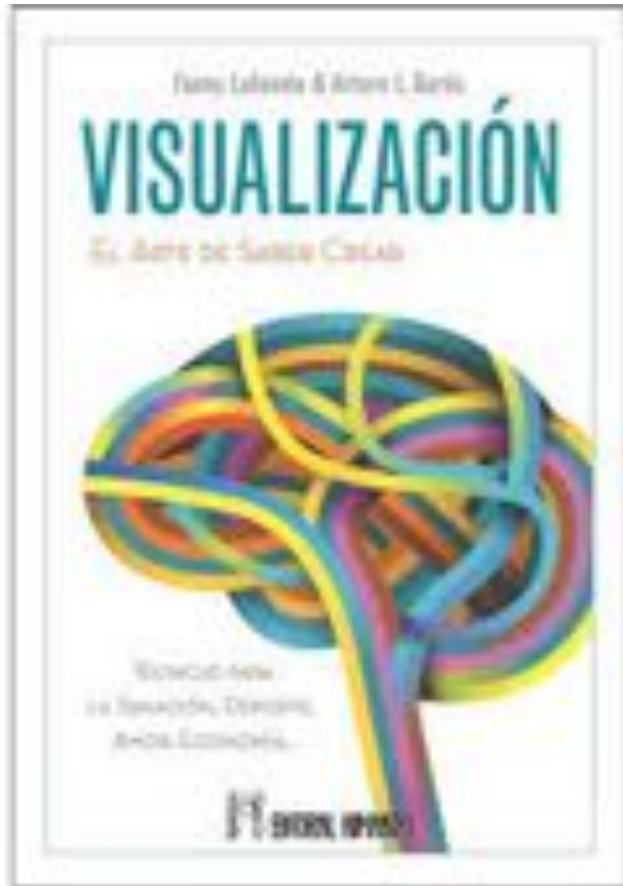


ATTENDEE LIST

17 Attendees
Mike Blinder - Organizer

Go to Meeting

“Hypnotic” Close



Mike Blinder | +1-917-865-4827 (mobile/text)

Mike@BlinderGroup.Com |  @MikeBlinder

1997





Multimedia

**SALES
EXCELLENCE**

**IF IT WAS EASY,
EVERYONE
WOULD DO IT.**

association of
**alternative
newsmedia**



Mike Blinder
President
Blinder Group

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