

# ***How to Maximize Sales and Profits from DRTV***

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# General Comments

- The caller has stopped what they were doing to make a phone call about your product. Even if they don't immediately buy... they are interested
- It's easier and cheaper to sell more to existing customers than to acquire new customers

# Maximize sales and conversions

- Proper call handling
- Capture as much information as possible
- Create special offers for Fence Sitters

# Proper call handling

- Acknowledge that they made a good decision
- Immediately explain benefits
- Personalize your introduction based upon the Call to Action

# Capture as much information as possible

- From orders – capture an email address
- From non-orders
  - Postal and email address
  - Reason why order not placed
  - Inform caller that a mailing will be sent with more information/bill/etc.
- Create a conversion mailing

**ALEXIS**

709.5 Hollywood Blvd. #400  
Hollywood, CA 90028

US POSTAGE  
PAID  
QUIK PAK

PSRST STD



HERE IS THE INFORMATION YOU REQUESTED

REF: 16812 ID: 00323148001108 CRR: R003 B P-270  
Shari Altman  
853 Academy St  
Rural Hall, NC 27045-9329

**PLEASE OPEN PROMPTLY**  
**WE'VE ENCLOSED A SPECIAL LIMITED TIME BONUS FOR YOU!**

**GUTHY-RENKER**  
10303 Norma Ave.  
Pasadena, CA 91331

Create an extraordinary life,  
filled with passion, joy and success!  
All it takes is 30 days and  
**PERSONAL POWER II:  
The Driving Force!**  
Here's the information you requested.



Terrance McCoy  
131-70 229th St.  
Laurelton, NY 11413-1839

PRESENTED BY  
US POSTAGE  
PAID  
PERMIT #105

CSO 10594 07/03/01 00-45



Photo by Jean Lauren

Here's the  
**IMPORTANT INFORMATION**  
you requested.

I've also enclosed a  
**SPECIAL FREE OFFER**  
just for you.

**LOOK INSIDE NOW!**

**FREE BONUS GIFTS**  
and nearly  
**50% SAVINGS OFFER**

*Shari Altman*

\*\*\*\*\*AUTOMALL FOR ARDC 270  
KEY # 736652  
Shari L Payne  
853 Academy St  
Rural Hall, NC 27045-9329

\*\*\*\*\*

# Create a follow-up conversion mailing

- Mail as quickly as possible
- Tailor the message to the segment
- Keep the costs down
  - Postage (weight)
  - Printing
  - Fulfillment

# Take special steps to convert “fence sitters”

- Test a down-sell on the initial call
- Accept checks by phone
- Offer premium/upgrade to place a phone order with credit card (vs. mailing check)
- Consider offering credit or installments
- In conversion mailer, offer bonus for taking action immediately



# Reduce returns and encourage additional orders

- On air presentation must be accurate, answer questions and begin the sales process
- Inbound call must be a positive experience
- Deliver the product quickly
- Include package inserts that will encourage additional sales

**SPECIAL CUSTOMER OFFER!**

**"If your life's worth living, it's worth recording."**  
— Anthony Robbins

**Reinforce your personal growth with this offer!**

Anthony Robbins' *Personal Success Journal* is a key tool for improving the quality of your life.

- Continue to tap into the mighty force of **Personal Power** and take your life to the next level even after you finish the first 30 days!
- Reinforce those principles that are changing your life.
  - Record your growth on an ongoing basis.
  - Share your Personal Power II with a friend or family member.
- Take advantage of this special customer offer and get 2 extra copies of the *Personal Success Journal* for only \$11.95!

**CALL 1-800-543-1903 NOW!**

**Toll-Free • 24 Hours A Day**

YES, send me:  1 set (two journals)  2 sets (four journals) of Anthony Robbins' *Personal Success Journal*!

I want to continue my commitment to personal progress by recording my life-changing experiences!

This special offer — two complete *Personal Success Journals* for the price of one — is available while supplies last. You pay only \$11.95 per set plus \$3.95 shipping & handling. (AZ, CA, NC, PA residents please add sales tax).

Enclosed is \$\_\_\_\_\_ for \_\_\_\_\_ sets of *Personal Success Journal*

Please charge my credit card:  VISA  MasterCard  Discover  AMEX

Acct. # \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature \_\_\_\_\_

My check is enclosed, payable to Gully-Benker Corp.

Phone# (in case we have questions): (\_\_\_\_) \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

Send panels together with payment inside and wait with tape. Mail today — postage is paid!  
FOLD & SEAL WITH TAPE  
KIT-PPH1

**THE BOB PROCTOR SUCCESS SERIES**

**Continue your journey to WEALTH, HAPPINESS and FULFILLMENT**

**SAVE 15% when ordering within 10 days! CALL NOW!!**  
SEE INSIDE FOR DETAILS

**FREE GIFT!**  
THE FREEDOM SERIES  
A 30 Day Plan  
With 30 Days of Daily Power  
A \$40 Value

**YOU WERE BORN TO WIN**

**THE WINNER'S IMAGE**

**THE GOAL CHANGERS**

**YOU WILL BE SUCCESSFUL**

**ALEXIS VOGEL**  
7095 Hollywood Blvd. #400  
Hollywood, CA 90028

New makeup!  
New confidence!  
New head-turning looks!

**SHARE THE MAGIC**  
with a special friend

GIVE HER THIS ENVELOPE SO SHE CAN TRY THE ALEXIS VOGEL SYSTEM, RISK-FREE!

**A REMARKABLE BEAUTY OFFER FOR MY PREFERRED CUSTOMERS!**

Choose one of two great anti-aging collections... just right for your skin type!

See inside

**Exclusive Offer! SAVE 71%**

**Up To \$207 VALUE... NOW ONLY \$59!**

I'm delighted to tell you about my new **DISTINCTION-Daily Skincare Collections** — your choice of two total skincare programs, designed for your skin type, that gives you truly visible, spot-quility results right in the comfort of your own home!

Choose the anti-aging collection that's just right for your skin type — Hydrating Dry/Normal or Refreshing Oily/Normal!

Simply pick the skincare collection appropriate for your skin type, nourishing and hydrating products for Dry/Normal skin or lightweight and refreshing products for Oily/Normal skin. These revolutionary anti-aging daily collections go to work immediately to reduce the look of wrinkles, lines and crow's feet.

You would pay up to \$207 if you bought these products separately.

**NOW THE ENTIRE COLLECTION IS YOURS FOR JUST \$59!**

Why such huge savings? It's simple. You are saying 'yes' to three shipments, so I am able to offer you the lowest price ever — up to 71% off the retail price. I am confident that when you see the sensational results, you will be thrilled to receive your collection and you will love how you look. After your initial three shipments, you can keep the low price of \$59 for as long as you like!

Nothing to lose but those telltale signs of aging!

Of course, you never have to worry about committing to anything you haven't tried. If after using your first collection each day, you haven't reduced years from your appearance, simply send it back within 30 days. You'll receive a complete refund (less shipping and handling). No hassle. No additional commitment. No reason to hesitate in ordering today!

With warmest regards,  
*Lexy Valentine*

# Deliver the product quickly

- Minimize backorders
- Ship as quickly as possible
- Ensure accuracy of communication
- Contact customer immediately regarding any problems with an order

# Thank customer and ask for another order in-shipment

- Include a Thank You/Welcome letter
- Insert promotional materials for other items
- Provide a “pass along” insert to be given to a friend.





# Analyze Returns

- Read customer correspondence
- Log returns based on “standard” reasons for back end analysis
- Determine what could have been done to prevent the return
  - Better communication with customer
  - Improved instructions
  - Faster delivery

# Use Cross Sells and Upsells to maximize back end sales

- Have multiple upsells in place
- Offer the lowest price and most payments to close the sale first, then upsell
- Upsell on website after the order is placed
- Upsell on every order
- Consider cross-sells
  - If you like this, you should try...
- Offer special services
  - Gift wrap, gift cards, rush shipping

# Utilize email marketing to generate additional sales

- Confirm shipment
- Send a “Thank you” email 7-10 days after product delivery
- Send an eNewsletter
- Confirm all “major” transactions and service events
- Every email should include a link to your website and an incentive to place a new order



# Consider a continuity, auto-replenishment or loyalty club

- Which type should you try?
  - Multiple parts or items: Continuity series
  - Replenishment required: Auto-replenishment series
  - “Gift type” item or item where new, related products will become available on a regular basis: “Selection of the month series”
  - Non-related products: Loyalty club
  - Combine above – not mutually exclusive

# Selling a continuity/loyalty offer

- Build into your DRTV offer *or* as an upsell
- Include offer in package inserts
- Offer immediate incentives for joining series
  - Premium, discount, free s&h on current order
- Reinforce benefits of membership

# Make continuity members feel like “part of the family”

- Always refer to them as a Member
- Provide a special “Members only” phone number or area on your website
- Sign all correspondence from “Member Services” (vs. Customer Service)
- Offer additional incentives
- Make it as easy as possible for a member to remain in the series

# Allow customization of the continuity series

- Frequency of shipments
- Quantity shipped
- Product selection
- Variable installments
- Suspend and restart dates
- Lower priced alternatives
- “Load up” with variable payment options

# Continuity member retention and reactivation

- Offer rewards for remaining active
  - Premium every  $n$ th shipment
  - Award “Points” to be redeemed for other purchases
  - “Members only” offers
- Have a reactivation strategy in place
  - Why do they cancel?
  - What can you afford to give them to remain an active member or to get them back?

# Consider a Loyalty Program

- Include both hard benefits (discounts, free shipping) and soft benefits (special customer service line or web area)
- Must be incorporated into catalog and/or web site to reinforce the benefits of membership and encourage additional purchases
- All promotions, invoices, etc. should remind customer of the benefits (show member and non-member prices)

# Use reporting and back end analysis to improve sales

- Unique source/tracking codes for each segment
- Analyze initial sales, back-end sales and returns by segment (lifetime value)
- Analyze Conversion response rates by offer and segment
- Develop products that your customers want – ask questions, read correspondence, listen to calls and use surveys

# Concentrate on reports that you can act upon

- When designing a new report, consider “How will I use this information/what decisions will I make?”
- Make sure that you understand how reports deal with cancels, returns, unpaids, bad debts, backorders, reshipments, etc.
- Always verify reports against one another to ensure accuracy
- Insist on real-time reporting wherever possible



# Provide excellent customer service

- Must be friendly, fast and cooperative
- Have CSR's log calls by reason codes
- Speak with CSR's frequently
- Train operators to recognize and acknowledge your best customers
- Offer a generous Returns policy
- Empower CSR's to resolve problems rather than escalating

# THANK YOU for Attending!

- Shari Altman, President  
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