

▶ CHAMBER BOARD MEETING, EZ COME EZ GO RESTAURANT AT 8AM, LAST THURSDAY OF THE MONTH

▶ FORUM LUNCHEON @ GUADALAJARA MEXICAN RESTAURANT AT NOON, EVERY 2ND TUESDAY

▶ THE CHAMBER OFFICE IS LOCATED @ 408 SILVER ST., TOLEDO, WA (360) 864-8844

South Lewis County Chamber of Commerce



Chamber *focus*

Monthly Newsletter
October 2009

Guest Speaker

Dave Mueller of the Lewis County P.U.D. will be speaking on Flood Reduction / Wall Storage Dam

How-To Marketing Tips

Holding free seminars (free only for important prospects, that is) is a good way of exposing prospects to your company, product or yourself. However, no one will attend your seminars if they turn out to be infomercials. A seminar must never be self serving; it must deal only with the subjects described in your brochure. For example, if you own a photo processing lab and you decide to hold a seminar on photography techniques aimed at local professional photographers, you must not mention your company's name or your special deals during the lectures. You can, however, hang your company name and logo on the wall behind you, hand out brochures and price lists to existing attendees, and have the speaker thank the sponsor (i.e. your business). Remember - the more professional your seminars look, the more professional your company will come across.

Never Change A Winning Horse

Display ads in periodicals seem a good sale tool, but they are not for the beginning wealth builder. Wait until your classified ads prove themselves before you move on to display ads to sell your products. The rule here is simple: if your classified ads work, a good display ad will increase your sales; if your classified ads are a flop, a display ad, being more expensive to run, will increase your losses. An important thing to remember about magazine advertising is that moving on to display ads does not mean you should abandon your effective classified ads. Many successful mail-order companies run both kinds simultaneously, often for the same product. This rule of thumb should be applied to all other areas of promotion as well. Whenever something works for you, do not abandon it even if you have moved on to better and bigger things.

3 Easy Ways to Get More Sales

Most successful businesses use these 3 marketing tactics to maximize their sales results. But many businesses struggle to get enough sales because they don't know about these tactics -- or don't use them. Are you one of them?

Way 1: Sub-Divide Your Market

Prospective customers are more likely to buy your product or service when they believe you understand their needs. Give them what they want and you'll get more sales.

Segment your targeted market into several more narrowly defined sub-markets. Then customize your sales message to appeal to the specific needs of prospects in each sub-market.

Way 2: Highlight an Exclusive Benefit

Another way to increase your sales is to capture more of the sales you're losing to competitors. Tell prospective customers why they should buy from you instead of from your competition.

Highlight a benefit your customers get from you but cannot get from your competitors. Here are some exclusive benefits with examples of how you can dramatize them.

Faster Service: "Free overnight delivery of every order"

Better Guarantee: "Exactly what you want, when you want it, every time -- or it's free"

Personal Service: "Your own service representative with a real name and phone number you can call anytime"

If you don't have an exclusive benefit, create one. Add something to your business you're not already doing. Promote it in all your advertising. Include it on your letterhead, on your web site and anywhere else your company name appears.

Tip: The most effective exclusive benefit is one your competitors cannot copy ...or one they're not willing to copy. One business owner I know includes his personal phone number on every order. His competitors don't. And they're not likely to make themselves that accessible to customers.

Way 3: Follow Up Every Sale With Another Offer

You'll always need new customers. But don't overlook sales you can easily get from your existing customers. It's easier to get more business from them than to get any business from new prospects.

Your customers are especially receptive to more offers immediately after they buy from you. Offer them another product or service related to the one they just bought. Many will accept your offer ...even when the prior sale automatically generates repeat business for the original product or service.

If you don't already have additional products or services, find or create some. For example, offer instructional material related to your customer's original purchase. It can be a book, a series of books, a training course, computer software, membership in a fee-based web site or any other type of instructional material related to their original purchase.

Most successful marketers use these 3 marketing tactics to maximize their sales results. Don't overlook any of them? They're easy to use and highly effective. Start using them now to get more sales for YOUR business.

October 2009 Events Calendar

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
				1	2	3
4	5	6	7	8	9	10
11	12 <i>Columbus Day</i>	13 <i>Forum Lunch Noon Guadalajara Mexican Restaurant/Winlock</i>	14	15	16 <i>National Boss' Day</i>	17
18	19	20	21	22	23	24 <i>United Nations Day</i>
25	26	27 <i>Board Meeting 7 am Gee Cee's Restaurant</i>	28	29	30	31 <i>Halloween</i>

Don't forget to Renew your Membership Dues!

Call the Chamber office to find out when you need to renew.

Member Renewals

City of Vader, 317 8th Street, Vader, WA 98593, 360-295-3222

Centralia College Foundation, 401 Centralia College Blvd., Centralia, WA 98532, 360-736-9391

A&A Home Services, 2802 Melrose Lane, Kelso, WA 98626, 360-577-4931

GVA Kidder Mathews, One SW Columbia St. STE 950, Portland, OR 97258, 503-221-2268

New Members

Delin Sales and Service, 208 Cowlitz, Toledo, WA 98591, 360-864-8766

Never The Same Discounts and More, 203 NE First, Winlock, WA 98596, 360-785-4254

Chamber Chuckles.....

A Chamber member called the Chamber office. "I want to order a scotch and water and a bucket of ice and I want it delivered to my office." Apparently he was having a bad day and needed to ventilate so, like many others, he called the **Chamber!!**

Board Members

Mary Garrison, President
Old Hatchery Antiques

Rachel Phillipps, Vice President
Rachel Phillipps Insurance

Mike Alvarez, Secretary/Treasurer
EZ Come EZ Go Pizza & Deli

Debbie Blum
Special Moments Floral & Gifts

Dan Godat
United Country Real Estate

Jackie Steveson, Board Member
Chastity Clark, Board Member

CC's Photography

Mark Cook, Board Member
Cook Engineering and
Development Services



Save the date!

We are planning the Annual Chamber Banquet/Fundraiser to be held February 27, 2010. Please mark your calendars.

CHAMBER TIPS

by C. Goll



Please take a moment to visit our new website:

www.thelewiscountychamber.com



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