

# Speak out!

The SME Guru

Volume 4, Issue 3

NEWSLETTER

Welcome to the Martz Limited, newsletter. This newsletter will be short, sharp and to the point, jam packed with tips, traps and trends pertinent to our industry and with snippets that you are welcome to use and distribute with the appropriate notation as to source.

## Say what you mean and mean what you say!

Pretty much anyone and everyone is born with a certain 'natural' ability to communicate. Even babies can communicate with their mother long before they can speak. As we get older, communication methods change and adapt and it is true to say some are obviously better than others, but for the most part it's something that needs to be learned and practiced over time.

In the business world (where small interactions can mean a lot), being a poor communicator can be disastrous, thankfully the opposite is also true. Being a good communicator will do wonders for your business.

As a speaker at conferences I get to meet a huge number of people. Have you ever seen a person that can captivate an entire room full of people? Or perhaps you have read a correspondence that can change your point of view within a few short paragraphs?

These are just a few examples of effective communication and the benefits that come with it. Building an incredible communication ability comes with realising that it's not what you say that's important, it's what they hear and comprehend.

The wonderful art of written communication might be thought to be dying but rest assured if you want to stand out in a crowd try going back to the basics. Here are a few favourites of mine that seem to help clients stand out from the crowd.

**The quick thank you** - How novel to take the time to stop and WRITE a thank you note. The idea being to acknowledge thanks for the recipient having taken the time to do something, be that visit you, take your call, ring you or whatever. Add to this an indirect message to visit a website landing page or phone number and before you know it the second stage of the sale is completed. This is even more powerful if you write this on a postcard. What happens to postcards? Everyone who holds it reads it. Everyone, they just can't help themselves!

**Happy holidays** - A simple holiday greeting can be a great way to introduce someone to your business and your product. Holiday cards can make excellent sales letters because people love to open and read them. As with any sale letter idea, remember to tread lightly and be sincere.

**An interesting story** - Writing an interesting story is a good way to entertain and capture an audience. Don't bore them with a history of your business, make sure you entertain them - and show them how you came up with your product, or why it is valuable. Tell a true story of someone you've worked with that makes them feel you could be writing about them.

**A brief introduction** - The reason this style of letter works is because it is brief and to the point. Simply introduce yourself, your business and then direct them somewhere for more information. Leave out as much boring or uninteresting information as possible, just give them a brief teaser.

**Welcome cards** - We all love receiving a greeting card in a coloured envelope. Send a welcome card to all of the new customers and then (Lightly) inform them of where they might get more information about you products and services. Keep it personal and personable.

**The unique opportunity** - Almost everyone mails out coupons and special offers; but, if you are in the position of offering something unique, it could work well for you. Make sure you keep your letter short and allow the offer to speak for itself.

**The self-deprecating comedy letter** - If your industry is one that is known for doing some silly things, you can make fun of it and give your mailing recipients quite a giggle.

**The friendly referral** - Do you happen to know someone your prospect might know or trust? Write a combination of a testimonial and a referral, with the end result being a highly productive sales letter for you.

Writing effective business sales letter isn't complicated at all. Be personal, be honest and of value to the reader.

**P.S.** Always add a postscript because people read it, every time!



### Smartz Biztips.

This service is now heavily subscribed to. It's a very simple service, if you would like to subscribe then please email [biztips@martz.co.nz](mailto:biztips@martz.co.nz). The service sends a free email every working day with a short and pithy tip for anyone in business. Take advantage of this offer now.

If you would like Martz to speak at an event, train your team, talk to you about business development, planning or consulting then please contact us by phoning 03 389 0777 (Office); or email Martz [martz@martz.co.nz](mailto:martz@martz.co.nz).

Check out our website [www.martz.co.nz](http://www.martz.co.nz)

If you would like this newsletter emailed to you please let us know. [jocelyn@martz.co.nz](mailto:jocelyn@martz.co.nz)



Martz Witty  
C.A.(P.P.), Dip.B.S.,A.P.S.  
M 021 2222 007



P 03 389 0777  
F 03 389 0771  
E [martz@martz.co.nz](mailto:martz@martz.co.nz)  
W [www.martz.co.nz](http://www.martz.co.nz)



PO Box 13-010 Armagh  
Christchurch 8141  
New Zealand

martz ltd