

W6

**Wednesday
Morning**

Fax

from

**The
Castle
Press**

**The Castle
Press works
24/7 to make
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on time.**

7 Tips On Closing Direct-Mail Orders

New York copy consultant Robert Lerosé, writing in DM News, recently defined seven “sure-fire” closings in direct-mail advertising:

■ **Assume A “Yes” Response**

Face-to-face salesmen use this closing tactic by asking prospects leading questions like “Do you want delivery on Monday or Wednesday?” or “Would you like to pay by cash, check, or credit card?”

This kind of close compresses the distance between the prospect and the product by making it appear that you have removed every barrier to a “Yes” decision.

■ **List A Decision’s Consequences**

Lerosé cites Bill Jayme’s famous control letter for Worth magazine.

In it, side by side, Jayme listed the pros and cons of saying “Yes” or “No” to a subscription offer. The “Yes” column contained only one item: The subscriber would become filthy rich.

■ **Detail Baby Steps**

Instead of forcing the prospect to make a major commitment right off the bat, Lerosé advises, start with minor sales points.

For example, ask, “Nothing is more important than keeping your family safe, don’t you agree?” Once the prospect has begun to nod his assent, inertia takes over, and you can move on to larger decisions.

If a larger area in black surrounds a small printed square of medium gray, the gray square will appear brighter than the same square surrounded by white.

■ **Imply A Penalty For Delay**

Sometimes, prospects resist ordering because they cannot justify the cost.

If testing shows that is the case, talk about how waiting could be more costly in the long run – because of a looming price increase, for instance, or because delay would give the competition a technical advantage.

■ **Make Your Offer Exclusive**

If you stress the rarity or scarcity of what you are selling, many people will secrete juices.

For example, tell them that you will accept only “X” number of orders.

■ **Borrow A Halo**

Believable endorsements, testimonials, case studies, and independent positive reviews can overcome hesitancy to order.

You do not need to pay a movie star to make an effective endorsement. In fact, you may find that a plug from “an ordinary person like me” does better.

■ **Dramatize A Window Of Opportunity**

Specify that when your inventory of your product is exhausted, it is gone forever.

The Castle Press – *your best choice for a printing partner since 1931.*



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