

Real Estate Marketing Program

Special points of interest:

- **Grow your business**
- Reduce your marketing costs
- **Gain more profits**
- Attract more & more clients to your business
- **Be No. 1 in Your field**

Inside this issue:

Welcome Message	1
Marketing Maketh Difference	2
Best channel to advertise your marketing message	4
Sales Training Programs	5
Great Thoughts	7
Warning	9
Laughs	10
Disclaimer	10

Welcome Message

Hello again,
We are meeting again for 3rd consecutive month through this newsletter. I really enjoyed all the feedback I received via emails, messages & phone calls from all of you. That feedback is the reason I love writing this newsletter.

A great compliment i received from one of my clients is worth sharing with you.

He told me that he keep all my newsletter & other communication from me in his . . . **Tax File!**

When asked why, he reasoned that "Rajesh, the content you send is so valuable that I don't want to loose it EVER! I always keep my Tax document with utmost care. So as to never lost those. When I keep your material with my Tax Papers, it's guaranteed that I'll never loose them & will always find those whenever I need them."

What a great thing to hear from a business veteran who's in his profession for more than 40+ years.

In this issue also, I've tried to provide as much value as I possible can put into the pages.
You be the sole judge. Let me know ho you find this issue!

Truly,

Rajesh Gurule

P.S. - It's Client Appreciation Month. A special Gift is enclosed for you in a separate envelope. Don't forget to open it. It's very valuable!



Hi ! This is me-
Rajesh Gurule.
You can reach me at –
M – 98225 45922

Marketing Maketh Difference



Whenever I ask businesspeople what is the differentiating factor between a successful business & a failed business; almost always I don't get the correct answer.

Normally, these are the answers i get -

BEST PRODUCT/ BETTER SERVICE
LOWEST SERVICE
LOCATION
CAPITAL / FINANCIAL INVESTMENT
TIMING
SIMPLY - LUCK
RABBIT'S FOOT
THE DAY BUSINESS STARTED
& so on.

Now, in all honesty, these things do play a role in success or failure of a business activity (Yes, even Rabbit's Foot), but their impact is at best insignificant.

Means, even if you have BEST products or service at cheapest prices in best location with huge capital . . . still it will fail!

Don't take my word for this. Read Business history.

Ok. I'll list few products below. Based on your business knowledge, try to guess which of these has been success when launched.

Let's see how good is your business acumen is.

Here's a list of the products -

Marlboro Cigarettes	_____	Quaker Oats	_____
Smirnoff Vodka	_____	7 - Up Coala	_____
Timex Watches	_____	Pepsi Cola	_____
Vaseline	_____	Post it notes	_____
Budweiser Beer	_____	Kotex - Sanitary Napkins	_____

I've purposely given you a random mix.



Now in the space given above, write your answer - success or failure when launched!

Finished?

So want to check your score? How many you got right?
Those products that failed miserably when launched first time includes
...

ALL OF THEM.

Surprised? Don't be.

Yes. Every single product of this failed initially.

Add to it the fact that most or almost all factors were present favorably like capital, timing, location etc.

So what is THE differentiating factor that made these products huge success later on?

(Drum roll please . . .)

M.A.R.K.E.T.I.N.G.

Marketing Maketh Difference!

Marketing is the **ONLY** factor that changed fate of these products, the businesses who launched them & the owners of the businesses.

Only effective marketing can transfer a business failure into a business success.

Study it.
Implement it.
Benefit from it.

Best channel to advertise your marketing message

Today I'll tell you about the ONLY channel you should put your marketing through. Because this is the channel that will give you best ROI - Return on Investment.

Sadly, this is the channel that is most ignored. Nobody - including businesses, marketing people & advertising agencies - pays any thought or attention to this specific channel.

The reasons could be -

- 1. They are unaware - They don't know anything about this.**
- 2. They are unskilled - They know but don't have skills to implement.**
- 3. They are arrogant - They simply don't want to do this.**

As I said, the reason could be any of the above but the outcome is always same - No response. Less Response. Or NO ROI. or VERY poor ROI from marketing.

On the other hand, when people start using this specific marketing channel properly . . . everything changes -

- Their response increases
 - The quality of response improves
 - ROI is often many times more
 - The sales Cycle Period reduces drastically
- & All this happens because of proper use of this marketing channel.

Interested to know about this? Want to use this?

OK> Let me reveal this special channel to you all.

This special Marketing channel is

WIIFM

What's In It For Me?

Surprised? Shocked? Disappointed/ Relieved?

Sadly, this is the channel that is most ignored. Nobody - including businesses, marketing people & advertising agencies - pays any thought or attention to this specific channel.



Whatever your reaction is be true to it & see how you can use it in your promotional & marketing activities.

WIIFM - Every one of use & our customers are interested in our own lives, our own issues, our own problems.

Whenever you do any promotion or marketing, you are interested in your products, your business, your services. So your marketing message carries everything YOU want.



There lies the conflict.

Your customers are interested in THEIR lives, not Yours!

That's why so much marketing fails. you are telling one thing, they want to listen something else.

The effective marketing occurs only & only when you tune into their channel WIIFM!

You start thinking from their point of view. You present your products/ services to solve their issues.

But as I said above -This rarely happens.

The reason could be anything but loss is yours. You cannot & you will not get return on your investment if you don't tune into this special WIIFM channel that your customers are always on!

It's time to change your marketing channel!

Do it today.

That's why so much marketing fails. you are telling one thing, they want to listen something else.

Sales Training for Your Marketing & Sales Staff

Thinking of training your sales & marketing staff?

You are in luck. I have prepared these standard training programs for effective results.

These are all proven training programs. Your business will definitely benefit from any one of these.

If you are interested in any of these, do get in touch.

I'll have the details sent to you by courier. Once you go through that then we can meet & discuss further.

You can contact on connect@RajeshGurule.com or on mobile—9822545922.



After my training, Sales Staff improved their skills & results at much higher levels than meager 10 or 20 %!

We offer all these Sales training Programs.

Intro To Sales

Core Selling Skills

Exhibition Sales
Training

Telemarketing Training

Project Launch Sales
Training for Real Estate

PRO Training program
for Doctors

Great Thoughts to live by . . .

Almost anybody can do a thing when he feels like doing it. But it takes a true man to do a thing when he doesn't feel like doing it.

Sam Jones

If you suspect a a man, Don't employ him.

If you employ a a man, don't suspect him.

No great deed is done by failures who asks for certainty.

Don't hire Shakespeare to write plays and
Then keep him busy addressing envelopes.

If you can Organize, Systemize, Promote and Sell, You have the elements of Business Leadership.

Entrepreneurs makes paths in forests of unknown which afterward becomes highways in city.

Rajesh Gurule

It is generally the man who doesn't know any better, who does the things that can't be done.

You see, the blamed fool doesn't know that it can't be done, so he goes ahead and does it.

Charles Bates

Strive not to equal; Strive to surpass.



Million Dollar Resources

It's very hard to find really GOOD vendors or suppliers or reliable person to get various things done. I have personally faced many problems due to this. So here I am making these sources available to you all. I highly recommend everyone listed on the following list.

Disclosure – I am NOT getting anything in return whether you chose to use services from the people listed in the following lists. If you don't want to use their services that's fine. IF you chose to use their services, then the total responsibility is yours - not mine. I am just introducing you.

Suvastu Commercial Real Estate Services -

Manisha Gurule is running this firm with her team. They specialize in all types of commercial places. So if you have any need wrt office or commercial place, you can contact her. M - 99210 76779. Website = <http://www.Nasik-Property.com>. Disclosure - She is my wife.

For Courier services - whole Maharashtra

Maruti Courier Services - After using various courier services for almost a decade, I am really happy with the service & delivery. you can reach their office at this number - 9371840999 & ask for Mr Vijay.

For Xerox - Narmada Enterprises- IT is located on College Road. Just beside the Axis Bank. And the service they provide is really unmatched. In addition to xerox they provide lamination, binding services, too. Their number is - 0253 - 2310072.

For all types of Printing work - Sudarshan Shah - Number - 98225 17404. The quality of the work as well as the service he gives is really great. Since I was introduced to him, I have not used any other printer for anything.

For Investments in Share Market/Mutual Funds - Call Sandip Bornare at Unicorn Investment, Nasik Branch. He is one of the best investment advisor I've met. If you are really interested in investing your money as well as grow it, then give him a call. He'll send you the "Welcome Kit", which is worth a call. His number is – 98234 41553. A disclosure – he is related to me – he is my brother-in-law.

For SMS Services - Call Gauri or Nilesh at Rich Solutions, Nasik. He provides internet based SMS services. And his service is really good. You can use this SMS service to be in touch with your clients on regular basis. This is one of the best & one of the most cost-effective way to approach & keep in touch of your clients. Almost all of my client's are using their services. You can contact them on— 9595902003.



Warning !

Few things you need to know about Rajesh Gurule and Business Growth & Marketing

You may find it interesting to learn about the way I run my consulting business. I am discussing this not to brag, but to show you that whatever we do, we do have a choice. Nobody & I mean nobody can force you to do the things YOU don't want to do while running your business – not even your clients! So just enjoy reading this part. Once in a while, you may feel arrogance in the words – but that's NOT my intention at all. And I don't think I am an arrogant person.

- I am sometime blunt, straightforward, and may NOT tell you what you WANT to hear. Because my job is to tell you what you need to hear. So you should be ready for getting the reality as it is from me.
- Only those very serious about making money, utilizing unusual and exceptionally effective business growth strategies should contact me. And you should be ready to change, too.
- I rarely takes unscheduled calls; however I does have competent staff. They can be very helpful and you are welcome to call them. And if needed the call is forwarded to me.
- Do not get disappointed by my refusal to dispense FREE advice. Free advice is rarely a bargain for the recipient and rarely it get implemented.
- **Value** – I strongly believe in giving & adding value to my client's professional & personal lives. If I feel I cannot add any value, then I don't work with them. At any time, during our relationship if I feel that my client has outgrown me – i.e. he does not need me any more & can prosper without my help, then I suggest it to the client.
- **Exchanging my time with money** – I do NOT believe in exchanging my time for the money I am charging you. Now, what in the world does it mean? It means that I do not define my fees & charges on the number of hours I will work. Also, I never say or imply that I will be working said hours for your business. And I don't feel that I should be physically present or working at your premises. Many times I do not visit my clients for weeks or months. But that does not mean I am not working for your practice. I work as much as needed & more. But you should NOT relate my presence with the fees I'm charging. Because ultimately that is irrelevant.
- **No exclusives** – generally, I work with many many Clients in one business. i.e. at any given time, I do not work exclusively with any client – unless there is very strong reason for doing so. And if I chose to do it, the reasons have to come from me & not from the Clients. There are very rare exceptions to this rule. So if you want me to work on exclusive arrangements, discuss with me & we'll work it out.
- **Phone** – I do not take phone calls – if I am in a meeting or working on my clients' i.e. your business. Many a times I keep the phone on silent mode, so that there should be no disturbance. So do not get offended if you call me and I don't take your call. It's nothing personal. I do it for your benefits only. So that the time I have, I can use it for developing new & effective strategies for you & your business.

**Business Growth & Consulting
Program**

2, 2nd Floor, Raunak
Apartment, Rameshwar
Nagar, Gangapur Road,
Nashik

M - 9822545922
E-mail: info@AdmanAgency.com

We are on internet

www.AdmanAgency.com



Disclaimer

This newsletter is published for information purposes only. Please use your own judgment before using the concepts provided here. We won't be responsible for anything that happens due to the info given.

Secondly, this is in NO WAY an attempt to judge you or your business or your business procedures. What I am sharing with you is how to marketing knowledge that has been used effectively by others.

Still, if you do not wish to get this newsletter, simply tell me by calling or sending SMS. And I shall stop sending it to you.

Thanks.
Rajesh Gurule

Have A Good Laugh Today . . . Read These Salesmen's Jokes

The quick wit of a traveling salesman who has since become a well-known merchant was severely tested one day.

He sent in his card by the office-boy to the manager of a large concern, whose inner office was separated from the waiting-room by a ground-glass partition.

When the boy handed his card to the manager the salesman saw him impatiently tear it in half and throw it in the waste-basket; the boy came out and told the caller that he could not see the chief.

The salesman told the boy to go back and get him his card; the boy brought out five cents, with the message that his card was torn up. Then the salesman took out another card and sent the boy back, saying: "Tell your boss I sell two cards for five cents."

He got his interview and sold a large bill of goods.

A young man entered a hat store and asked to see the latest styles in derbies. He was evidently hard to please, for soon the counter was covered with hats that he had tried on and found wanting.

At last the salesman picked up a brown derby, brushed it off on his sleeve, and extended it admiringly.

"These are being very much worn this season, sir," he said. "Won't you try it on?"

The customer put the hat on and surveyed himself critically in the mirror. "You're sure it's in style?"

"The most fashionable thing we have in the shop, sir. And it suits you to perfection — if the fit's right."

"Yes, it fits very well. You think I had better have it?"

"I don't think you could do better."

"No, I don't think I could. So I guess I won't buy a new one after all."

The salesman had been boosting the customer's old hat, which had become mixed among the many new ones.