

# Get Better Results from Your “Silent Salespeople”

You've paid them to work for you to boost sales, jobs, or tax base. But are they working hard enough?

Your ad, Web site, brochure, video, or direct mail package can reach more people with your marketing message at lower cost than anything else you do.

They are your “Silent Salespeople,” as important to boosting sales, jobs, or tax revenues as any of your other workers.

They can bring growth from new businesses, tourists, retirees, and new residents to cities, counties, commercial districts, neighborhoods and their businesses. If you want growth, marketing's the **most important** thing you can do.

## Reviews Are Good Management

Every good manager does performance reviews of staff every year. Not because employees are known to be falling short but because reviewing even the best workers is **good management**.

That's a good reason to include Silent Salespeople in performance review. Just as with your staff, you want to make the good even better, don't you?

Marketing places is intensely competitive today. Everyone does Web sites, brochures, social media, and the rest. So today we **have** to be better. And budgets are tight, so we need to get more from our investment.

## The Guy Who “Wrote the Book”

Now you can benefit from an objective third-party expert **Silent Salesperson Performance Review** (SSPR) of any of your marketing pieces to help you get more from these valuable tools.

It's done by the guy who “wrote the book” on evaluating community marketing: John Gann, President of Gann Associates. You may have read his *How to Evaluate (and Improve) Your Community's Marketing* published by the International City/County Management Association. (It's the **only** work on the subject.)

Or you've read one of his articles on marketing published in three national economic development journals and in newspapers and municipal association magazines nationwide. Or heard one of his conference presentations.

John's also the author of:

*The Third Lifetime Place: A New Economic Opportunity for College Towns*

*Marketing UNterstate Highways: Bringing Out-of-Town Dollars to Non-Destination Small Towns, and*

*Hybrid Neighborhoods: Where to Live Now to Spend Less at the Pump.*

## A Practical, Credible Review

John's not going to do a review based on artistic or literary criteria that have little to do with marketing results.

Instead he'll look at how well your materials follow proven rules for producing **action**. He knows that often the most visually or verbally stunning pieces are **least** effective in marketing. He'll look in **detail** at the graphics, mechanics, and, most important, the message of your marketing piece.

And your SSPR will be credible and unbiased. Gann Associates is not an ad agency, so we do not get commissions from advertising media. There's no conflict of interest. We do just as well no matter how much media you buy.

### Get a Preview

Want a sample of what John can do? Contact him to order the 1-hour \$99.95 DVD *21st Century Opportunities* to see John and his audience improve a typical tourist brochure.

## A Big Payoff from SSPR . . .

And you'll do well with an SSPR in several ways:

1. You pay just as much for a marketing piece whatever results it delivers. An SSPR can help you get more results for your money.
2. An independent third-party review can give you improvement ideas you won't get from the people who produced the marketing piece.
3. Some features that cost you extra do little or nothing for marketing effectiveness. An SSPR can tell you where you can save money.
5. Your marketing piece says things about you to often sophisticated decision-makers. An SSPR can help it say **better** things.
5. Improvements to Silent Salespeople pay off not once but year after year.

## . . . for Just a Small Investment

The tiniest 1/6-page black and white ad in *Area Development* magazine currently costs \$2,070 to run just **once**. And all the two grand gets you is not an ad but just a little bit of **space**.

National expert Sid Cato gets \$3,997 to evaluate an annual report. A Silent Salesperson can be much more important to success than an annual report.

Compare the investment in your SSPR:

Print ad	\$ 995
6-panel brochure	\$ 1,295
Web site	\$ 1,595
Multi-page booklet	\$ 1,695
Direct mail package	\$ 1,795
Video	\$ 1,995
Other:	Will quote

25% due with order, balance within 15 days of delivery

The SSPR will come to you by e-mail within 30 days of receipt and acceptance of your order.

But the SSPR is **only** for those who want to do even **better**. It's not for those who dislike hearing about things done that could be improved.

## What They Say About John

“I have never seen a brochure dissected as he did.”  
*Theresa Binion, Director*  
*Arthur (IL) Amish Country Visitors Ctr.*

“I can't remember ever thinking, ‘Hey this guy really knows what he's talking about’ until this.”  
*Ron Simoncini, President*  
*Axiom Communications, Secaucus, NJ*

“I don't believe that I have ever read a more thorough, comprehensive and understandable dissertation on how to plan and put together an effective marketing campaign for an economic development organization.”  
*Ronald J. Starner, General Manager*  
*Conway Data, Norcross, GA*

“A Cadillac in marketing expertise.”  
*Dale Adams, Village President*  
*Rockton, IL*

To order and get a **free** copy of John's article, “Using Your Website to Grow Jobs and Tax Revenues,” reach John at [citykid@uwalumni.com](mailto:citykid@uwalumni.com) or Gann Associates 435 Pennsylvania Avenue No. 149 Glen Ellyn, IL 60137. Get started now on stronger marketing.