

HALO / LEE WAYNE

ENERGIZER

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WELCOME TO THE ENERGIZER!

BY RICK GREENE

I know what you're thinking.

Why am I getting this newsletter? I'm not a part of the HALO/Lee Wayne team!

That's true. However, we're sending this newsletter to everyone who, at one time or another, connected with us about the *possibility* of combining forces. Perhaps it didn't happen because the timing wasn't right, circumstances got in the way, maybe the stars just weren't aligned.

Think of the HALO/Lee Wayne Energizer as our way of staying in touch, keeping you in the loop about new and exciting tools and sales concepts coming from our sales and marketing groups

and an affirmation that we'd still like to partner with you when the timing IS right!

The second reason you are receiving this is because as a management group, we want to share ideas to help our associates in the industry be as successful as they can be. By sharing training tips and insight, we make our entire industry stronger and we all win.

In the meantime, we hope you'll look forward to these friendly monthly issues and that you'll find value in the sales tips, information and testimonials we'll present in these electronic pages!

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7 THINGS YOU MUST DO IMMEDIATELY BY RICK GREENE

We're already down to only 10 months left in 2008. January & February are history in terms of closing new business. So, with two months gone, what must you do **NOW** to make the most of the next 10 months? Here are 7 **musts** to get done immediately:

1. Flush out all of the tail chasing "prospects" in your system.

We all have "prospects" in our pipeline that take up time and energy but that we know in our hearts will never buy. Get them out of your system now. Don't spend any more of your precious time on them. Concentrate on real prospects not "hopefuls." Vow not to spend any more time chasing your tail.

2. Get organized.

Most of us spend as much or more time "organizing" each day as we do working. Take a day or two and get yourself organized and then 30 minutes each evening getting ready for the next day. Don't waste half the year "getting ready" to sell.

3. Know who a prospect is.

If you haven't already defined your ideal prospect(s) in detail, do so now. Many waste a great deal of time chasing unqualified prospects because they haven't taken the time to define for themselves

exactly who their real prospects are.

4. Focus only on real prospects.

Even many who have defined in-detail who their real prospects are find themselves chasing after those who don't qualify. Commit yourself to staying on track. Defining your prospect doesn't do any good if you allow yourself to wander.

5. Eliminate the busy work.

If what you do isn't directly involved with finding qualified prospects, making sales presentations and closing sales, or getting a sale completed, it's busy work. Busy work may make you feel like you're accomplishing something but **it isn't making you a dime**. If it doesn't make you money, don't do it.

"Referrals are the best, most cost effective prospecting and marketing method there is"

6. Learn to generate referrals.

Referrals are the best, most cost effective prospecting and marketing method there is. Nothing can beat referrals in terms of ROI, close ratio, and client loyalty. Yet, few

salespeople generate many quality referrals. Less than 15% of all salespeople generate enough quality referrals to impact their business. Learn the process that really generates a large number of high quality referrals and turn your clients into your marketing platform. Talk to your RVP to help create a client referral program that will **WORK** for you!

7. Create a consistent client communication campaign.

If you don't already have a consistent communication campaign for your clients and prospects, create one now. You should be touching each of your clients and long-term prospects 12 to 16 times a year. Use a combination of media—calls, emails, newsletters, letters, postcards. Make sure each of your communications brings **value** to your client. The key question to ask yourself before making any contact is "does this benefit the client or only me?" If it doesn't benefit the client, don't send it or don't call. Never waste your client's time.

Time is short **already** this year. But implementing these 7 "musts" will get your year on track to be one of the best you've ever had.

WHAT ARE PEOPLE SAYING ABOUT HALO/LEE WAYNE?

"If anyone were to ask me about joining the company, I would have to say RUN – don't walk to join HALO/Lee Wayne Corporation. This is an amazing opportunity for any salesperson or distributor owner. They give me so many opportunities to make more money. I feel so supported by the company in every way." - **Nicole, CA**

"If I had to use one word to describe Halo/Lee Wayne, it would be 'REFRESHING'. It is very refreshing to be a part of this dynamic company. I only wish I had joined you sooner! I had no idea what I was missing! It **is** greener on the other side." - **Beth, OH**

"After one full year with HALO/Lee Wayne, I can say everything that was promised has happened. HALO/Lee Wayne is an order processing machine, which really gives me time to prospect and serve clients. The strong business ethics practiced at HALO/Lee Wayne were very evident when I visited the Sterling, IL office. HALO/Lee Wayne is extremely well run, operationally, which gives me an edge over my competition. The infrastructure and support is strong enough to handle any size deal I bring to the company, and that gives me great leverage in the marketplace." - **Mark, PA**

HALO/Lee Wayne has given me unparalleled customer service support and the best technology tools necessary to grow

my business in 2007 by almost 50%. Thank you to the entire team for their 24/7 approach, professionalism and support. I could not have done it without them." - **Mike, MN**

"I came to HALO/Lee Wayne from another Top 5 industry distributor and I can't believe what I was missing! HALO/Lee Wayne's marketing support is nothing short of sensational. Whether I am expanding sales with my current accounts or prospecting for future business, HALO/LWC has the tools and the people that help me present a professional image that literally means 'business'. After 16 years in the industry, it's great to be associated with a company who understands what I need to grow my business." - **Susan, CA**



HALO/LEE WAYNE ANNOUNCES NATIONAL SALES MEETING LOCATION

Scheduled for June 15th–June 19th, this year’s meeting will be held at the beautiful Resort at Squaw Creek in Lake Tahoe, CA. Cradled in the Sierra Nevada at 6,200 feet and surrounded by granite peaks, Lake Tahoe will amaze, rejuvenate and inspire each participant.

The meeting will include product training sessions with our Preferred Level One suppliers, technology and sales training, fabulous meals with gorgeous views and a recreation day.

As in the past, many of our Account Executive partners plan to extend their stay

and HALO/Lee Wayne has negotiated special rates to make your dream vacation a reality!



Registration for this fantastic event officially opened on March 1, 2008 so now is the time to consult your Exclusive Line Calendar and block out the dates to join HALO/Lee Wayne on this one of a kind event!

EARN MORE. WORK LESS.

Are you at a point in your career that you would like to spend more time doing what you do best: selling promotional products?

In many instances, as you grow your business you find yourself getting bogged down in the tedious and non-revenue generating tasks of supporting your sales efforts.

If you are at a point where you think it might be in your best long-term interests to partner with a full-service distributor, we would like to speak with



you . At HALO/Lee Wayne, we offer the most competitive compensation package the industry has to offer coupled with service that simply cannot be matched.

If you would like to learn more about how you can earn more while doing less of the administrative work, please contact one of the sales management team pictured on the first page. They will give you an honest assessment as to whether a partnership with HALO/Lee Wayne would be beneficial to you.

