

# **13 Ways To Leverage Snail Mail**



**A Free eBook From Paul Castain**

## **Houston, we have a problem!**

Most sales reps think of snail mail for one thing, and one thing only;

“Thank you” cards/notes!

While I can't disagree with the importance of sending a “Thank you” card, we're neglecting several other ways we can (and should) be using snail mail to complement our other sales efforts.

### **Give a sales rep a fish . . .**

I have a bit of a confession to make . . .

I lied when I told you that there were 13 ways to leverage snail mail.

I'm actually going to help you discover way more!

How?

By having you ask the 13 questions I've prepared for you in this eBook and challenging you to come up with at least 3 answers for each.

Do that and you'll have at least 39 ways to stand out by using snail mail and;

39 ways **OTHER** than sending “Thank you” cards!

You're welcome!

## The Technique I'm Using To Help You Find The Answers

My [coaching](#) clients and I use a simple brainstorming technique whenever we want to create options.

It's a fill in the blank question that always begins like this . . .

*In what ways can I \_\_\_\_\_*

You'll see that each one of the questions in this eBook begins that way but;

Please know that you can use this question for ANY sales challenge you're facing.

Alright, enough stalling . . .

Let's get this party started!

## **Instructions**

**Come up with at least 3 answers to the following questions.**

**For greater results, brainstorm each of these questions with  
your sales team!**











**In what ways can I use snail mail to pass along a resource, idea or suggestion?**

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In what ways can I use snail mail to stay top of mind with a client?

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## Would You Like **25 More** Ideas and Tactics?

Then come join us on April 20<sup>th</sup> for our [25 Ways To Stand Out With Snail Mail](#) webinar.

Here's what I plan on sharing . . .

- How to use snail mail to WARM up a cold call.
- One type of card EVERY sales rep MUST leverage (and 8 ways to use it!) And no, it ISN'T your business card or a "Thank you" card. Nice try
- One common mistake that immediately bores the reader. A simple, 3 point framework that grabs attention in the first sentence.
- 12 ways to reduce doubt and skepticism.
- 12 creative techniques that will position you apart!
- How to leverage "3 Touch Mini Campaigns" to get in the door.
- Actual examples of how your peers are using snail mail, to create opportunities, WITHOUT dropping the cash for massive direct mail campaigns.
- A pre appointment "kit" EVERY sales rep needs to send
- How to use snail mail to stay "top of mind" between prospect meetings.
- How to use snail mail to generate MORE referrals

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