

15 Ways . . . *Dan Seidman will help you* build attendance, anticipation, and . . . **MAKE MORE MONEY!**

1. Interview Dan for a fun audio tape or cd to mail. Or post it at your website for prospective attendees
2. Have Dan record an upbeat, funny voice mail message and assign it to a box in your phone system for potential attendees to hear
3. Have Dan write a hilarious sales horror story article for your corporate newsletter or association magazine prior to the event
4. Have Dan analyze sales presentations of attendees and present his findings at the event
5. To build Early Bird sign-ups, use Dan's #1 best-selling book, *SALES AUTOPSY: 50 Postmortems Reveal What Killed the Sale (and What Might Have Saved It)* as a gift
6. VIP privileges, such as a private breakfast or special session can be available to Early Bird signups or company award winners
7. Fax or email broadcast to request "most embarrassing sales moments" for Dan to use in customizing his program for your audience
8. Fax or email a "final notice" from you and Dan - the day before the Early Bird discount deadline
9. Assign a fax-on-demand number or an email auto responder address for potential attendees to receive some sample sales horror stories (Dan can supply the email address and auto responder)
10. Send questionnaires to prospective attendees with questions on what areas they would love to improve upon in their selling lives
11. Create a pre or post-event seminar with personalized coaching
12. Announce an author autographing session to occur immediately after Dan's program
13. Create a coupon booklet of freebies, discounts and gifts equal to the registration cost. This makes attendance "free." Dan can help compile this from vendors and exhibitors
14. Have Dan do phone interviews with key sales managers and executives to identify their definition and desires for a successful meeting
15. **THE BIG WINNER:** Your organization and Dan will form a "post-event joint venture" for non-attendees. Dan will supply products to offer those who missed the event. 50% of the income acquired goes to you! This offering can be made to your complete membership list to maximize the joint venture revenue.