

Center for Technical Communication
22 E. Quackenbush Avenue
Dumont, NJ 07628

A Special No-Risk Invitation to the Hero Of America's Computer Industry.

5 FREE GIFTS FOR YOU

**See inside for time-limited
special offer**

A Special No-Risk Invitation to the Hero Of America's Computer Industry.

*Send for your 6 risk-free issues NOW and
get 5 special FREE GIFTS*

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Dear Solutions Provider:

You're it.

The "unsung hero" of the computer industry. A computer reseller.

Sure, Bill Gates and Larry Ellison get all the press.

And a few of the dot.com kids get rich on stock options.

But when it comes to solving the customer's problem ... and getting them a computer system that actually runs their applications, at a price that meets their budget ... you're the one who makes it happen.

As a reseller, you reap many rewards ... but you also face many threats.

Shrinking profit margins ... price-cutting competition ... tightening credit for trade financing ... rapid technology obsolescence ... lazy users ... uneducated prospects ... a softening economy ... customers who constantly change their requirements ... manufacturers and software publishers who promise one thing, then do another.

Now there is an ally to guide you in overcoming these threats ... and maximizing the fun and profits you get from your business. Introducing ...

The Reseller's Report.
"The solutions provider's strategic edge."

There are lots of publications today giving you product and technology news.

The Reseller's Report, by comparison, helps you succeed with the

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business side of the reseller business.

In each issue, your fellow solutions providers nationwide share with you their best practices and winning tactics for increasing profits, closing more sales, and keeping customers happy.

If you own your own company, you'll get rich faster -- and feel a lot more secure about the future, with a lot fewer worries.

If you work for a value-added reseller, systems integrator, or other solutions provider, you'll become more indispensable and a hero to your boss -- who will naturally compensate you accordingly.

**No-nonsense business-building strategies
that work ... in just 20 minutes a month.**

You already have too much to read, and not enough time to read even a fraction of it.

That's why *The Reseller's Report* dispenses with the fluff (no rewritten press releases from Cisco or IBM) -- giving you the tools you need to take your business to the next level of profitability and performance.

Including:

- ✓ Getting good employees to stay with you -- and not jump ship.
- ✓ Saving the sale when the prospect says those dreaded words, "Your price is too high."
- ✓ Using e-mail marketing to find new prospects.
- ✓ Telephone follow-up that maximizes conversion of leads to sales.
- ✓ What to charge for consulting, training, service, and support.
- ✓ Boosting your buying clout with key vendors.
- ✓ How to close more and bigger deals, more often.
- ✓ The 3 things that irritate customers most ... and how to avoid each.
- ✓ Handling systems that are too big for your firm.
- ✓ What to do when customers ignore your technical advice.
- ✓ 5 things you must know before renting a prospecting list.
- ✓ How to create a direct mailing that works.
- ✓ Problem resolution methods that build customer loyalty.
- ✓ 7 steps to collecting past-due invoices.
- ✓ Maximizing your profit margins on hardware.
- ✓ Home page design tips from America's most successful reseller Web sites.

Profit from our "expensive experience."

The Reseller's Report contains not one word of theory. It is 100% written with the voice of experience and authority.

Our Board of Advisors have decades of experience helping solutions providers run their businesses more productively and profitably.

And we pack each issue with case histories, strategies, and tactics your peers use, in the real world, to increase their sales and profits. In upcoming issues, you'll meet:

- A New Jersey telecom reseller whose sales skyrocketed once he instituted a unique "asset recovery program" in which he buys back equipment his customers don't want any more, then refurbishes the hardware and sells it to his other customers at a handsome profit.
- A Massachusetts computer reseller with an unusual proposal-writing technique that virtually eliminates "sticker shock" even on the largest system sales.
- A California reseller specializing in law office computer systems ... discover the sales technique she uses to consistently close profitable five-figure deals with computer-phobic small business owners.

How much is one good idea worth to you today?

Several of our Board members charge a retainer of thousands of dollars, just to work with clients for one month. But you can hire our entire Board of Advisors to help build your business all year long . . . at a very reasonable "retainer" of just 27 cents a day.

And *The Reseller's Report* not only saves you money; it saves you time as well.

Each month, our editors comb through dozens of Web sites, journals, magazines, daily papers, and trade publications to find the few gems of real value to solutions providers. It takes us weeks to do this research, but you get the "meat" in just 20 minutes reading time each month.

Take 6 issues risk-free. Then decide.

When you complete and return the enclosed reply form, we'll send you 6 issues of *The Reseller's Report* absolutely risk-free. If you are not 100% delighted, let us know within 6 months. We will refund your payment in full – no questions asked. The 6 issues are yours to keep, with my complements.

Act now and save \$96.

The regular rate for a 1-year subscription (12 monthly issues) to *The Reseller's Report* is

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\$195. But act now and you pay the special low Charter Rate of just \$99 -- a \$96 savings.

Get 4 FREE bonus gifts.*

Act now and you will also receive these valuable bonuses:

** But see the P.P.S. for an even better deal.*

- **Bonus #1: Recession-Proof Business Strategies** – Our best-selling special report (featured in the *LA Times*) on how your business can prosper during any economic downturn.
- **Bonus #2: Creating an Effective Reseller Web Site** – How to create an effective reseller Web site. Covers home pages ... online communities ... finding content ... search engines ... e-zines ... guest pages ... and more.
- **Bonus #3: Direct Mail Marketing Secrets** – This 60-minute audio cassette tells you how to use direct mail to generate all the sales leads you need. No more cold calling!
- **Bonus #4: Subscribers-Only Web Site.** As a subscriber, you receive a password giving you unlimited access to *The Reseller's Report* Web site. You can access a library of free how-to articles ... all current and back issues ... links to vital resources for resellers ... our online bookstore ... and more.

I guarantee you will find these 4 free bonus gifts ... and your 6 free issues ... full of concise, solid, practical advice you can use right away to make your business more successful and profitable. If not, keep them with my complements and pay us nothing.

To activate your risk-free Charter Subscription to *The Reseller's Report*, complete and mail the enclosed reply card today.

Sincerely,



Bob Bly

P.S. Remember, this is a totally risk-free trial offer. If you are not 100% satisfied with *The Reseller's Report*, you may cancel within 6 months and receive a complete refund of every penny paid.

After that, you can still cancel at any time and receive a full refund on the unused portion of your subscription. All issues and bonus gifts will be yours to keep – our way of saying “thanks” for giving *The Reseller's Report* a try.

* P.P.S. EXTRA SPECIAL BONUS! The first 100 Charter Subscribers to respond will also receive a fifth bonus gift -- our best-selling small business guide, *How to Promote Your Own Business* (see the enclosed flier for details).

FREE BOOK OFFER!

Quick Response Bonus!

*"How to promote
Your Own
Business"*
— yours **FREE!**

The first 100 people to respond to this offer will receive, as a quick-response bonus, a copy of *How to Promote Your Own Business* (over 10,000 copies sold!).



Written by *Reseller's Report* Editor-in-Chief Robert Bly (see reverse side for bio), *How to Promote Your Own Business* shows you how to effectively generate more leads and sales using time-tested marketing techniques including:

- ✓ Press releases.
- ✓ Print advertising.
- ✓ Direct mail.
- ✓ Trade show exhibits.
- ✓ Brochures.
- ✓ Seminars.
- ✓ TV and radio.
- ✓ Customer newsletters.

A \$10.95 retail value, this 241-page paperback is yours **FREE** when you are one of the first 100 to accept our risk-free trial subscription offer.

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About your Editor ...

Bob Bly, editor-in-chief and publisher of *The Reseller's Report*, has over two decades of experience in selling and marketing technology products.

As a marketing consultant, seminar leader, and copywriter, Bob has worked with such clients as IBM, Citrix Systems, Lucent Technologies, AT&T, Nortel, Thoroughbred Software, Studebaker-Worthington Leasing, Mortice Kern Systems, Yourdon, Wolfram Research, Symantec, Letraset, Intrasoft, Network Solutions, and Isogon.

Bob is the author of 50 books including *Public Relations Kit for Dummies* (IDG), *Internet Direct Mail: The Complete Guide to Successful E-Mail Marketing Campaigns* (NTC), and the forthcoming *The Complete Idiot's Guide to Direct Marketing* (Macmillan).

His work has won numerous awards including a Gold Echo from the Direct Marketing Association and a Standard of Excellence award from the Web Marketing Association. His articles have appeared in such publications as *Computer Decisions*, *Amtrak Express*, *Cosmopolitan*, *Direct Marketing*, and *New Jersey Monthly*.

The Reseller's Report No-Risk Charter Subscription Form

- YES, Please activate my risk-free trial subscription (1 year, 12 monthly issues) to *The Reseller's Report* and send my free bonus gifts.

As a Charter Subscriber I pay only \$99 – a \$96 discount off the regular rate of \$195.

If not 100% satisfied, I may cancel within 6 months for a full refund. After that, I may cancel at any time and receive a prorated refund on all unmailed issues.

Whatever I decide, all issues and bonuses received will be mine to keep, with no further obligation of any kind.

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If for any reason (or for no reason) you are not 100% satisfied with *The Reseller's Report*, you may cancel your subscription within 6 months and receive a prompt and full refund of every penny paid -- no questions asked. After that, *The Reseller's Report* must continue to deliver exceptional value. If you do not agree, you may cancel at any time and receive a prorated refund on all unmailed issues. Whatever you decide, all issues and bonuses received will be yours to keep, with no further obligation of any kind. This way, you take no chances with *The Reseller's Report*. All the risk is on our shoulders, and none on yours. Could anything be fairer than that?

Sincer



Robert Bly, Editor and Publisher



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