



What is Permission Marketing? (2-1)

Why is Permission Marketing Important?

People in business need to know what permission marketing is. Why? If you don't know the meaning, you will not get the results you want!

People do not want to be interrupted in their life. People do not want to be exaggerated. People do not want to be sold after a long day at work. People do not want to be pitched....

Is it any wonder that people go in the other direction when they see a sales professional coming towards them?

Seth Godin, author of the book "Permission Marketing" refers to this unpopular, irritating technique as "*Interruption Marketing*".

A person's loud, inconsiderate, intrusive approach delivered without regard to a person's feelings, results in little or no results and creates resentment from those that know you.

Only 8% of sales professionals can close sales despite their anger and resentment. The remaining 92% do not have this skill.

The more it happens the worse it gets.

When you think about it, all forms of traditional advertising and promotion qualify as "*Interruption Marketing*". Let's explore the concept below.

According to Godin, Americans are bombarded with something like 3,000 advertising messages every day, on average. Most of them are simply ignored.

So how do these advertisers get your attention?

They try everything from packages that shout "buy me" from the shelf to selling with....

How do you respond?

You try even harder to shut out the intrusion. It's a vicious circle that keeps getting larger. Most businesses are still trying to build their business with the same old tired, irritating methods!

Identifying Interruption Marketing

- Do the senders of junk mail ask if they can send it to you?



- Do the advertisers on TV ask if they may interrupt the show you are watching?
- Do the telephone marketers that call have your consent?
- Do bulk email advertisers ask if they can send you their spam messages?

If you didn't ask for it, then it's interruption marketing. Furthermore, did your prospect ask you to call and pitch them?

The Simple Truth

If your prospect did not specifically request your information, then you are using interruption marketing.

Why it does not Work

So, what is the natural reaction to interruption marketing?

It is the urge to get away and as the target withdraws the advertiser shouts louder. The louder he shouts and the more the prospect tries to escape. It becomes a battle of wills!

If your prospects did not ask for your ...

Won't your enthusiasm conquer it all?

Self-help gurus have preached the doctrine of enthusiasm for centuries. If you believe in yourself and your message, then your enthusiasm will be contagious and irresistible. *Oh, really?*

The bottom line is most of the people you know are not prospects.

That brings up the important question.

How can you build a business if most of the people you know are not prospects and the rest of the world has withdrawn into their cocoons?

Build Business Using Target Marketing

Target marketing does not totally depend on calling people unexpectedly; prospecting those that do not want to become clients and recruiting those you do not want in your team, false enthusiasm, or hyped-up advertising. We are not asking you to stop these methods but change your tactics and how you approach people.

Implement our Steps for Success Training over time for Your Business Success.

This will take time and will not happen in a week, a month, or 3 months. It will take you several



months.

Our methods utilizing leads, appointments set by our partners, marketing tools, our support, our prospecting section, and many other techniques will help you market, prospect, recruit, and build long-term clients and a team.

How is Your Marketing?

©ATS

30+ years growing people, procurement, and projects!