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## **Creating Connection & Commerce With Promo Products**

Carolyn Strauss, CSP

Let's have a conversation... the genius is in the room!





# 18 Years on HSN



X CLOSE

Brand New  
**187-419**  
CSC® studio  
Convertible  
Tunic

HSN Price  
**\$39.90**  
S&H 16.21  
800-284-3100  
HSN.COM

Black Multi or Black/White

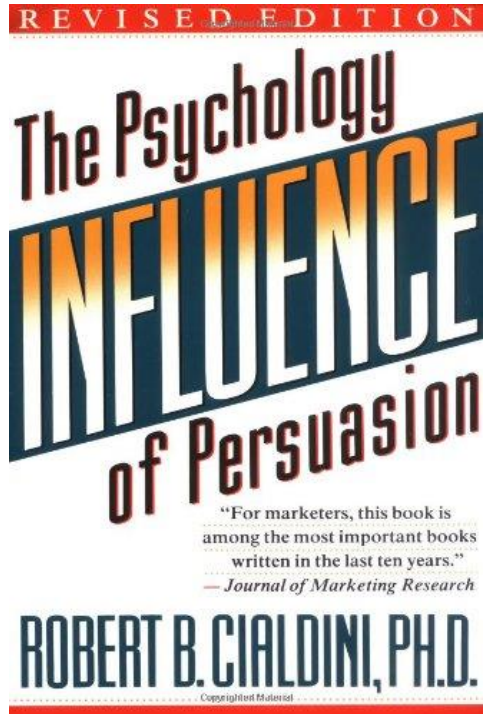
HSN

The image shows a woman with long brown hair wearing a black and white striped, off-the-shoulder tunic. She is holding a colorful, abstract object. The background is a blue screen with the 'CSC studio' logo. A product information overlay is present on the left side of the image, and an 'HSN' logo is in the bottom right corner.

# How Does HSN Sell Everything?



# HSN uses the Art of Persuasion



- Reciprocity
- Scarcity
- Authority
- Commitment and Consistency
- Liking

# How Does HSN Sell Everything?



Create Connection/ Rapport by Going into People's Homes/ Devices

# How Does HSN Sell Everything?



Know what the product can/ will do for the buyer

# How Does HSN Sell Everything?



Answer any questions that may be in the buyers mind



# How Does HSN Sell Everything?



Ask for the sale



# How you help your clients, not sell to them



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**EVERY STEP OF THE WAY™**

# How you help your clients, not sell to them



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How you help your clients, not sell to them

❖ Clearly articulate how you help your clients

❖ What is your uniqueness in your market

❖ Why do your clients come to you?



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Who are you connected to?

# Using existing resources to re-engage with your network

- ❖ Is your database up to date and relevant?
- ❖ How will you reach out to engage? Email, Messenger, Facebook, Linked-in, Tic Tock
- ❖ Send prospects something new



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# Creating Connection

- ❖ Reach out to your connections (go back at least to 2018)
- ❖ Check in on what is new with them (everyone has changed in some way over the past several years)
- ❖ Share something new with you that relates to them.



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# Easy content curation tips

- ❖ Find videos/ articles that are relevant to them and share (choose a cycle of touch points that work for you)
- ❖ Follow them on Social Media and respond to their interests
- ❖ Create a resource page (your products, offerings and other vendors/ experts that may serve them)



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# Successful video marketing tips



# Successful video marketing tips

- ❖ Record testimonials and attach them to your email
- ❖ Use a video recording tool to record a personalized greeting to your buyer
- ❖ Demonstrate your products being used by the end user



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# How to we recognize and get support



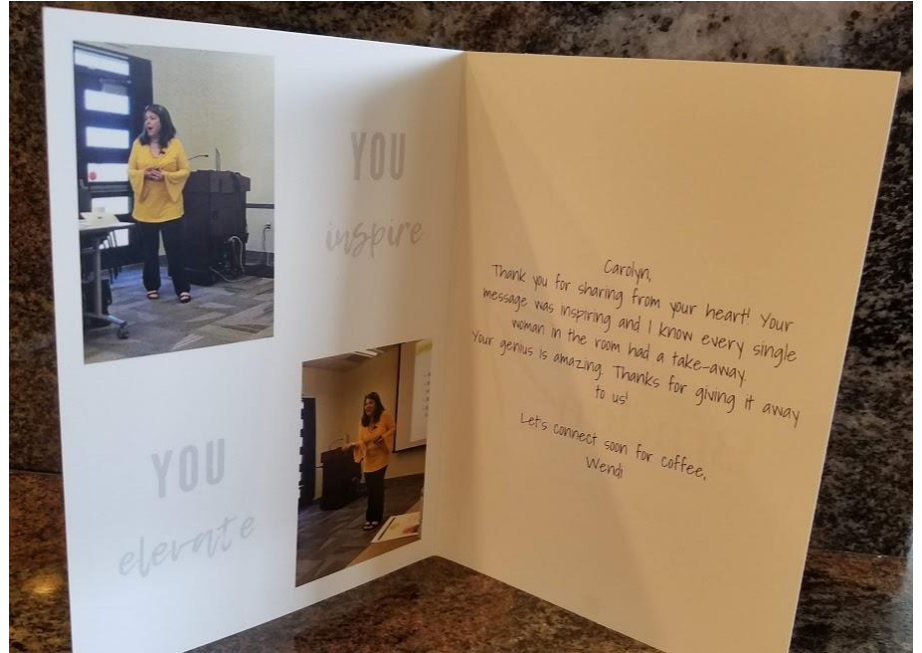
Create a  
Mastermind  
group

Find people  
who serve  
your same  
buyers and  
create joint  
ventures

# Bonus Tip

## *Follow up*

### Send Thank You Notes



*Get Connected:  
Carolynstrauss.com*

Thank you



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[@carolynstrauss](https://twitter.com/carolynstrauss)

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