

sales & marketing management®

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DITCH THAT DESK!
Why Some Managers
Are Going Back
into the Field

**Rx for Unprofitable
Customers**

**The Hottest New
Motivational Tool**

WHAT'S THE BIG IDEA

Don't let **bureaucracy** stifle your team.
Here are four ways to inspire creativity

**Presentations
on the Cheap**

**Get a Sneak Peek
at Tomorrow's Top Talent**

ON THE CHEAP

Creative ways to
stretch your
marketing dollar

MAKE THE MOST OF YOUR phone system with on-hold messaging systems. They allow you to market your services to inbound callers while they wait to speak with you personally. Most providers offer voice talent, professional recording, and copy-writing expertise as part of their packages.

The tactic is an opportunity for marketers to enhance their brand, says Dave Hearld, president and founder of on-hold marketing company Profit-Tell International, in Hinsdale, Illinois. For as little as \$3 a day, marketers can educate customers about new products, monthly specials – even trade show dates, he says.