



SPRING IS HERE

Spring is here and Dog Guard Sales climbed during the month of March. The first week of April, sales hit the top of the charts. Dog Guard Headquarters offers ***sales and marketing seminars to provide new tools for the Dog Guard Tool box*** that help increase your sales and productivity. Seminars are a ***great way to meet your Dog Guard peers, to learn from the best and to bounce ideas off each other.*** This year both the Orlando and Troy Seminars were held during the month of February and ***many of the speakers did their presentations via SKYPE.*** **We want to extend our sincere thanks and appreciation to the following speakers for their valuable insight:**

Fred Gibbs from St. Peters, MO discussed his new sales presentation using an iPad. This allows him to e-mail information on the spot to prospects and customers. His paper work is completed while he is at the job. We are developing a presentation for all of you with Fred's help.

Chuck Dubis from Greenville, SC is always looking for ways to improve his approach with potential customers. He shared this with us and why he is different from his competitors. His winning sales pitch works. We will be sharing more of Chuck's wisdom with you.

Eric Dwiggins from Middletown, IN spoke about the Do's and Do Not's of his dealership and how he has learned to succeed and make things

If you did not attend one of the seminars, make a commitment to attend the Chicago Seminar. Stay tuned for details.

**CHICAGO SEMINAR
DATES
August 27 & 28, 2012**

QR Code

A QR Code is a quick response code that is mobile phone readable bar code that in simplest sense is a hypertext link that can take a person directly to your website, your contact information. For more information on QR Codes click below:

<http://www.qrstuff.com/>

Imagine putting QR Codes on large yard signs, mailbox signs, back of your business cards and brochures.

grow. Please view the link [Best Practices](#). The list of mistakes he made and will not repeat is worth reading. [Practices That Do Not Work](#).

Jamie Guay from Fenton, MI shared how he combines current technology methods with a burning desire to offer good service to his customers which equals success for his business.

Dean Watkins from Seattle, WA who works with us on a number of projects spoke about our involvement with Google and search engine optimization. Max Kang and Dean work together continually increasing our sales leads for dealers.

Max Kang of Ranking Channel that specializes in SEO explained what he does and the efforts he is doing to get **Dog Guard on the first page of Google in the organic category with a host of different keywords and the strategies he employs.**

Jim Kohn from Send-Out-Cards talked about some new programs and if you are not using the Send Out Program, you are not taking advantage of some inexpensive ways to maintain contact with your customers that are very effective.

Tim Gorski of Page One SEO Design has helped a number of our dealers and continues to work with us now as an independent. His programs for lead generation have been very effective.

Tom Garrett, an independent Marketing Consultant that we employ discussed the effectiveness of QR codes (Quick Response). Dog Guard dealers were told how they can be used on yard signs, mailbox signs and a variety of other venues.

Both seminars covered alot of sales and marketing information that we will help you employ. It is up to you to ask us for help and we are ready, willing and able to assist and mentor wherever we can.

Thank you again!!

Interested people can quickly scan the information into their phone and have your information instantly.

Here is an example of a yard sign with a QR Code.



Dog Guard QR Code
Scan with your
Smartphone



**Watch for our next
E-newsletter
"What's new at
Dog Guard, the new
small receiver"**



DOG GUARD
OUT OF SIGHT FENCING
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