Flash-Card News – Sales Tips

Flash-Card News will provide subscription codes (for resale) at no charge to any low income individual or charity to help them earn money. Please contact us at 403-246-5472 for more information.

Overview

There is nothing on the planet like Flash-Card News! We have an extremely unique way of delivering news facts that **helps users remember them!** We update the information on the system several times per week. For those people that want to increase their earnings selling Flash-Card News, see sales tips below!

Better Informed – Less Time!

Think about all the time we spend taking in information from various sources like newspapers, magazines, radio, TV, etc. Then think about how much a typical person remembers from all their time spent taking in news.   Flash-Card News has a special algorithm that adapts to each individual person using it. It tracks which facts the user has difficultly remembering and knows to add more repetition for those facts.   We estimate that you'll spend about **1/3 of the time** it takes to learn news from other sources, but you will **retain more!**

Low Cost

Flash-Card News is extremely inexpensive.   For those that subscribe directly from us, the cost is $9.95 USD per month, or about 33 cents per day.   For reps selling it directly, we encourage them to sell it for about $9.95 for a three month membership, or about eleven cents per day! Compare this with the cost of purchasing a newspaper!

Demonstrate News Algorithm

Make sure you demonstrate how to use Flash-Card News. When prospective customers see how easy it is, they will be hooked immediately! In fact, it takes less than a minute to show how to use the news learning algorithm! You will definitely notice that more customers purchase when they've been shown how to use it! In some cases, a system demo will kick in automatically. Tell the user to simply click the link that says "cancel demo" to cancel the demo at any time. The demo program may or may not be active at any given point in time.

Have Customer Type in Subscription Code

By having them type in the code, they will be able to see that it is valid. There are a lot of scams in the world today, and people tend to be very skeptical.   There will be a notice telling them they must login to redeem the code. Encourage them to do this immediately. Once they've logged in & redeemed the code, they have, in effect taken the product you've offered them.   This can be a method for assuming the sale. They've already redeemed the code and received a subscription. Hopefully, given the extremely favorable price, they will agree to compensate you by following up and paying you the value you're asking for.

Note that the system will, in most cases, show the prospective customer the full value of the subscription you are trying to sell them.   They will be able to instantly determine that what you are offering them is substantially cheaper than what they would pay if they purchased it online themselves. Remind them that there are very few people selling Flash-Card News at present, so it's very unlikely that they will get this great price from anywhere else.

Be Careful Not To Spoil Codes!

If the prospective customer doesn't have their phone or tablet ready to type in the code, you can demonstrate it yourself using your own device. However, make sure you aren't logged into the system yourself when you type in the code, or the system will add time to YOUR account and the code is immediately invalidated.

Have User Login Right Away!

When you sell a subscription, make sure the customer logs into the system immediately! When they do this, they will be in our system and they will receive periodic emails reminding them to use their subscription & derive the benefits.   Also, if they login, there is no chance that somebody else can use their code. It's always possible (and even likely) that mistakes will get made and a code that was sold to one customer will accidently get sold again to another customer.   One customer will feel cheated!

Help the Customer Login

It takes, literally less than one minute to login to Flash-Card Mania! If you help the user, they are more likely to follow up & use the system, possibly becoming a regular customer that you can earn money from.   Make sure that customers understand that we send out very few emails.   Also, make sure they are assured that when we do send out emails that they have a link for them to cancel future emails & these requests are followed 100%.

Provide Contact Info

For future sales, make sure you give the customer your contact information. Hopefully, you will be able to earn ongoing revenue from customers that keep subscribing again when their subscription runs out.

Demonstrate News Search

Flash-Card News has an extremely sophisticated & user friendly search feature. In fact, everything about Flash-Card Mania was designed to be **extremely easy to use** so that users catch on almost immediately. Demonstrate the following to the user:

Have the customer find the News Search feature Flash-Card News on the main menu. Have them type **"Mayor New York"** into the search box. It doesn't matter if it's upper or lower case. Then have them click the button that says **"Click to Search."** They will notice that Flash-Cards come up for news bytes containing ANY of the search terms (New York Mayor).

They will see a link in the message box that says **"Search Again!"** Have them click it and the search box comes up again. Get them type in **"New York Mayor"** again, but this time, get them to click the button that says ALL before you click the search button. They will notice that less news items will come up this time. Only those items containing **ALL THREE SEARCH TERMS** (New York Mayor) will display.

Have them try another search with the same words, but typing them in a different order. Have them type in **"York New Mayor"** or **"Mayor York New"** Make sure they understand that it **doesn't matter what order** the search terms are typed in. The search result is the same in all cases.

Then, make sure they know that they can type in up to **TEN different search terms.** Demonstrate by getting them to type in "if and or the" and clicking the ALL button before the search. Make sure they understand that only news items containing ALL of the search terms entered will display.

Finally, make sure they understand that there is an **EXACT button** on the search bar. If they click it before their search, the system will only bring up items that match exactly. Note that it's not necessary to use any quotes while searching.

Demonstrate How to See All Current News Items

Have the user click the link that says **"Show All Questions & Answers."** Make sure they understand that this links to a page that shows all the items in the current algorithm. If they went through the algorithm and covered all the items, these are the news facts they will learn.

Make Sure Users Know the System Works on Portable Devices

Flash-Card News & Flash-Card Mania will work on a user's desktop, laptop, tablet, or telephone. Make sure they are aware of this!

Ask Prospective Customers About News Items

A great way to show a need for the system is to click on the link that says "show all questions & answers" from the main news page. Ask them a few questions to see if they know the answers. Let them know that news items on Flash-Card News are cycled in on a regular basis to give customers review. This helps them keep up on the names & basic facts that keep on coming up in the news.