



RentGlobe.com Sales Training Session 1 of 4 Notes:

What is a Computer? [Background Information]



A computer is an electronic machine that accepts information (*data*) processes it according to specific instructions and provides the results as new information. The computer can store and manipulate large quantities of data at a very high speed and even though it cannot think, it can make simple decisions and comparisons. For example, a computer can determine which two numbers are larger or which two names come first alphabetically and then act upon that decision. We all have to remember that it is a machine and that it cannot solve problems on its own. It must be provided with instructions in the form of a computer program.

A program is a list of instructions written in a special language (*code*) that the computer understands. The language tells the computer which operations to perform and in which sequence to perform them.

A Brief Computer History Lesson

Many of the advances made by science and technology are dependent upon the ability to perform complex mathematical calculations and to process large amounts of data. Therefore, it is not surprising that for thousands of years, mathematicians, scientists, and business people have searched for "computing machines" that could perform calculations' and analyze data quickly and accurately.

Ancient counting machines such as the abacus were used in ancient Babylon, China and throughout Europe throughout the middle ages. Even today, the abacus is still widely used in China and the orient. The abacus works by sliding beads on a frame with the beads on top of the frame representing fives and the beads on the bottom representing ones. After a calculation is made, the result is written down.

Humans have searched for a machine to calculate and record data for thousands of years. The earlier versions of these devices were mechanical, requiring gears, wheels and levers, and often, were unreliable. The advent of electricity brought about machines



which used vacuum tubes, and were capable of performing thousands of calculations a minute. The unreliability of the vacuum tube leads to the development of the transistor and then the integrated circuit. Computers based on these devices were smaller, faster, more reliable and less expensive than before.

Mar 15 2001: Latin America's online population is expected to soar from 21 million in 2000 to 77 million in 2005.

In comparison, the number of Internet users in the US will rise to 216 million in 2005 from the current figure of 135 million.

What is a website?

A website is entertainment, education, enrichment, and enjoyment. It contains art, music, museums, and culture. Further, a website is political, governmental, and religious. And, it is trash, grunge, and filth. In short, a website is anything its designers and writers want it to be. It's us, from all over the world, on electronic pages. The electronic pages that make up a website may be illuminated with color, graphics, sound, and moving pictures. Each page can be connected to other pages at various points on the page. These connections are called *links* and are a different color than the other text and may also be underlined.

According to [Jupiter Research](#), Mexico, Argentina, and Brazil will remain the largest Internet markets in Latin America, accounting for more than two-thirds of all online usage.

In addition to a boom in Internet penetration, Jupiter predicts that Latin America's online advertising market will rise steadily over the next few years. Revenue from Internet advertising in Latin America is expected to reach USD1.2 billion in 2005, up from USD127 million in 2000. However, the Internet will remain a secondary market for advertising, comparable to billboards and other outdoor advertising.

Worldwide Internet advertising this year alone increased by 25% from last year to \$12 Billion USD. According to the Interactive Advertising Bureau, a trade group, this figure is expected to rise to \$55 Billion by 2010.

10 Good Reasons To Have A Web Site

1. Because your competitors have one
2. To be noticed
3. To reach your customers at their leisure
4. To release time sensitive material
5. To reach a highly desirable demographic market
6. To open international markets
7. To test market new services
8. To create 24 hour service
9. To serve your customers better
10. **Sales, Sales, and more Sales!**



How the Internet Began

- Early 1960's U.S. Department of Defense became concerned about controlling weapon systems and transferring research files of the future and the possible effects of nuclear attack on its computing facilities.
- ARPA (Advanced Research Projects Agency) charged with the task of developing a world-wide network.
- By 1967 ARPA published their plan and in 1969 they connected the first computers switches.
- With the birth of the ARPANET protocol emerged from a need of a collection of rules for formatting, ordering and error-checking data sent across a network.

What is the web?

In a nutshell, the web is a whole bunch on interconnected computers talking to each other. The computers (on the web) are typically connected by phone lines, digital satellite signals, cable and other types of data-transfer mechanisms. A 'data-transfer mechanism' is a nerd's way of saying: a way to move information from point A to point B to point C and so on.

The computers that make up the web can be connected all the time (24/7), and they can be connected only periodically. The computers that are connected all the time are typically called a server. Servers are computers just like the one you're using now to read this article, with one major difference, they usually run (24/7), have greater capacity to process and store information and service requests from online users.

How does the web surfer find a web site?

The short answer is: by typing in the URL, or in other words, the web site address. So for example, if you wanted to find the web site www.RentGlobe.com, you would type in the address into your web browsers address bar or maybe use your 'favorites' link to RentGlobe.com

URL = **Uniform Resource Locator**, the global [address](#) of [documents](#) and other [resources](#) on the [World Wide Web](#).

The first part of the address indicates what protocol to use, and the second part specifies the [IP address](#) or the [domain name](#) where the resource is located. For example, the two URLs below point to two different files at the domain [pcwebopedia.com](#). The first specifies an executable file that should be fetched using the



[FTP protocol](#); the second specifies a [Web page](#) that should be fetched using the [HTTP protocol](#):

- <ftp://www.pcwebopedia.com/stuff.exe>
- <http://www.pcwebopedia.com/index.html>

There are other ways to find web sites (**like search engines**,) but behind the scenes web sites are all being found by going to their respective URL'S

What is a Website? - The Idiot's Definition

If you don't know what a website is, you probably think it's hard and complicated.

It's not... and I will prove it to you

Let me tell you what a website is – we can call this definition the **idiot's Definition**.

When you type something in your computer using your personal computer and save it on your hard drive, then only you and the people who use your computer can access that file – That's your personal file .

When you type something at work and you save it in a shared location on your companies file server, then anyone who works for that company can access that file if they have the proper permissions – that's an intranet file (within a company's network).

A web page on your web site does the same thing except that file (web page) is stored in a computer (web server) that is connected to a huge network (the internet) and each file (web page) in your directory (web site) can be accessed by anyone (web surfer), anywhere in the world, who has access to that huge network (the internet).

The EZ Approach to understand this website stuff

- A website is just a directory in a computer
- A web page is just a file within that directory
- A Web Browser is just a program that can read the web pages and display it on your computer monitor
- A Domain name is just an easy way for people to remember the name of that directory (website)
- A Domain Registration Company is more like an internet post office for domain names – they know where it is located
- A Domain Hosting Company – Well, that's the computer I was telling you about. That's where your website is located.



The Psychology of Selling

When most of us set out to market a product or service, we simply figure that if we point out how great the thing is, it will pretty much sell itself. We don't always consider who we're selling to, what they want, how they feel, and how we can speak to those inner feelings that really motivate them to spend money. If you really want to sell something, you can't just point to the external benefits of your product. If you want people to buy, you have to make them want or need your product so badly that they simply can't resist pulling out their credit card. In other words, you've got to find a way into their psyche.

Start out by pointing out a problem your target audience likely has. If you're selling to housewives, talk about their messy house, all the time they spend taking care of the kids, too much time in the kitchen, etc. Then, make sure you talk about how those problems make them FEEL. Don't just skim the surface, either. Explore their feelings of inadequacy, how they feel when their mothers criticize their housekeeping, and how they never have enough time and energy to pamper themselves. Make sure you dig deep enough that they feel you're talking to THEM, not just housewives in general.

If you're not sure what emotional chords to strike, talk to friends or relatives. Those who are in similar situations as your prospective buyers will be able to give you some insight into how people in their positions REALLY feel, and what will make them feel better. Once you've established the problem and what deep feelings surround it, present your product as the ultimate solution. Again, make sure you tell them how they will FEEL once they have your product or service working for them. Explain to them how you understand what they're going through, and that's why you came up with your product or service; to help them erase the negative feelings they were having before, and replace them with positive ones that will make their lives better and happier. Don't be afraid to share a sappy story or two about someone like your prospects. People love to hear how others in similar situations have overcome difficulties and survived. When sharing stories, be sure to include your product or service as the main component of the person's new life.

Once you've explored how people feel now as opposed to how they'll feel after they buy, reiterate what you've told your prospects by making a final comparison of the person they were versus the person they could become. You don't need to include an obvious sales pitch here, just talk about how they feel now as opposed to how they COULD be feeling. If you do it right, they'll draw their own conclusions that YOUR PRODUCT is what will make the difference.



The Psychology of Marketing

Your business psychology is crucial for survival. The psychology of marketing has grown to such an extent in recent years, because of The Internet, that businesses NOT employing psychology will probably falter and fail in the face of fearsome competition.

Marketing psychology is basically about two areas:

1) Market Segmentation - groups within your market

Defining the target market by age / sex / education / occupation / geographic area and determining NEEDS.

2) Understanding the buying process - in steps:

i) Pain, Need or Want.

ii) Information-seeking -provide free information/trial.

iii) Narrowing to Valued Options -channeling/reassuring.

iv) Purchase actions -need security and privacy

v) Reinforcement -comfort of a money-back guarantee of satisfaction. Risk-free.

vi) Follow up contact.

Keeping the customer depends on *excellent customer support!* - like spoiling them with free gifts and informational updates on a regular basis. Giving them 'hot news' releases. Over-delivering VALUE.

The psychology of marketing starts with PRE-selling with free information, moves through guidance with *comparison shopping*. Then closes with excellent customer service (reputation).

Statistics:

- 300 Internet users in 1984.
- Today, approximately 2 million new users go on-line every month.
- 32% of Internet users are female.
- 97% of all college students have some form of Internet access.
- 79% of publicly traded corporations have Web sites.
- There were 1.1 million new jobs created on the Internet last year.

Business Web Page: Every business in the world should have a presence on the World Wide Web. Use the power of the Internet to market, sell, inform and educate. The Internet is the best spent advertising dollar for your company.