


"Honk If You Hate Cold Calling!"

Presented by Lori Feldman...



Why Do Salespeople Hate Cold Calling?


- We don't want more leads...
- We want qualified buyers



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Why Do Business Owners Hate To Spend \$\$ on Marketing?

- "I know 50% of my advertising is wasted...I just don't know which half!"
- I market to prospects who will never respond
- I spend time qualifying leads who will never buy
- I compare myself to "national averages" to see if I'm successful...it only confuses me




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Begin with the End in Mind...ROI

- How much revenue must marketing generate to achieve your R.O.I. goals?
- How many sales will it take to generate that revenue?
- How many leads will be required to produce those sales?

EXAMPLE:

- Revenue Goal: \$5,000,000
- Average Order: \$15,000
- # Sales Required: 333
- % of Proposals Closed: 20%
- **Required Proposals: 1,665**
- % of Revenue Budgeted for Marketing: 1%
- What's the best use of your \$50,000 budget?




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Sales 101

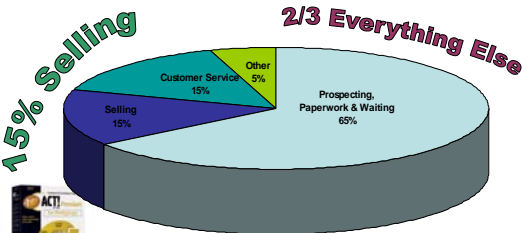
- People aren't always ready to buy when you're ready to sell
- It takes 12 contacts to convert a prospect to a customer
- 50% of all salespeople quit after only 1 contact
- 80% of all sales happen after the 4th contact
- 50% of all leads result in a sale—for somebody!!!

Your customer is your competitor's prospect!




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Most Salespeople Spend Less Than 1 Hour/Day on Selling...




Activity	Percentage
Selling	15%
Customer Service	15%
Other	5%
Prospecting, Paperwork & Waiting	65%



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Honk If You Hate Cold Calling!


- How do you stay on the buyers' mind until they are ready to buy...
- ...Without getting on their nerves in the process!
- (Hint: No Cold Calling)



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CONTACT MANAGEMENT DATABASE TOOL

- Automate NON-SELLING TIME
- Eliminate "coulda-shoulda-woulda" marketing activities
- Sell your services 24/7—without human intervention!
- Shift Your Paradigm




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Automate "Non-Buying" Selling Activities

- **Networking Trigger Campaign (Drip Marketing)**
 - TO DO - 0 days Email
 - TO DO - 0 days Mail capabilities letter
 - CALL - 7 days Follow-up Call, Offer "Tips Sheet"
 - TO DO - 14 days Email 1st Tip
 - TO DO - 21 days Email 2nd Tip
 - TO DO - 35 days Mail postcard offering a "Free Whitepaper" on your website
 - CALL - 42 days Follow-up Call, "Did you like Tips and/or white paper"
 - TO DO - 49 days Email 3rd Tip
 - CALL - 75 days Voice Mail Presentation - New Info
 - TO DO - 91 days Fax article of interest
 - TO DO - 100 days Email 4th Tip, then add them to the regular tips list (regular follow-up)
 - CALL - 120 days Call for meeting, ask for referral, remove from sales opportunities


Effect: 12 "Touches", 4-Months in Pipeline, 4 Calls totalling 40 minutes of human labor



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11 Tips to No More Cold Calling Become the Obvious Expert - Con't

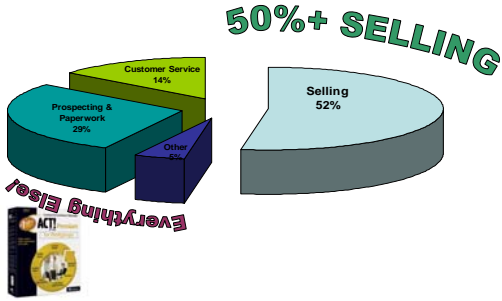
1. Start a marketing database (like ACT!)
2. Segment your customers and prospects using the 80/20 Rule
3. Send a tip-of-the-week email
4. Call 5 customers/week and ask for a referral
5. Write a 12-month prospecting drip marketing series
6. Write a new-customer 6-month drip marketing series
7. Buy a mailing list. Send out 1,000 direct mail pieces every month
8. Optimize your website
9. Post free online press releases
10. Sponsor a seminar with a panel of subject matter experts
11. Pay-per-click advertising – as little as \$50/mo



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Change Your Paradigm in 90 Days! And Stop Cold Calling!

50%+ SELLING




Customer Service 14%

Prospecting & Paperwork 29%

Other 5%

Selling 52%

Everything Else



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Download this Presentation!

- www.ACTforMarketers.com/index.php/free-downloads
- Call Lori: 314-432-9500 x 202
- Email Lori: lori@theDatabaseDiva.com



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