

EFFECTIVE FOLLOW-UP MARKETING

Apply these secrets to your marketing; you'll get 2 – 4 times the number of deals from a batch of leads. That's an outrageous claim, I know.

But, if you...

1. Send The Right Message... To The Right Market... At The Right Time
2. Overcome The Cherry Picking Problem And The Three Types Of Leads
3. Know This – That Timing Is Everything
4. Transform Your Sales from Outbound "Hunting" To Inbound "Harvesting"
5. Maintain A Living, Breathing Customer Database
6. Use Education, Repetition and Variety In Your Follow-Ups

Not only will you get **MANY** more closed deals from your leads, but you'll do it in less time, your fees will be higher and your job satisfaction will be greater than ever because you'll be selling your product or service from a position of respected authority.

So, Where Do You Start?

My company has a software product that is designed for small businesses who want to incorporate all of these marketing ideas, but don't have the time or energy to come up with a system to do it all.

It's called Infusionsoft. And, it's the **ULTIMATE** software solution for small businesses that want to literally put their sales & marketing on autopilot. It is a dream product for small businesses that want to work smarter.

MARKETING AUTOMATION is the key. And, the marketing capabilities in Infusionsoft are designed to tackle the problems and master the concepts that I address in this free report.

Whether you use my company's product or you use something else... do yourself a favor and **GET A SYSTEM IN PLACE**. I promise you that life is smoother, easier and much more rewarding when you have a system that manages all of your sales and marketing for you.

1. The Real Definition Of "Successful Marketing"

Marketing can be defined in many ways. But there are three factors, and only three factors, that influence the profitability of any marketing effort. The smartest marketing minds on the planet have sifted these factors down to this simple, but powerful formula:

The Right Message... To The Right Market... At The Right Time!

Most businesses miss one, two or all three of these factors, and as a result, produce very ineffective marketing and advertising. Also, most businesses compound these problems by spending a bunch of money on image advertising, with no direct response offers at all.

The combination of not using the three marketing success factors and/or little or no direct response offers, costs companies millions in missed sales every year!

Here's how to simply fix these combined problems:

Follow-Up To Maximize Sales!

It is **CRITICAL** that you follow up with your leads repeatedly, incorporating a variety of media such as mail, phone, fax, email messages, and voice broadcasting!!! If you don't have a computerized system in place to methodically, repetitively and consistently follow up with your

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leads, you're either wasting a lot of leads or you're wasting a lot of man hours doing tedious, manual follow up.

2. The "Cherry Picking" Problem And The Three Types Of Leads.

Every time you run a marketing campaign, the leads you get can be divided into three categories:

- Leads that are ready NOW (**HOT**)
- Leads that aren't ready now but will be ready soon (**Warm – these leads are CRITICAL to your success**); and
- Leads that may never be ready (**cold or bad leads**)

THE PROBLEM IS, YOU CAN'T DIVIDE THE LEADS INTO CATEGORIES BECAUSE YOU DON'T KNOW WHICH IS WHICH!!

So, you or your staff call every lead once or twice and then you spend the time with the leads that look like they're going to close. Every smart sales person that works on commissions does this – **THEY GO FOR THE LOW HANGING FRUIT!**

That's right. They basically cherry pick!

Cherry picking is the natural result here because:

- Sales reps are paid high commissions for a sale;
- You can't tell the difference between warm leads and bad leads until you reach them;
- If you **DO** reach the lead and the timing isn't right, you don't have the time or patience to constantly follow up.

There's nothing wrong with spending your time with hot leads. The problem of cherry picking

comes when you neglect **ALL THOSE WARM LEADS!**

Of course, everyone **SAYS** they're going to follow up with the other leads "one of these days," but the fact is, you don't do it. Or, if you do follow up, you don't do it systematically because it's a royal pain in the neck.

Instead of doing the tedious follow-up grunt work, sales reps usually wait for a new batch of leads to come in. In the meantime, the warm leads from the last batch get cold and you forget about them. Simply put, they slip through the cracks.

Now, you know you need a system to follow up with these leads. You need something or someone to do your follow-up like clockwork, whether you're on the phone, in a meeting or on the golf course.

Over the years, you've probably tried a number of different schemes to follow up or "re-market" to your leads. And if you're successful, chances are you're finding an occasional needle in the haystack.

But... YOU CAN DO SO MUCH BETTER!

Your follow-up doesn't have to be hit and miss. There's a new way to manage this whole process for you. And you can be sure that it will help you get more out of your leads than you're getting right now. Wouldn't it be nice to get a couple more closed deals from your leads each month?

3. Timing Is Everything!

You'll notice that Concept #3 is closely associated with Concept #1 (the right message to the right market at the right time).

Most people tinker with their message and their market and end up with something that works pretty well. But they forget how important

LEAD CATEGORIES:

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 - Leads That Are Not Ready Now But Will Be Ready Soon (**Warm – These Leads Are Critical To Your Success**)
 - Leads That May Never Be Ready (**Cold Or Bad Leads**)
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TIMING is in the whole mix.

They forget this one simple truth:

“People will buy when **THEY’RE** ready, not when you’re ready to make a sale.”

If that statement is true (and it is), then by definition... you have to be in front of folks when they’re ready to buy. In other words, you have to follow-up with them... consistently! Because if you don’t, someone else will land that business.

And guess what? **That “someone else” who lands the business will be your competitor, who either:**

- Followed up religiously; or (more likely)
- Got lucky enough to cross paths with your prospect at the right time.

You don’t want to leave new business up to chance. No one does! But the one thing you control in this situation — staying in front of the prospect — is probably the single greatest challenge in your business.

I talk with folks all the time who tell me they know they should stay in touch, follow up and “be there” for their prospects and customers, but they just can’t seem to get a system in place to do that.

The fact is, follow-up is a gut-wrenching, time-consuming, tedious and labor-intensive task that is almost impossible for the human mind to keep straight. So, businesses everywhere have concocted half-baked schemes, spreadsheets, tickler files, software programs, and who knows what else to help them with this all-important function of their business.

Unfortunately, most of these schemes are dramatically unsuccessful. As a result, businesses everywhere leave **HUGE** amounts of money on

the table every month. They continue to spend good money on leads, only to let the majority of them go to waste because the “timing” wasn’t right for those folks.

Hey, if you find yourself falling into this trap, you’re in good company! According to one industry publication, **over 99%** of small businesses do not consistently follow up with their prospects and customers.

The good news is that you can easily tackle this challenge... and when you do, you’ll see a **BIG** jump in your profits.

*“People will buy when **THEY’RE** ready, not when you’re ready to make a sale.”*

If the time is right for you to get a follow-up system in place, I can tell you where to start.

4. Transform Your Sales Work From Outbound “Hunting” To Inbound “Harvesting”

This concept is critical to your success because it puts you in a position to land customers quickly. It shortens the sales cycle, increases your capacity to handle more deals/sales and improves your closing ratio because you spend more time talking to highly qualified prospects.

Think about it:

Would you like to come into the office and pluck ripe fruit off the tree... or...

Would you rather spend your time hitting the phones hard, chasing leads and talking to lukewarm prospects?

The answer is pretty obvious. When you’re in “hunting” mode, you’re dialing for dollars; you

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feel resistance at every turn; rejection is common; you get “shopped” against competitors; and you waste tons of time working with leads who simply aren’t ready.

On the other hand, when you’re in harvesting mode, you’re working smart and scooping up sales left and right. You can spend your time at closings, on the phone with hot leads or out on the golf course because you know your prospects will call **YOU** when they’re ready to move forward.

So, the question of the day is, how can you spend more time working with hot leads — how can you actually make the shift from hunting mode to harvesting mode?

To understand how to do this, you need to know about a fundamental business problem at the heart of nearly every company in the world.

The problem is this: How does a company balance its marketing and sales efforts?

You see, in most companies, the marketing department’s job is to get the leads and the sales department’s job is to call on the leads and close the sale. But in between getting the lead and closing the sale there’s a huge gap.

If you close the gap, you’ll make the shift from hunting mode to harvesting mode... and your profits will skyrocket.

But to make the shift, you need to recognize that:

- Marketing’s job doesn’t end when the lead is acquired;
- The sales job doesn’t begin and end with a “heat check” phone call to each lead; **AND** most important
- **SOMEONE** (either Marketing or Sales) has to be in charge of “warming the leads” that

aren’t hot right now but will be hot down the road.

In other words, if you want to explode your profits, **THE FUNCTIONS OF MARKETING AND SALES MUST COME TOGETHER!!!**

Otherwise, your marketing department is flushing money down the toilet on leads that aren’t hot right now. And your sales department is wasting time trying to close sales with prospects who aren’t ready. (If you’re a one-person or really small shop, you’re the marketing department and the sales department, so you’re wasting money and time — no wonder it’s so tough to take your business to the next level!)

So, now that you understand the task at hand, let me give you five tips on how you can make the shift:

Changing from Hunting to Harvesting

1. Send relevant, valuable information to **EVERY PROSPECT** on a scheduled, recurring basis.
2. Communicate to prospects efficiently, aside from the normal, time-consuming, one-on-one methods.
3. Log all communications between your office and the prospect in an organized fashion.
4. Arm yourself and your sales reps with an arsenal of specific information that can be sent to prospects upon request.
5. Track the progress of each lead through the sales pipeline, so you always know where every lead stands.

The good news is that it’s actually very easy to do all of this... **AND** it can all be done through an automated system. Whether you’re a one-person shop or a large organization, you need to find out how you can start working smarter.

You’ll enjoy your work more, you won’t dread pounding the phones, and you’ll have more freedom...

all because your prospects will call **YOU** when they’re ready. The bottom line is that you’ll close more deals, make more money, and do it all in less time....

and ditch the grunt work!

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Oh, by the way, when you make this shift, you'll be absolutely **AMAZED** at the results. You'll enjoy your work more, you won't dread pounding the phones, and you'll have more freedom... all because your prospects will call **YOU** when they're ready. The bottom line is that you'll close more deals, make more money, and do it all in less time... and ditch the grunt work.

5. You Must Have A Living, Breathing Customer Database

If you're like most small business owners, you want to build a business that doesn't rely heavily on outside marketing efforts. You want to maximize referrals and repeat business so that you don't have to spend your time chasing down leads and convincing folks that they should do business with you.

I talk to businesses every day who dream of having a mature customer base that provides them with lots of repeat business. But when I ask them what they're doing to make that dream a reality, too often they answer with something like:

"Well, the longer I'm in the industry, the more customers I work with and the more I'll get repeat business and referrals."

When I hear that, I think to myself, "Uh-oh!!!" Why?

Because that is a very passive mindset that can cost you millions of dollars over the course of a business!

You see, as the months go by, your past customers just aren't thinking about you anymore. That's the cold, hard truth. And no matter how great your service was, your customers are busy living their lives — odds are,

they won't remember you. And they definitely won't mention your name at the next family picnic when Uncle Jack starts talking about the pains your product or service fixes.

Am I saying that good service won't help you get a referral here and there? Of course not!

What I am saying is that if you want a strong customer base that is the backbone of your business, you must actively, systematically and methodically **BUILD YOUR CUSTOMER BASE.**

A living, breathing customer database gives you a powerful asset that you can use to grow your business.

That's where Concept #5 comes in: You Must Have A Living, Breathing Customer Database.

Your customer database should be much more than the prospect and customer records in your spreadsheets or file cabinet. It should be more than your Outlook files or your contact management program. Your customer database should be all of this and more, combined into one, easy-to-use computer program that stores all meaningful information about every contact, every prospect and every customer who can help you build your business.

Think of it this way: without a customer database, you don't have a customer base. You have a customer graveyard. On the other hand, a living, breathing customer database gives you a powerful asset that you can use to grow your business over the years.

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So, what do I mean when I say you need a “living, breathing customer database?”

Well, you need to actively build your customer database — every day, every week, every month! All of your contact, prospect and customer data, order & billing info... everything needs to be entered and stored in the database. You need these people organized into meaningful groups. And you need the flexibility to sort through the database so that on a moment's notice you can pull up prospects or customers that might bring you more business.

For example, you might want to pull up a list of all customers who did business with you where the sale was above \$10,000. Or, you may want to look at all prospects you worked with over the last year who didn't do business with you because of a specific reason. Your data can be sliced and diced in thousands of different ways to give you the names of prospects and customers who are likely to respond to a particular product or service you offer.

And when you combine a solid customer database with the power of sequential follow-up campaigns (as I told you in previous messages), you have the ability to land lots of new business in a short period of time. You can effortlessly run a customer loyalty campaign that keeps your name in front of customers... and keeps repeat business and referrals coming your way.

In short, you can cultivate a relationship with your customers and prospects that will cause them to bring you business when they (or their friends) are looking for your product or service.

So, to summarize, here are the benefits that come when you have a good customer database:

- You are organized. You know what to do, who to do it for and when to do it.
- You come across as being professional because you do what you say you'll do.
- All important information about your sales and marketing is stored in one place.
- You deliver superior service because all customer data is in your database.
- Past customers remember you. They come back and refer their friends to you.
- **YOU HAVE A MONEY TREE** that you can shake when you want more business.

You might be thinking that it's a pain in the neck to build a customer database. It's actually very simple. In fact, most database vendors can help you import all of that information right into your customer database so that you don't have to spend time typing it in. Then, on a daily basis you just need to enter new information about your contacts, prospects and customers.

When you do this, you'll have a base of people that you can “talk to” to generate interest in your services. You can do marketing broadcasts, loyalty campaigns, special announcements, newsletters, courtesy calls, and much more. The sales and marketing possibilities are endless when you have a strong customer database!

If you put into practice this important marketing secret, your customer database will become your #1 asset, bringing you added business for weeks, months and years into the future.

6. Education, Repitition And Variety

Most small businesses market their products and services like this:

Step 1: Buy a bunch of leads or generate leads with a mailer or other campaign

You see, over 99% of small businesses don't properly follow up. Why? Because they don't have a system, they don't have time, they don't know how valuable it is, and the truth is, **THEY DON'T KNOW HOW TO FOLLOW UP!**

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Step 2: Distribute leads to sales reps

Step 3: Reps call on the leads to find the “hot” ones who are ready now

Step 4: Reps work with hot leads to close a quick deal

Step 5: Throw away, postpone or neglect the leads that aren’t “hot”

Step 6: Repeat the process

Just about every business on the planet does this. And it’s not bad... until you realize how much money you’re leaving on the table. The fact is, for every deal you close using this common process, there’s another 2 – 3 deals (or more!) you **COULD** close.

That’s a pretty outrageous claim! So, how do you do that?

Well, that’s what Secret #6 is all about — How to properly follow up using **EDUCATION, REPETITION AND VARIETY.**

You see, **over 99%** of small businesses don’t properly follow up. Why? Because they don’t have a system, they don’t have time, they don’t know how valuable it is, and the truth is, **THEY DON’T KNOW HOW TO FOLLOW UP!**

That’s okay. You shouldn’t be expected to know how right off the bat.

What you **CAN** do is learn from the best minds in direct response marketing, people like Dan Kennedy, Gary Halbert and Jay Abraham. These guys are masters of the direct response marketing profession and they know how to maximize sales. Let’s talk about what they teach and then apply it to a small business.

First off, you need to understand that a couple of random follow-up phone calls to each lead will help you close more deals, but it’s not going to

EFFECTIVE FOLLOW-UP INCLUDES:

- 1. EDUCATION.** Your follow-ups must inform your prospects. You need to provide valuable information. You need to communicate to your prospect that you are on their side and deserve to be trusted. You’ll accomplish this if you provide them with accurate, insightful information. The sales process is confusing and intimidating for your customers. They want to trust you. Give them the information they need and you’ll earn their trust.
- 2. REPETITION.** It’s a proven fact that human beings have to hear the same thing over and over before it sinks in. Marketing and Sales is no different. **YOU** know your products and services like the back of your hand, but your customers don’t “get it” the first time they hear the message. Don’t make the mistake of thinking that if a prospect heard the pitch once, they understood it. Chances are, they didn’t. Tell them again, and again and again.
- 3. VARIETY.** This doesn’t mean you vary your message!!! You need to consistently tell your message, but your follow-up **DELIVERY** needs variety. To maximize your sales, **YOU MUST USE MULTI-STEP FOLLOW-UP SEQUENCES THAT INCORPORATE DIRECT MAIL, PHONE, EMAIL, FAX, VOICEBROADCASTS, AND OTHER MEDIA!** Some prospects will respond to your call, others to your email or letters and others to your fax or voice broadcast. There is serious power that comes when you contact your prospects using multiple methods.

produce big numbers. Plus, it’s time consuming, tedious and discouraging.

Instead, your follow-up must take a combined approach that incorporates these three elements (shown above).

So, in a nutshell, proper follow up requires you to repeatedly contact the lead or customer, providing valuable information via direct mail, phone, fax and email messages!

Here’s a quick example of how you can do this:

Let’s say your marketing generated a batch of 10 leads. You or your sales rep call on the 10 leads. Two are hot. Two are bad. One is unreachable. Five want more information but are not ready to buy right now. So, you need a multi-step follow-up sequence for the “not ready yet” leads and

you need a multi-step follow-up sequence for the “unreachable” leads.

You would follow a similar process with the “unreachable” leads.

Now, there’s a lot that could be said about every step of this process. I can’t tell you how many times I’ve heard the argument that this kind of follow up is tedious, it’s time-consuming, it’s over-kill, it’s belittling to the customer, it’s...blah, blah, blah.

Guess what? It might be all of those things. But it works. Period.

When you begin to properly follow-up using Education, Repetition, and Variety, your numbers will absolutely shoot through the roof!

You might be saying this is too much work for any human. You know what? I agree with

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you 100%!! I can't imagine doing this manually. You need an automated system to handle all of this for you.

When you get that system in place, you will flat out make more money. Your capacity to handle more deals will increase, your customer acquisition costs will go down and you will get the freedom you've always wanted your business to provide you.

Now, let me introduce you to the automated, follow-up marketing solution that quickly, easily and effectively does all of this for you...

About Infusionsoft

Infusionsoft provides award-winning small business software that automates business management, sales, marketing and customer service to liberate small business and allow them to grow faster, better, and more profitably.

If you want the power of a follow-up solution that can easily double your sales, and put your business on auto-pilot, you need to watch a

FREE online demo at:

infusionsoft.com/demo

Do it now before anything comes up to distract you! Remember, this could add millions to your bottom line!

MULTI-STEP & SEQUENTIAL CAMPAIGN

Step 1: Pre-Free Report Phone call or E-mail Message **(Day 1)**

Step 2: Mail Free Report: "9 Big Mistakes to Avoid When Buying Product X (or service Y)" **(Day 1)**

Step 3: Follow-up Phone Call **(Day 7)**

Step 4: E-mail telling them you haven't heard back and will send info **(Day 28)**

Step 5: Mail the same free report a 2nd time **(Day 28)**

Step 6: Follow-up phone call **(day 35)**

Step 7: Email to see if they have any questions **(Day 42)**

Step 8: Mail the same free report again-tell them 3rd and final report **(day 56)**

Step 9: Follow-up Phone Call **(Day 63)**

Step 10: Postcard offering a different free report or a free consultation **(Day 70)**

Step 11: Continued, Monthly Follow-ups
