

AUTOMATE YOUR MARKETING

by OZ Osborne

THE FORTUNE IS IN THE FOLLOW-UP

Handbook for Success

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What this booklet is about

This booklet is about how you can develop an automatic customer follow-up system that sells for you! You will be able to engage and influence your audience, sell more to existing customers, and convert more prospects, all by letting the power of automation maintain continuous communication for you.

Whether your business is growing fast or you're looking for ways to grow faster, there's something for you in this booklet. We've designed it to be a quick read (we respect your valuable time), and one that's jam-packed with time-honored advice that you can use right away in your work.

Congratulations!

Just by picking up this booklet—and flipping through the collection of tips, field-tested strategies and best practices that are inside—you're on your way to building an automated follow up system that will grow your company.

Read on and you'll learn important tips about how you and your organization can:

- ◆ Define achievable objectives for your follow-up program;
- ◆ Develop a strategy to meet those objectives;
- ◆ Better define who you want to reach and what you want them to do; and
- ◆ Leapfrog over your competitors with proven, cost-effective marketing tools.

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Chapter

❖ Follow that
lead!

Chapter #1

❖ The Fortune's in the Follow-Up

If there's one absolute in selling, it's this: Most sales occur in the follow up, not in the initial contact.

Research has told us for decades that top salespeople attribute their success, not to any glib sales techniques, but to following up consistently.

Consider a study by the National Association of Sales Professionals which found that 80% of all non-retail sales are made between the 5th and 12th follow up contact.

Yet this and other studies show that most salespeople give up after just 3 or 4 attempts, while as many as 48% of salespeople never follow up at all!

When asked why they don't follow up more frequently (if at all), salespeople most often say:

- ◆ They don't want to appear pushy.

- ◆ They forget.
- ◆ They decide the prospect isn't interested.
- ◆ They think the prospect will contact them when ready.
- ◆ They've never been taught how to follow up.

Phone Follow-Up Pros and Cons

When asked how they follow up, 9 out of 10 salespeople say they pick up the phone and call.

That's admirable.

Yet when you consider that most consumers don't like to be bothered with sales calls, it's easy to understand why salespeople give up so quickly. Prospects simply aren't receptive to calls.

Don't get us wrong. We think phone calls are an excellent way to follow up. But if salespeople don't call frequently enough, there's an erosion of receptivity, making it harder to establish rapport on the next call.

An automated follow-up system will help “plug the gaps” between calls, allowing you to stretch the time between personal contacts without losing their interest.

Depending on your business, you may not even have to pick up the phone again with an automated follow-up system in place!

Don't Drop the Ball

Following up means being consistent, persistent and utterly determined. It means getting your message in front of your audience repeatedly from the moment of your initial introduction until they buy or ask you to stop sending information.

This may seem drastic, but who's going to be contacting your prospect if you're not? It's a certainty that someone will be.

And when the prospect decides to buy from them, it won't be because your product or service didn't meet their needs. It will be because you weren't top-of-mind for them.

To-Do List:

- ◆ Review your present follow up methods.
- ◆ Evaluate the effectiveness of your methods. Are you keeping in touch with 100% of your prospects and customers consistently in a way that motivates them to work with you?
- ◆ Are you top-of-mind?



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2

Chapter

❖ Under the
Radar
Marketing

Chapter #2

❖ A Back Door to Beat the Noise

It's getting harder today for a business to stand out and for your messages to stick in the minds of clients and prospects. A study by the firm Yankelovich Inc. found that up to 5,000 marketing messages bombard New York City residents every day—more than double the number from three decades ago.

Advertising is everywhere and the number of marketing channels continues to increase.

Consider marketing and “product placement” in movies and television shows, marketing on the fences of sporting events, marketing on your kids' clothing, and marketing in the form of streets and buildings being renamed for the highest bidder.

Every day our physical mailboxes are stuffed with direct response advertisements, postcards, and grocery circulars

Desensitization to advertisements is a big challenge for anyone in business today, not just for the top companies with billions of ad dollars to spend. Every one of us, big and small, must contend with advertising “noise.”

With all the noise, how can you hope to compete?

Marketing in Peace

To market in comparative peace, get your sales messages through “under the radar” by mixing your marketing in with your follow-up communications.

Newsletters have been used this way for decades as a not-so-secret back door to selling. And now email marketing has been elevated to a new status as a primary marketing tool for many companies.

To do newsletter or email marketing you first have to get people’s contact information. That’s not hard if they’re already a past or current client.

If you want to attract new prospects into your system, you can entice them with an offer of something free in exchange for signing up, or you



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can just ask them to sign up by promising great value in the future.

Once you have a prospect's address, you can begin to develop a relationship with that prospect by continually providing them with valuable informative communication.

Instead of following up one-by-one on the phone with a few qualified prospects, you can add any number of potential prospects to your follow-up system. In one push of the button you can communicate with both customers and prospects.

To-do list:

- ◆ How many physical and email addresses do you currently have for current and past clients?
- ◆ What sort of enticements could you offer in exchange for getting new prospects to give you their contact information?