

Stop Cold Calling Now

And Start Building Relationships...

The traditional sales formula...

The traditional equation goes something like this:

The more cold calls you make- the more warm leads you will discover
and.....the more warm leads you discover- the more meetings that will be set
and.....the more meetings you set- the more sales you will make.

This mathematical formula has been practiced by business owners and sales managers since the late 1800's.

The message is clear. When management needs more sales, crack the whip and force the sales staff to crank up the volume... more cold calls = more warm leads = more sales.

The problem is that a very small percentage of salespeople will be able to (nor willing to) keep increasing the amount of cold calls they make.

The better, more talented salespeople know that cold calling is not selling. They quickly grow tired of pounding the phone every Monday morning for hours, climbing barbed wire fences and burning up shoe leather trying to meet strangers who lie and play games with them.

The more successful salespeople realize that they make money when they're problem solving and sitting in front of interested prospects that have unique problems that only their product can solve.

Successful selling involves matching unique solutions with unique problems. Instinctively, talented salespeople know that technology exists to do a lot of "cold calling" for them.

They grow resentful of being told to make more cold calls by ownership, as well they should.

Spending 80% of a sales day pounding the phone or typing out email after email isn't productive nor is it necessary.

The successful sales formula...

Let's revisit our traditional sales formula:

- 1) MORE COLD CALLS = MORE WARM LEADS,
- 2) MORE WARM LEADS = MORE MEETINGS,
- 3) MORE MEETINGS = MORE SALES.

I'm not suggesting the traditional formula doesn't work, but you can also get in a car and drive from New York City to Los Angeles for a sales meeting, but I'd prefer to fly.

Let's change the original premise and look at a different formula:

- 1) COMPLETELY AUTOMATE YOUR PROSPECTING WITH DRIP MARKETING,
- 2) COMPLETELY AUTOMATE YOUR FOLLOW UP'S TO THESE PROSPECTS WITH DRIP MARKETING,
- 3) SPEND THE MAJORITY OF YOUR TIME IN MEETINGS WITH PROSPECTS WHO FOUND YOU!

Did you happen to catch the subtle, yet vastly important difference in the two formulas above?

The first method involves you spending the majority of your time chasing prospects, while the second method involves you spending the majority of your time setting meetings with prospects who are chasing you.

Due to the very personal method of "dripping" valuable, relevant and timely information to hundreds of targeted prospects- you have cultivated a relationship with hundreds of people WHO ACTUALLY LOOK FORWARD to receiving your emails, letters and postcards!

Still skeptical?

You may be thinking that this idea of "drip marketing" might work for specialized businesses- maybe online e-marketers- but couldn't possibly produce results in your business.

Not with your prospects, not with your salespeople.

You're probably skeptical of me and my motives. What's my experience? What's my true motivation? Who died and left me the drip marketing guru?

Skepticism is both healthy and natural.

But I want you to understand an important fact before we go any further together...I did not set out to build this system or this business...
...this system kept surfacing to me in other related marketing work!

I'll explain this in more detail later, but for now please understand that I fell into this system of follow up while working for my marketing clients.

My motivation and the singular purpose of this message is to introduce you to this follow up system that I have been using for the majority of my clients.

I've designed this follow up system inside a landscaping firm, a health club, for a manufacturer's representative, for a stock broker, for a realtor and in restaurants.

This system has been used in a company that offers travel vaccines and for an optician.

I just finished a project for a professional investment firm and I'm also designing a personalized follow up system for someone who sells insurance to restaurant owners.

The system works for them because they depend on follow up as much as a fish depends on water. It works for them and it will work for you as well.

I have a real business and I'm a consultant who has perfected this method of follow up because the idea works and because so many of my clients demanded it and demand it now.

If I should be fortunate enough to provide you with a proposal, rest assured that I will be working solely and confidentially for you. My rates are fair, but the value can be exceedingly high.

Should any of this make sense for your situation- the most I will ever ask of you is to consider a proposal for my services.

Stay skeptical, stay focused, keep an open mind and keep reading...

PURPOSE

The sole purpose of this message is to isolate and thereby reveal a problem with prospecting and customer follow up and retention.

You are either going to relate immediately to this problem or you will think I'm speaking Chinese. Either way here goes:

While working with the sales division of many different types of companies, I have observed the following four issues:

- 1) A large number of new leads and contacts are routinely forgotten and fall through the cracks.
- 2) Prospects and customers are not followed up with properly meaning that the sales people never seem to be there at the right time to generate enough sales. It always seems to default to luck or good timing.
- 3) Relationships are usually not nurtured so that the prospect or client gets to know, like and trust the sales person.
- 4) Prospects and customers are not maintained and controlled by the company and when the sales person leaves the company, his or her book of business leaves with them.

If you will stay with me through this short message, I'll show you how I addressed each of those four issues over the past few years...

THE ENEMY IS APATHY

To grow your business quickly and profitably- customer follow up and nurturing is mandatory. The great businesses master this, the average ones do it occasionally.

All great marketers and salespeople understand follow up, the other 95% don't.

Most businesses suffer a loss of leads, prospects and customers and they bleed these contacts away due primarily to simple apathy.

Do you know what the opposite of love is? If you said hate, you're wrong. The opposite of love is apathy.

Cold, uncaring apathy... If your customer becomes apathetic due to lack of communication and regular follow up, they are putting themselves back on the market for a new company to service them. You've lost them for good.

By contrast, if you screw up and your customer "hates" you because of the screw up and calls to complain, they still care enough about the business relationship to move forward. A good salesperson will turn this screw up into a heroic event and build a stronger relationship! The opposite of love is not hate. Love and hate are cousins found on the same side of a coin, with emotion being the common bond.

Make no mistake- you should be worried about silence from your customers and prospects. Every day you fail to communicate with them takes them one step closer to abject apathy. No emotions, no connection, no sale.

The Secret To Understanding Proper Follow Up Techniques

Rather than beat around the bush, let's get right to this secret...

All things being equal, people buy when they're ready to buy, not when you're ready to sell.

Put another way- the majority of the warm leads you make connections with will not be in the market for your product or service at the exact time you are trying to sell them. Make sense?

No amount of pressure or cajoling on your part is going to change that simple reality.

People will purchase when the timing is right for them.

Understand this simple truth and your job becomes clear:
Make sure you are in front of them and on the top of their minds when they are ready to purchase!

The more people you are in front of, the more trips you will make to the bank.

THE FUNDAMENTALS OF SUCCESSFUL PROSPECTING

- **Build long term relationships, one individual at a time**
- **Foster trust and credibility**
- **Enable all of your contacts to know you, like you and trust you**
- **Automate the entire process**

What Can You Do?

Frankly, either you connect with what I wrote above or you don't. The sole purpose of this message was to reach out and connect with those of you who have been, or currently relate to the issue of customer follow up that I describe.

It all really boils down to this:

How does one consistently sort through and follow-up with enough leads and clients in order to be standing there when they're ready to purchase?

I believe I have a great answer to that question.

Your friend in follow up,



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