

The Three Most Powerful Strategies Ever Created for Selling More Services

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1. Consistent Marketing

Even in this age of electronic commerce, direct marketing is the only advertising medium, which continues to outpace both print and broadcast in sales. That's because it still works!

However, very few companies know how to use direct mail effectively.

According to Murray Raphel, author of "Up The Loyalty Ladder," "Dollar-for-dollar, nothing provides a better return on investment than direct mail and it doesn't matter what product or service you sell."

Think about it. A personal letter is the most powerful tool you can employ to easily build a one-on-one relationship with every one of your customers, on a continuous basis, day after day, year after year. With the advent of technology, this task has become easier than ever.

What makes direct marketing the new standard bearer in creating successful advertising results today?

Direct marketing is the most predictable and consistent way to generate more customers, yet most businesses are so busy trying to get new customers, they neglect the goldmine right under their noses; their present customers.

Your Mailing List Accounts for 60% of your campaign's success!

Would you sell refrigerators to Eskimos in Alaska?

As a retailer or service company you need to consider who your ideal customer is, then find a way to target your message directly to them.

One of the advantages of direct marketing is that you can accurately target your ideal customer down to the minute details.

****There are several types of lists available.****

1. RESIDENT / OCCUPANT LISTS

The basic "address only" list of every resident in a neighborhood, titled only with the words "Resident" or "Occupant." This list is usually sold for entire zip code areas but you can purchase selected carrier routes* neighborhoods) within a zip. There are no names on this list

and no age, income or other demographic information.

It can be selected by zip, carrier route, county and homes vs. apartment dwellers, urban vs. rural.

*Carrier route -The mail route that the Postal Carrier takes to deliver the mail. This is usually a neighborhood of 400 - 500 homes or businesses.

2. CONSUMER LISTS

Every resident in the U.S. by name. This list also contains inferred or exact age, average income, length of residence, phone numbers and dwelling type. This information is obtained by the census. Selections include zip, carrier route, county, homes and apartments, urban or rural.

3. LIFESTYLE LISTS

These are consumer lists that have been enhanced with information supplied by consumers (from questionnaires). These lists form a universe of people who are most likely to WANT your product or service. Selections include pet owners, PC owners, credit card holders, mail order buyers, book readers, gourmet food buyers, investors and over 110 more.

4. LIFE CYCLE LISTS

If you cater to specific groups of consumers, consider these types of lists.

Families with children from expecting parents through college age students, newborns, teenagers, seniors. Age and income selects can be overlaid with these selections to fine tune your market.

How to get your direct mail envelope opened and read!

First, make sure your mail is getting delivered. There are two types of direct mail rates. First Class and Standard. Standard is what they used to call "bulk rate."

In order to get a larger percentage of your mail delivered, send your mailings out first class and use a real "live" stamp.

Direct mail is the personal medium so you want your mailings to look as personal as possible. Make your outer envelope look business like.

Don't put your company name or logo on the return address, just the address, city, state and zip. Use a live first class stamp. And watch your results blossom.

How To Motivate Prospects & Customers To ACT!

One of the biggest mistakes salespeople make is not asking for the order. The assumption is, "I'll present all the facts and then just leave it up to the customer or prospect to decide."

Learn from the mail order masters. Make it easy for your prospects and clients to say yes. Give them several optional ways to contact you. Phone, fax, e-mail, catalogs, website, toll free numbers, creative financing. Then ask for the order by giving them an option. Cash or, terms. Assume they are going to buy. It should just be a matter of "how."

There are three reasons a prospect will not buy from you.

1. They truly cannot afford it.
2. They really do not need what you're selling.
3. They don't believe you.

If you want people to buy from you they have to trust you. Trust that you'll do what you say you're going to do, when you said you're going to do it. One of the ways to build this trust is to tell the customer "why." The reason this home is a higher price is because....." The reason we can sell this home at such a low price is because

Another technique that builds trust is information. People are curious by nature. So give them an information booklet, packet, report or book on the solution to the problem your prospects have in selecting a your service.

Motivating people to act is rooted in the rapport you build with customers and prospects. When people feel "you're just like me," they tend to listen more attentively to what you're saying and begin to trust you. Use these skills of using "because," information and trust and you'll begin to motivate your customers and prospects to act and buy more, more often.

2. Referrals

Referrals are the fastest, easiest way to double your business. Get all your current clients top refer one person to you.

Sound impossible? Are you getting any referrals now?

It won't happen by itself. Why are referrals so important?

- a. They cost less to acquire.
- b. They are much less resistant to price. They trust you.
- c. They are more likely to refer others, since they were referred by someone else.
- d. They are less likely to complain and are easier to please.

Here's how to make referrals happen.

- ◆ When a client calls to say what a wonderful job you did, thank them and ask for a referral. It's easy and you'll get results.
- ◆ You can't be haphazard about it. You need a referral program firmly in place. A referral program letter tells you clients how they benefit from giving you a referral. Your client will receive cash, a tax deductible donation, a free dinner for two at a nice restaurant or any offer you like.
- ◆ Simple word of mouth techniques do not work as well. Think of it this way.
- ◆ You are doing your clients a favor by giving them good service and quality at a fair price. You cannot believe how many rip-off artists there are out there charging high commissions, making exorbitant promises and misrepresenting their companies. Your clients should feel lucky they have you as their service representative.
- ◆ Therefore, it's obvious they would want to tell their friends and relatives about you
- ◆ How much should you offer as a reward? Figure what the lifetime value of a client is. How many homes will your average client buy during their lifetime? What is their value to you in commissions? What are you willing to spend to get a new client that will generate thousands of dollars in commissions?

For a sample copy of a referral program letter and referral request form, [click here](#).

3. Newsletters / Ezines

I know a real estate agent who went from an affiliate in a large real estate firm to the principal of his own firm with 6 of his own associates, in just a few years. And the vehicle he uses to keep his name out in front of people is a newsletter. Every month he mails a newsletter to all the people who have bought homes from him, prospects and suspects. His list is small, just a few hundred names, but his newsletter is packed with information.

To be successful with newsletters you must incorporate 3 essential elements.

- 1. News:** Obviously. New Employees, associates, home buyers. Do you have a new way to finance for people with less than great credit? What's the economy like and how does that affect the industry. Get ideas from your trade journals, outline them and write it in your own words. (What do you think, I'm making all this stuff up myself?!)
- 2. Selling:** 10% - 20% of your newsletter should be sales oriented. Show some of the homes you've sold recently. Include a testimonial from a satisfied client. Show graphs and statistics how using an agent can actually save people money, rather than cost them money (value vs. price). Show some homes you're currently listing and ask for referrals.

3. Articles of Interest (including humor): Say your market is homeowners. What are some other topics beside real estate which interest them? If you deal with a lot of families you might want to include an article with hints and tips on raising children, going back to school, safety or decorating ideas.

Identify your niche market and include cartoons, articles, tips and hints of general interest. If you're marketing online, and you should be, these are the types of articles that people pass on to friends, relatives and acquaintances and it's a way to get your name spread around faster than butter on toast.

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Allan J. Katz is The Loyalty Coach who achieves remarkable retail results for both his retail and service clients, by easily attracting new customers and keeping customers from being swallowed up by the competition.

Visit his web site at <http://www.loyaltycoach.com> for additional marketing articles and resources for retailers and service companies.

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