



MAXIMISE YOUR MARKETING – PART 2

Karl Hartey concludes his marketing series with a look at how to promote your business and win new clients

Successful marketing combines the ability both to attract new customers and to deflect those who will not produce worthwhile amounts of business. The key is to squeeze value from your activity to deliver tangible benefits



EXTERNAL MARKETING TACTICS

1 BUILD YOUR RESERVOIR

Imagine that all the potential new clients with whom you come into contact are represented by the water that builds up in a reservoir. The reservoir is made up of people who have said 'No, not now' (see last month's article).

When the reservoir is full, the water begins to trickle over the top. In other words, when you have enough people in your reservoir, by a natural process, some of them will automatically spill over the top and become ready to buy your products or services.

So: create a reservoir system, devote yourself to filling it with 1,000 names, make sure that it is continually filled through marketing activities and make sure you 'tickle' the people in your reservoir continually by following them up on a regular basis. You can do this with a phone call, newsletter, tips, special offers, newspaper articles etc. This will ensure spillage from the reservoir to your pool of Category 'A' clients who actually use your services.

2 NETWORKING

Networking is a great way to add more people to your reservoir. To do this you need to get out into the personal and professional world and give as many people as you can your referral card and deliver an effective elevator speech (see below).

Develop your Elevator Speech:

Elevator Speech = description of what you do in 20 seconds, adapted to your own personal style, which attracts people to want to know more about you and the product or service you provide. For example, in response to the question "What do you do?" a person might say:

"Well, you know how some people have a lack of confidence because their teeth are crooked? They don't smile as often as they would like to because they are a bit embarrassed. Well, I offer cosmetic dentistry. I can help people overcome their problems by giving them a much-improved set of teeth. Would you be interested in knowing more?"

You can see how the basic structure of this speech could be adapted to any trade or profession. How would you use it to develop your speech? The following are the core elements:

- Well, you know how some people...*
- They experience...*
- Which means that...*
- Well, what I do is...*
- The benefit of which is...*
- Which means that...*
- Would you be interested in knowing more?*

3 PUBLIC SPEAKING

This is a very effective way of filling your reservoir. It won't appeal to everyone - if it's too far out of your comfort zone, don't do it. Once you've built a reputation it can also provide another income source.

Where to speak: Trade Associations; Special Interest Groups; Professional Associations; Business Groups.

Make sure you introduce a system by which those at your talks can contact you, be added to your database and subscribe to your newsletter.

4 DEVELOP STRATEGIC ALLIANCES

Strategic Alliance = relationship through which somebody allows you to tell the people in their reservoir what you do, and

to invite those people to join your reservoir if they so wish.

It also allows your strategic alliance partner to tell the people in your reservoir what they do, and invite the people in your reservoir to join theirs.

The ideal situation is to have a strategic alliance with someone who has a reservoir ten times larger than yours.

What's in it for the partners? Each one will look good for having introduced his reservoir to someone who can help them. It's a classic Win-Win situation.

Take a few minutes and write down all the people you can think of who could be potential strategic alliance partners.

5 WEBSITE

Your website is the mechanism by which you attract people into your virtual reservoir. What you should include in your website:

- Learn about us - Team profile
- Mission statement
- Description of services – Menu
- Client information
- Frequently-asked questions
- Free monthly or quarterly newsletter
- Useful links
- Contact details

Remember: if you invite people to send in emails, have a system where your in-box is checked regularly and responses are dispatched promptly. A frequent source of complaint is that such messages are never dealt with properly – but they could prove a rich source of business.

Karl Hartey is MD of Dream Team Coaching. Contact him on 01691 671903 or visit www.dreamteamcoaching.co.uk