Database Mining for Fast Track Business Development

Direct Marketing Program leading to new business.

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Presented by Dean Harms

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GENERAL information

At any given time

4% of the market is buying

56% is not

40% are poised to begin

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Communication
It starts with a few points - Email

#1 means of B2B communication.

You have to earn the right to be in someone's mailbox.

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Communication
It starts with a few points - Voice Mail

Why don't people respond to voice mail?

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So how does this all work?

It's realizing that <u>people are very busy</u> and when they don't know you, it's tough to connect.

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So how does this all work?

#1 – Send an email

#2 – Follow up with a phone call

... Leave a voice message

... Connect with the buyer
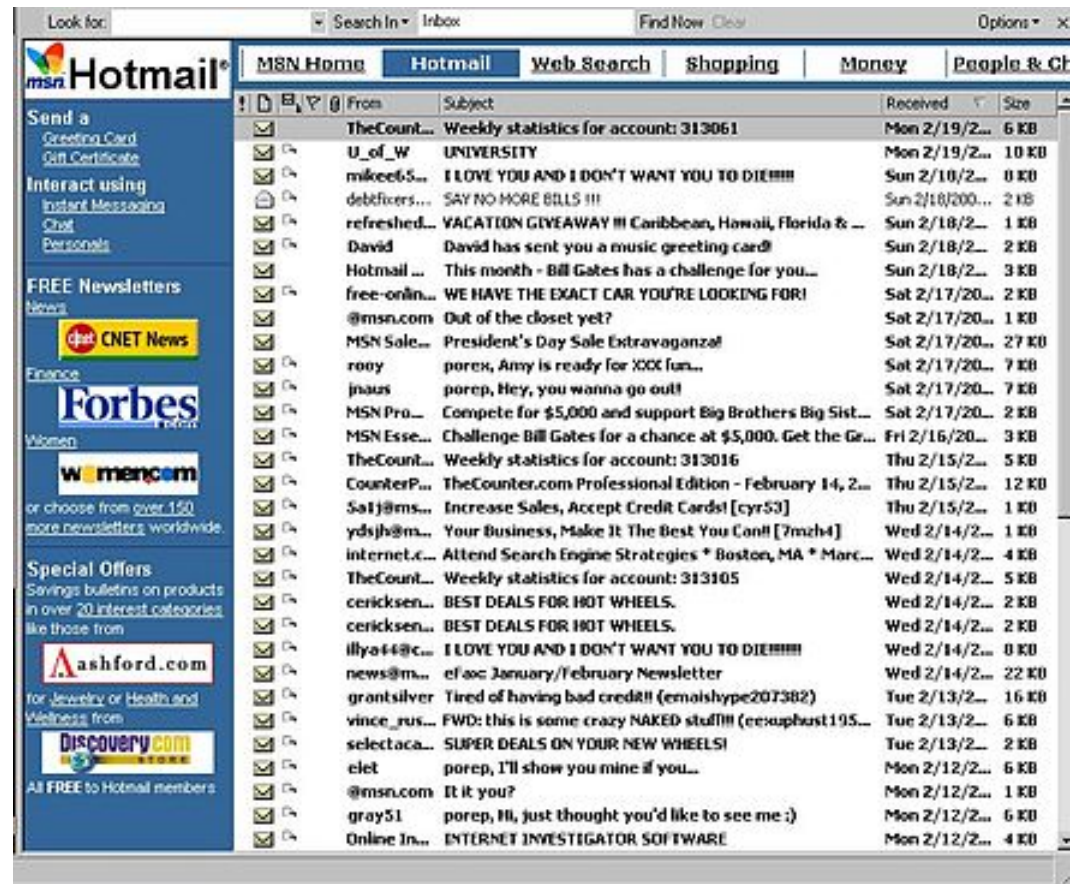
#3 – Follow up with an email.

#4 – Repeat

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Let's talk about communication through email

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Let's talk about communication through email

There's nearly 3 billion email users worldwide

How do we earn the right to be in someone's inbox?

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Short & sweet communication

You have seconds not minutes.

Twitter Length

Pro-tip: Keep your emails "Twitter length"

To Dear Blog Reader   Cc Bcc

Pro-tip: Keep your emails "Twitter length"

Psst,

Here's what 140 characters looks like in an email. Need more space? Be sure to throw in some easy-to-read titles & bulleted lists.

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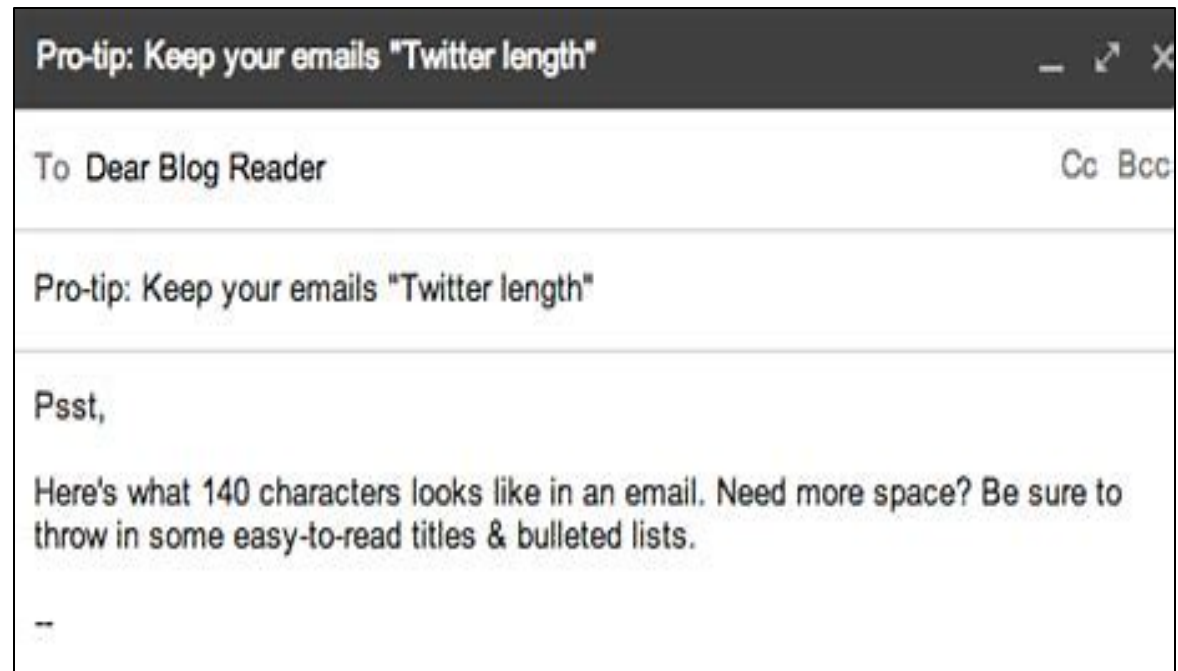
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Short & sweet communication

Be short and get to the point.

THIS SENTENCE HAS FIVE WORDS

BY GARY PROVOST

MAXKIRIN.TUMBLR.COM
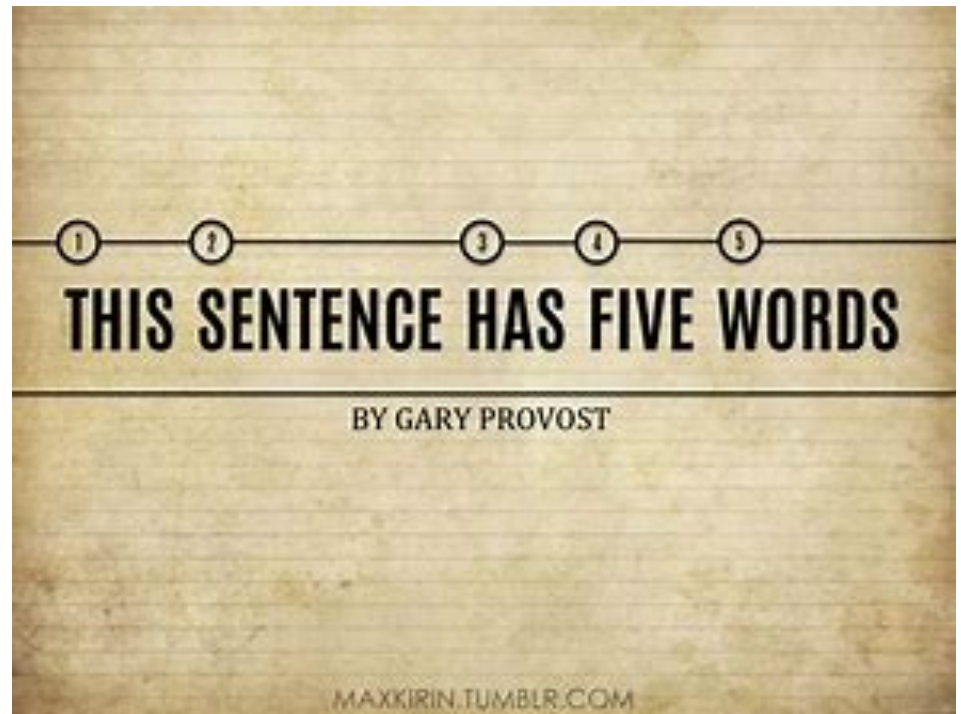
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The system...

Maintain a call log

Do your record keeping

Phone Call Log

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The system...

Step #1

Sending the introductory email

The system…

When you communicate with former customers,
do your homework.

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The system...

Who is the key contact?

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The system…

Send the prewritten, scripted email

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The system…

The purpose is to land that 1st touch.

To get your name in front of the buyer.

It is the lead to the phone call.

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The system…
What's the deal with phone calls?

So why's it so hard to reach people?

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The system…

Who likes checking voice messages?

The flashing red light…

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The system…

Step #2
Make the phone call

Leave a voice message

Or you reach the buyer

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The system…

Leaving a voice message

Develop and use your scripts

Because preparation is one of the keys to success

My Successful Door Knocking Script Contd...

Then ask Intelligent discovery questions like:
- "Where do you plan on moving to when you do move?"
- "Why are you going to leave it for that long?"
- "If we were able to find a buyer today at a good fair price what would you do?"

If they say they may be interested then ask,
- "Well what sort of price range do you think your house is in?"

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The system…

Yet this is now Touch #2.

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The system...

The buyer answers the phone!

You have a connection

Use your script.

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The system…

But if you don't connect

Step #3
You wait 1 week and send the 2nd email

And this is Touch #3

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The system...

Step #4
Wait 3 to 4 weeks.
Repeat

Build your touches

.

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The system...

It's about touches

1st email – see your name.

1st voice message – hear your name

2nd email – see your name

3rd email – see your name

When you connect, it's not a cold call but is now a **"know call"**

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The system...
To summarize

- Be prepared / Setup your system.
- Do your homework.
- Write and use your scripts.
- Do your record keeping.
- Build your name recognition.
- Remember it's about helping people.

- Execute the system - Repeat

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What's the impact

Pass #1 - You can get business.

Pass #2 – You can get more business

Pass #3 – You can convert more.

It's a marathon not a sprint.

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We here to help.

For a full transcript or additional help
Contact me
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