



**Competitive
Advantage
Solutions**

***Relationship
Marketing
For the Small Business***

**A powerful new way
of marketing for the 21st Century
that works steadily in the background
to increase sales, referrals and
repeat purchases**

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3808 N Dustin Ave, Farmington, NM 87401 • (970) 759-6289 • tom@Business-DevelopmentCoach.com • www.Business-DevelopmentCoach.com

Relationship Marketing

For the Small Business

A powerful new way of marketing for the 21st Century that works steadily in the background to increase sales, referrals and repeat purchases

The Key Marketing Principle for the 21st Century

Successfully marketing your business in the future will be dependent upon one important principle... Your products and services must be on the minds of your targeted prospects when they are ready to buy, not when you need to sell. And then...

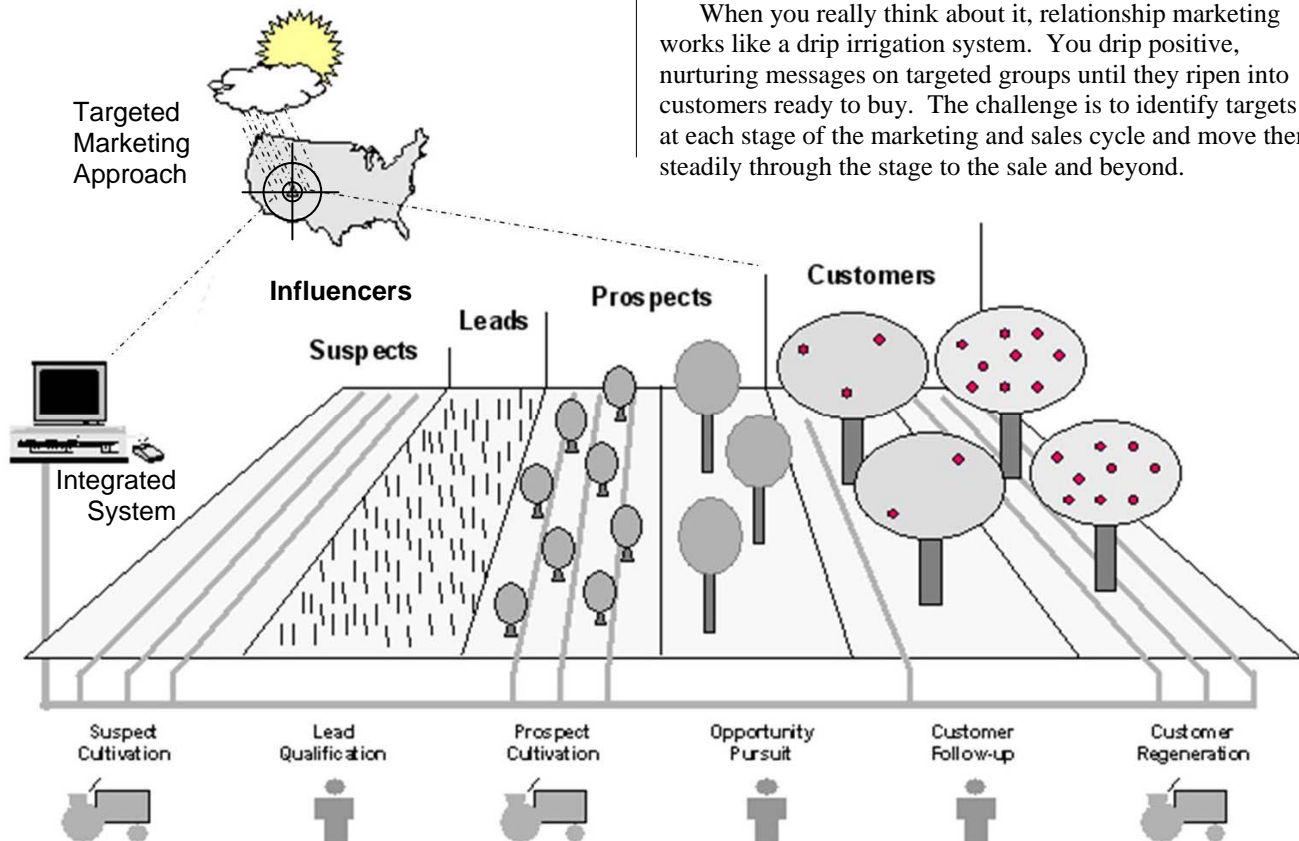
You must own a unique position in their minds regarding the value of your products and services that no one else owns!

Attempting to do something urgently to sell your products and services *when you need sales* just won't get the job done in the future. This is especially when you don't own a unique position in the mind of your prime targets. Conventional marketing approaches are not the answer either. The challenge is to get your marketing messages and the benefits of your products into the minds of your target prospects and previous customers

on a positive, nurturing and frequent basis. So, when they do decide to buy or refer their friends, they'll *think of you first*.

One-on-one relationship marketing is an exercise in thinking small and being highly focused. This integrated marketing approach focuses on the customer and not the product. It targets prospects narrowly and uses rifle shots and laser beams in on-going, strategic bursts to send your key messages.

When you really think about it, relationship marketing works like a drip irrigation system. You drip positive, nurturing messages on targeted groups until they ripen into customers ready to buy. The challenge is to identify targets at each stage of the marketing and sales cycle and move them steadily through the stage to the sale and beyond.



Nurturing Relationships... The Process

Today, once the initial contact is made, by you or them, it can take up to nine to twelve additional contacts (or more) to produce sufficient trust and need for converting a target...from a lead...into a prospect... and then into a loyal customer who will buy from you again and refer their friends.

All marketing and sales efforts can be simplified into the following five steps:

1. Identify your targeted prospects (which should include your past customers).
2. Inter contact and descriptive information about them into an integrated data base for future marketing.
3. Familiarize the prospects with your, products or services, keep them informed about new offerings.
4. Cultivate and nurture relationships with these prospects through continuous top-of-mind awareness activities (i.e. letters, postcards, faxes, e-mails, web-site links, personal contact, etc.)

The most common point of failure is Step 3. Research indicates the following:

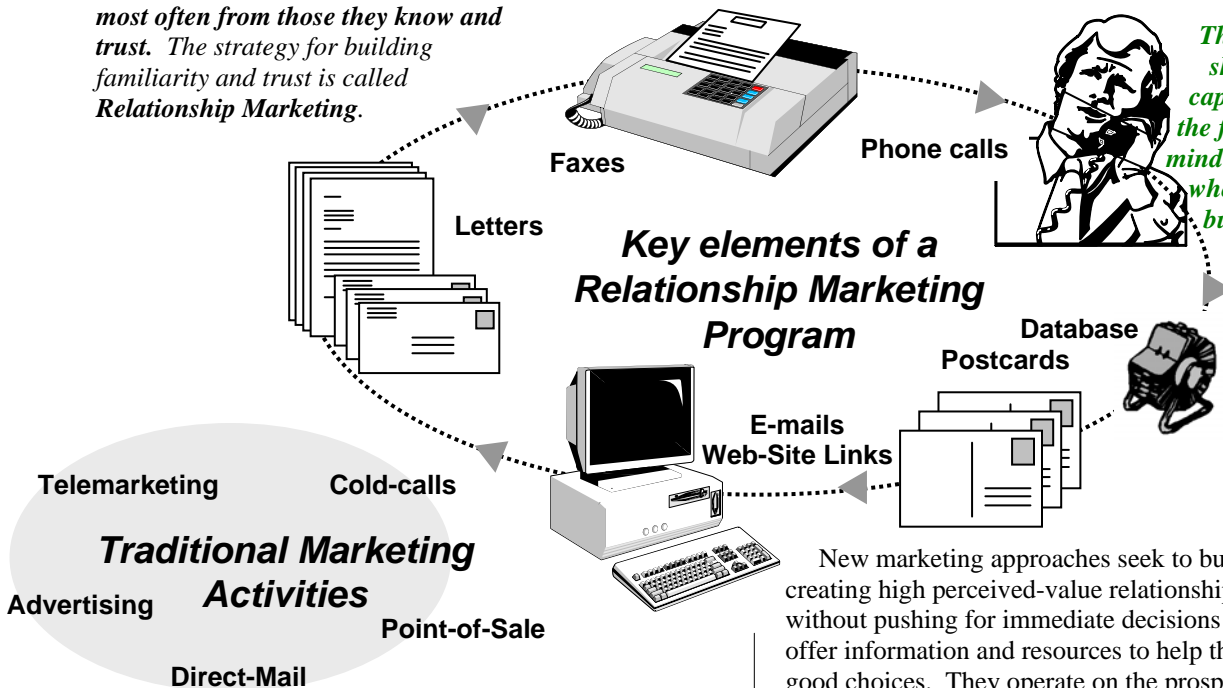
- 80% of all sales are made after the *fifth* sales contact.
- 48% of all salespeople give up after the *initial* sales contact.
- 25% more give up after the second contact.
- 12% more give up after the third contact.
- 5% more give up after the fourth contact.

Only 10% of all salespeople continue past the fourth contact! If this is true, it means...

The persistent 10% of all businesses are making 80% of all sales!

Research shows that people buy most often from those they know and trust. The strategy for building familiarity and trust is called Relationship Marketing.

The goal of relationship marketing is to capture and maintain the first position in the mind of your targets, so when they're ready to buy, they'll think of you first.

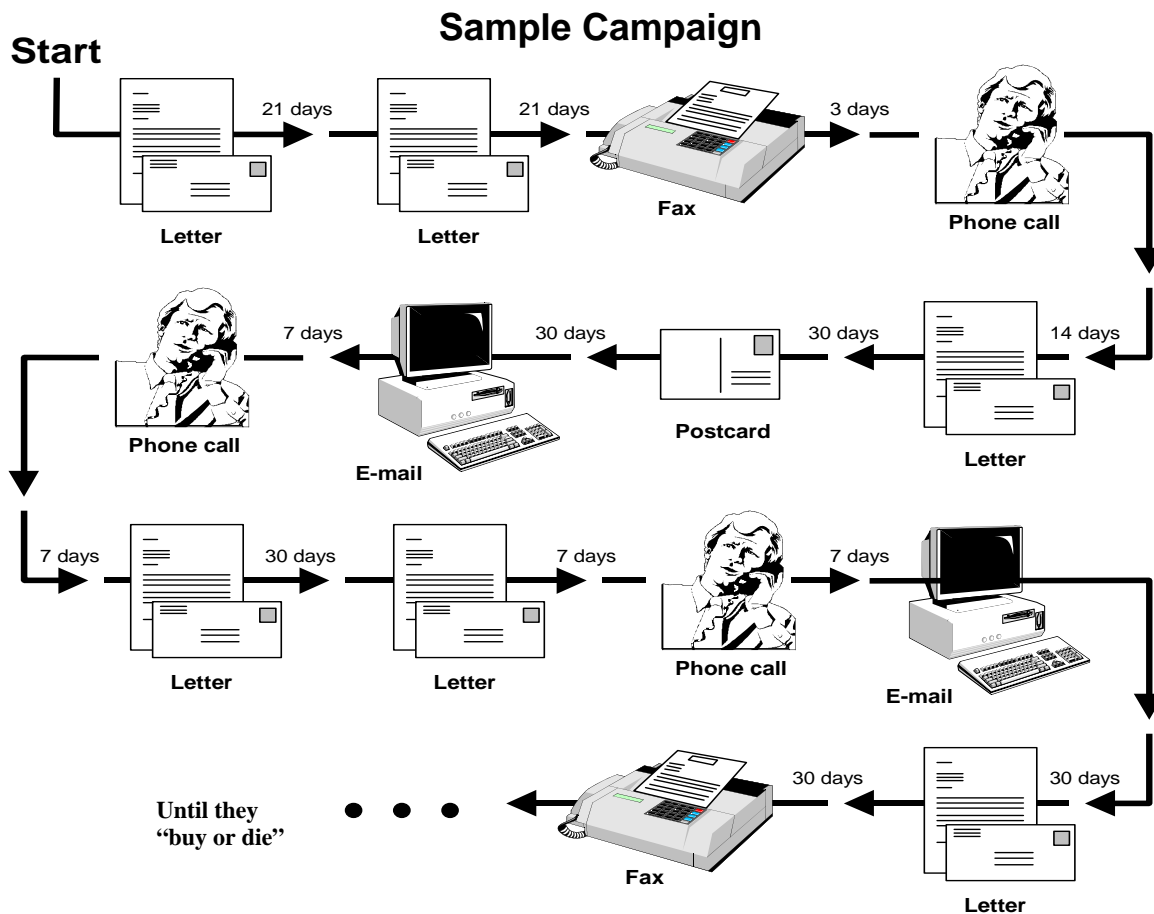


New marketing approaches seek to build trust by creating high perceived-value relationships with prospects without pushing for immediate decisions or actions. They offer information and resources to help the prospect make good choices. They operate on the prospect's time frame. They focus on the prospect's needs and offer genuine solutions.

Relationship Marketing is more than a strategy and not just as a set of tactics. It's a key component in an integrated marketing approach where prospects and customers are contacted one-on-one in order to build genuine trust and achieve long-term results. Making positive deposits into their emotional bank account.

Traditional, extractive, forms of marketing just don't work anymore—the direct mail piece, the “pitch” and the cold call. All are intrusive and withdrawal oriented, creating a deficit in the prospect's emotional bank account. The pitch is to buy now or lose out on something.

Step-by-step... Building trust and nurturing a relationship that will result in more and more business over time.



Research shows that a series of positive, nurturing, informative contacts is the most effective strategy for creating and maintaining the kind of trusted buyer-seller relationship required to grow a successful small business in today's competitive environment.

You and your competitors are all vying for top position in the buyer's mind. ***But the key is to be there when the buyer is actually ready to buy.***

The workhorse of the dialogue between you and your prospects is a series of personalized contacts, letters, post cards, faxes and e-mails which progressively reinforce a warmer relationship.

The answer to today's marketing demands will be to develop an entire arsenal of integrated tools that build recognition and trust in each of your targets, whether

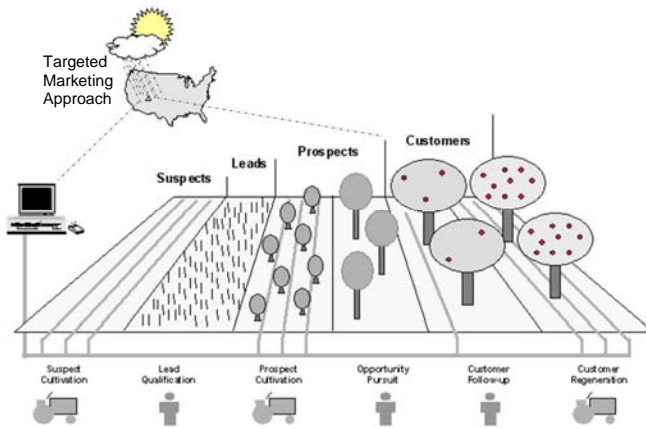
they be suspects, influencers, prospects or customers.

The approach should be intermittently varied with a series of linked letters, web-site links, postcards, clippings, emails, phone calls and other nurturing communications. And the content of your letters should be integrated with the messages with your other marketing communications... Advertising, public relations, sales displays, collateral material, your web site, etc.

Ineffective marketers often quit following up on targets long before reaching that "golden moment" when the decision to buy is finally made.

An effective Relationship Marketing program keeps you in touch, keeps them informed, keeps them interested, keeps them thinking of you!

Nurturing *Suspects & Influencers*



Suspects are those people you have psychographically targeted for your products and services, but with whom you have not yet had any form of dialogue. These you want to “drip” on until they call you or visit where you sell your projects and services. You want to continuously reinforce your philosophy, your guarantees, and the benefits of doing business with you. **You want to clearly differentiate your business from your competitors.**

Influencers are those people who could potentially influence the buying decision within your target market.... Such as friends, lenders and businesses. People within your target market look to influencers for information, advice and professional services. It is important, therefore, to build the trust of influencers within your professional community.

Nurturing *Prospects*

Relationship Marketing cures the most expensive and fatal disease in marketing and sales...Follow-up reluctance.

Have you ever felt frustrated by the amount of money you spend on attracting prospects to your business only to find out your sales staff hasn't been following up?

Prospects are targets who have been qualified as genuine prospects and shown a definite interest in your products or services. However, they may not be ready to buy immediately.

The power of Relationship Marketing is the ability it provides you to continue to build a positive, nurturing relationship with your prospects until they *are* ready to buy.

It's important to drip on them until they're ready to “buy or die.” And when they *are* ready to buy, who will they think of first? The business they've come to know and trust. Yours.

The process of nurturing prospects includes not only letters, postcards and faxes, but also utilizes appropriate “warm calls”—phone calls initiated by your business “just to check in and take their temperature.” This ensures that you are able to monitor the progress of each prospect as they approach their readiness to make a buying decision.

Nurturing *Customers*

Enlightened marketers recognize their best future customers are actually their *current* customers... It's called “After-Marketing”

Customers are people who have purchased from you in the past and are likely to be *your best future customers* as well. And there's a bonus: Customers are also *your best source of referrals*.

It's a mystery why so many businesses tend to ignore those who have already purchased their products. Current and former customers are in the best position to testify to

the merits of doing business with you. And their credibility is priceless!

Today's quality businesses recognize that the best source of future business is going to come from a satisfied customer. It's clear that, in the 21st Century, implementing definitive “**after-marketing**” programs will be crucial to generating repeat purchases and referrals.

Generating Business... The System

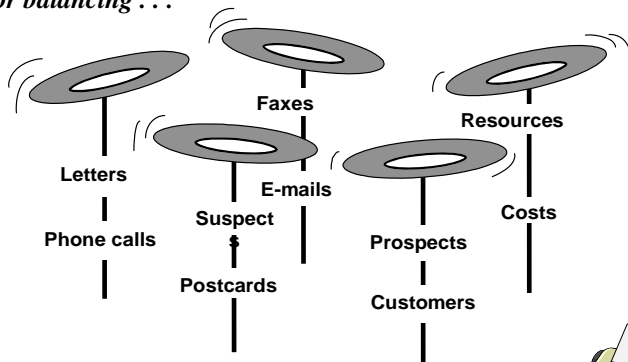
Making Relationship Marketing a reality is what a good business development system is all about ...

Due to the varying maturity cycles of each buyer, uneven intervals at which you initiate interaction, and the number of contact activities required before any fruit is realized, it becomes necessary to maintain many activity streams simultaneously. Managing such a marketing program becomes a bit like monitoring cars on different laps of the Indy 500, *or juggling many balls at once, or balancing ...*

This kind of complexity requires a system that will integrate your contact file and activity scheduling, store key information about each target, and engage a tickler system to automatically initiate further contact while managing multiple relationship marketing campaigns.

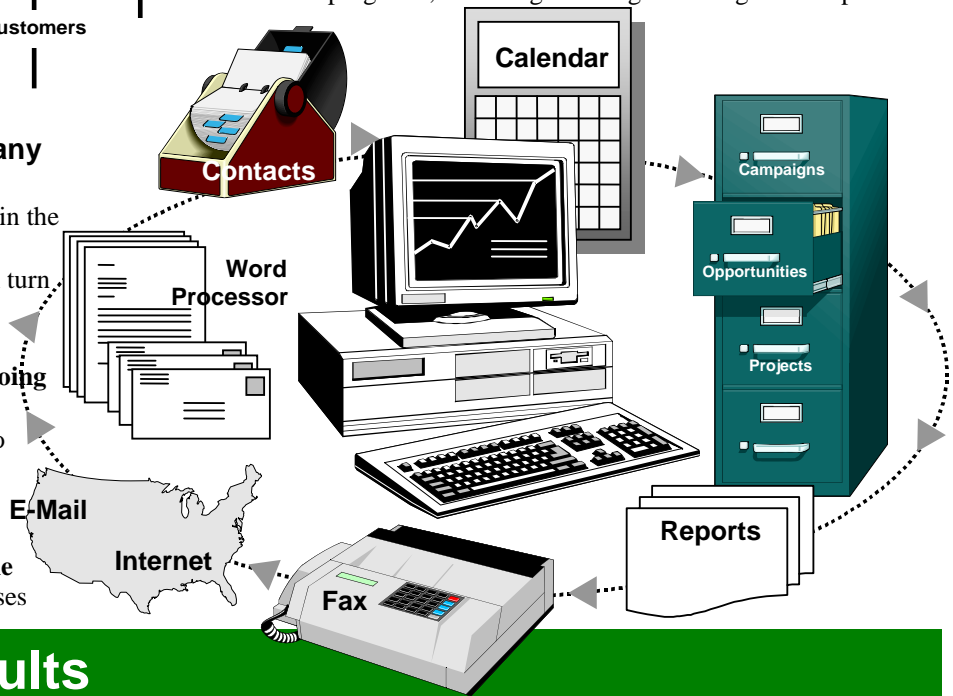
An effective business development system should include:

- An up-to-date database of your current suspects, influencers, prospects and customers.
- A means of scheduling and tracking business development activities with each contact.
- Integration with word processing, fax and e-mail capabilities for nurturing one-on-one relationships with contacts.
- Functions for managing complex multi-phased marketing programs, including meaningful management reports.



An effective business development system has many benefits:

- **Program control...** It puts *you* in the driver's seat
- **Accelerator control...** You can turn the power on or off as needed
- **Highly targeted, one-on-one**
- **Automated generation of on-going contact activities**
- **Cost-effective...** Because it's so targeted
- **Best use of scarce marketing resources**
- **Building a database of valuable information...** With multiple uses



Measuring Results

So, what's the payoff?

The payoff is a gratifyingly large number of suspects and prospects becoming customers. And not only do they buy your products and services, but they remain receptive to future sales as well as influencing others to do business with you.

What should you expect? Some companies who have implemented a Relationship Marketing program report gains anywhere from 50 to 800 percent over previous

methods. Your level of success will depend on a set of variables unique to your business, your market and local culture. But it is certain; you can expect a measurable return on your investment—today and tomorrow.

Results like this may sound too good to be true, but in the realm of Relationship Marketing, the more you focus on well targeted prospects for your products, and building top-of-mind-awareness, the better your results will be.

So... What can we do for you?

1



We can help you develop a plan of action to strategically position your business's unique talents in the minds of your targeted prospects, generating repeat business and referrals, while differentiating you from your competition.

2



Set up and refine a database of customers, targeted prospects, and others who influence them, and prioritize them by their potential to buy or their ability to refer you to someone who will.

3



Develop various campaigns, each consisting of 12-15 steps of positive, nurturing letters, postcards, e-mails, web-site links, faxes, follow-up phone calls, etc.

4



Help you set up your computer system for Relationship Marketing... Or, assist you on a service bureau basis until you're ready.

5



Help you plan and load highly targeted campaigns and their associated activity steps into a state-of-the-art database program, for your size business, and implement multiple Relationship Marketing campaigns and initiating contact follow-up strategies.

6



Help you critique and fine-tune your Relationship Marketing program on an ongoing basis to ensure optimum results.

What Our Customers are Saying . . .

"Well, we did fully turn it on approximately six weeks ago, and I wanted to let you know after the first mailing of 112 letters went out, we received eight responses. We currently have ongoing meetings with four of them, two of which we're very close to concluding negotiations to build their house. After the second mailing, we very quickly got calls from three additional prospects. That's just off the first two mailings! Now as I'm driving around the sites seeing other construction activity going on, I'm asking myself the question, 'Why didn't I start this sooner?'"

Mel Gill
Cascade Custom Homes, Inc.

"The follow up letters that we sent out were so effective that we had buyers lined up and sleeping in the cars for two days prior to the release ... the release was completely sold out before we even opened our doors to the public."

Christina Khan
The Mission Peak Business

"I'd like you to know that I'm absolutely convinced about the power of Relationship Marketing. I've used it for years and it's paid for itself many times over. I recommend it to all my customers."

Todd Ullom
Innovation Builder, ILC

The Value Added . . . It's Like a Gold Mine

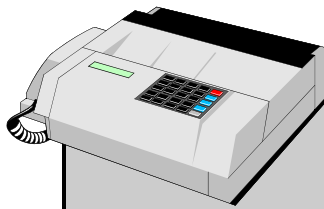
The database you build will become your gold mine—literally.

From walk-in's, referrals, and your existing base of prospects and clients, you will build a reservoir of leads for current and future use to generate traffic. And collecting thorough demographic information will only increase the potential of *qualified* traffic.

Now let me ask you a question...

The next time you start a marketing campaign, are you going to have to spend as much money to draw interested people? Maybe some for designing your marketing image, but certainly not as much. You'll already have gold in your database.

If you have standing inventory of a certain type, or if you're going to offer a new product or service, instead of spending a lot of money on promotion, all you'll have to do is query your database or prospects or influencers and tap into the relationships you've already developed.



Fax back to (888) 398-3412

Name:
Business:
Phone:
E-mail:

Fax:

I'm interested in having you evaluate the effectiveness of our business development programs and systems. Call me at:

I'm interested in learning more on how Relationship Marketing could help me grow sales and profits. Call me at:

I need Marketing/Business Planning help. Please call me at:

I need Business Coaching help. Please call me at:

My interest is:

Immediate Within 90 days In one year Long term

Please keep me on your mailing list; I can't spend time on it now but will in the future.

Date you should call me back:

I'm not the one to call, contact:

Contact phone number:

Please stop sending me helpful information on how to grow Sales and Profits. We're not interested because:

Contact us for a demonstration or more information

