Million - Dollar Contacts

Higher Revenues through Better Relationships

An easy-to-use, practical guide to develop your own Contact Management Action Plan

By Rick Cooper, The PDA Pro

Rick Cooper

The PDA Pro

Your PDA Coach for Productivity Anytime, Anywhere

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Million-Dollar Contacts

First Edition

Published by
Rick Cooper, The PDA Pro

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Learn My SECRETS to building a Million-Dollar Contact Database

Hi. My name is Rick Cooper and I'm The PDA Pro. I help sales professionals and business owners leverage their time and increase their productivity by using a PDA or smartphone. The key is using your PDA for contact management.

I've shown sales pros how to:

√ Organize their contacts

√ Schedule and keep appointments

√ Follow up on commitments

√ Remember important contact details

I've written this workbook to teach YOU how to grow your contact database, build better relationships and increase your revenues. While I do address PDA Contact Management in this workbook, I provide many other strategies you can use even if you don't have a PDA. You'll learn how to:

√ Meet, Greet and Compete

√ Carry your contact database wherever you go

√ Follow up to strengthen relationships

I can show you how to gain Higher Revenues from Better Relationships!

If you have the read the workbook and have a question or need some help, contact me at 800-677-6708 or send me an email at rick@thepdapro.com.

You can do it! As your PDA Coach, I'm here to help.

Best regards,

Rick Cooper, The PDA Pro

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Introduction

Million-Dollar Contacts

How much is your contact database worth? Is it worth $10,000, $100,000 or $1,000,000? Your contact database is the source of your revenues because it contains all of your clients and prospects. Each contact represents a certain value to you. The key is figure how to grow your contact database and maximize the value of each contact. The best way to do that is to build better relationships with your contacts. The key is to provide value, help, support and nurture them.

What would it be worth to you if you had a Million-Dollar Contact Database? That is the essence of Million-Dollar Contacts. Learn the strategies that will help you grow your contact database, build rapport, and maintain relationships with your contacts. You will gain **Higher Revenues through Better Relationships**!

Who Will Benefit from this Workbook?

This workbook was designed for sales professionals and business owners. It provides marketing and sales strategies for effective contact management. The same strategies may also be used by members of association and trade groups whose role it is to follow up with guests and members in order to strengthen relationships.

How to use this Workbook

This workbook is intended to be a resource for planning and carrying out your contact management activities. It contains information you can refer to periodically for guidance.

There are exercises throughout this workbook. Take the time to complete these exercises in order to get the full value from this workbook.

This is the first edition of this workbook. Please complete the included assessment form and provide any suggestions on additional topics to cover.

Objectives

In this workbook, you will accomplish the following objectives:

- Calculate the value of your contact database
- Develop an action plan
- Take action
- Track contact activities

Sales Pros

Are you a Sales Pro? Sales Pros are Sales Professionals. Do you operate by a code of ethics, maintain your integrity and focus on building relationships. Are you customer focused? Then, you might be a sales professional.

Sales professionals fall into two categories: business to business sales and consumer sales. For example, financial advisors become intimately familiar with the personal matters of their clients and work in consumer sales. However, there are exceptions where financial advisors may work with a business owner working to establish a 401(k) plan for their employees.

What makes a sales professional successful? It starts with building relationships with customers and prospects. There is a selfless quality that these professionals have that enable them to build such powerful relationships. It’s too easy in sales to get caught up in focusing on the financial rewards. Stay focused on the customer and you will ensure your long term success.

One critical element to building relationships is tenacity. Contact management gives you a process to build the discipline. You will learn more about this topic. We will explore this topic throughout the workbook.

The best sales pros become consultants to their clients. This approach requires understanding an organization’s challenges and offering solutions.

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Contact Management

Contact Management vs. Prospecting

It's important to understand the role of prospecting vs. contact management. Prospecting is strictly oriented around finding customers. It starts with identifying who your ideal customer is and then finding them, while contact management is more focused on building relationships. Contact management is the act of maintaining relationships through follow up activities.

Prospecting: Prospecting is meeting people with an intent to ultimately offer your products or services.

Contact Management: Contact management may or may not involve prospecting.

You may meet people at a conference and want to form an alliance.

On the other hand, contact management is simply the act of making initial contact with people and then following up with them. This requires a commitment to ongoing activity.

Build Relationships

The sales profession is all about building relationships. In some sales roles, you can sell without having to engage a customer on a personal level. But, in the vast majority of sales positions, it helps to build strong personal relationships. This helps solidify your role as a resource. Your goal should be to become a trusted advisor. It takes a lot of effort to reach this point. But, once you do, you will have a very powerful relationship with your customer.

Frequency of meetings and calls

So, when you are focused on building relationships, just how much time should you devote to calling and meeting with prospects? Well, first that depends on your experience and always your current sales volume. If you are new to sales, you will first want to identify how many existing customers your company has and who you can call on. You should spend a good portion of your time calling on existing customers and learning more about them. For one, you will learn who is satisfied and who is dissatisfied. Secondly, you will gain a better understanding of who may buy from you.

However, the majority of your time will likely come from prospecting.

> It takes seven contacts before someone remembers who you are and what you do.
>
> Rick Cooper
> PDA Coach
> The PDA Pro

Follow up

Once you meet someone, you must follow up with them in order to build a relationship. No surprise there. But how? You have several methods to follow up. Here are some examples:

- Phone call
- Personal meeting
- Send a letter
- Send a postcard
- Chat at a mixer
- Send an email

NOTE: You can use your PDA to enter tasks to follow up with customers and prospects.

> Remember who you called, when you called them and what you talked about.
>
> Scott Ginsberg
> Author/Speaker/That guy with the nametag

What's your Message?

So, you've got someone on the phone, what do you tell them? Well, first, it should be a two-way conversation. If people get the impression this is a telemarketing pitch, they will cut the conversation short. Be prepared to add some value. Inform them of an event they were not aware of or give them a tip. You can discuss your services but you should really try to schedule a time to meet. Not every call should be to promote your products or services. That sets a bad precedent.

Offer Value

Look for opportunities to build relationships by supporting people and helping them achieve their goals. Be sincere when approaching people. Learn what motivates them personally and how you can help. You may not think of anything initially. Sometimes it's enough to simply send a note encouraging them to achieve their goals. This thoughtful gesture is usually appreciated and allows you to further your relationship. Some other possible methods to support others:

- Refer business
- Send an article
- Email a link to a website
- Send a personal note of encouragement
- Send a birthday card

One of my sales mentors, Ian Selbie, explained to me the difference between offering inner ring and outer ring value. Imagine three concentric circles. In the center circle is the customer's business pain. In the next ring, or Inner Ring, are solutions with your products and services. In the Outer Ring are solutions without your products and services. Once you have identified a customer's business pain, then start by offering Outer Ring Value. As Ian is fond of saying, "Leave your junk in the trunk!" What he means is, resist the temptation to immediately offer your products and services. Instead, gain some consultative selling points by consulting with your customer and offering information and resources. Only then, consider sharing information about your products and services.

> Solving customer's business problems and helping then to achieve business objectives through using your products and services is strategic selling. Helping to solve them without getting paid is consultative selling. The equity you are building with the account can be considered an investment on your part.
>
> Ian Selbie
> Founder and CEO
> Power Marketing
> (Excerpt from *If You Were Arrested for Selling... would there be enough evidence to convict you?*)

Of course, you can spend your entire day consulting for free and it won't put a dollar in your pocket. So, use this strategy when appropriate.

You want to manage how much time you invest, because you need to achieve your own revenue objectives, but when you have developed this kind of relationship with the account, your prices don't have to be the lowest, your products don't have to be the best, your service does not have to be the most responsive. You have the best relationship and you'll keep the account. The test comes when a customer asks you to attend a strategic planning meeting with their senior management team because of the advice and support you have provided them. In fact, they offer to pay for your time. Congratulations! You have arrived as a consultative advisor to this customer. Let's ensure that all customers see us this way. Our software SalesLookASP tracks business pain and outer ring value on a deal by deal basis.

Ian Selbie
Founder and CEO
Power Marketing
(Excerpt from *If You Were Arrested for Selling... would there be enough evidence to convict you?*)

Establish and Maintain Rapport

Rapport is the unusual element in relationships that allows people to feel like they've known someone all their lives. It comes from getting personal and involves exchanging personal information. You can also build rapport through physical contact, but that type of rapport is more difficult to maintain through follow up by phone and mail.

Call everybody, email everybody, send out an ezine, remember people's interests and families, see people in person as often as possible.

Scott Ginsberg
Author/Speaker/That guy with the nametag

Phone Calls

One of the best tools you have at your disposal is the phone. With the right calling plan, it can be extremely cost effective. It's one-to-one marketing. You can tailor your message to the person on the fly.

Phone Skills

There are many training courses in phone skills. You don't need to be an expert telemarketer to be effective over the phone. But, if this is not your strong suit, then find someone who can make calls for you.

> When you call, SMILE, speak clearly, care about what your contact says, be natural, warm, genuine, personable, and let yourself get a little personal (as appropriate).
>
> Wendy Schonwetter
> Founder
> The Verbal Advantage

Call Time

Be sure to allocate time for calls. Block out intervals of one to two hours. Any more than that, and you're likely to go batty. Make it a daily or weekly ritual.

> The first thing that comes to mind is to follow up when you say you are going to. This establishes a precedent in your business relationships. I believe if you are sluggish in following up or responding to communications, the recipient will respond in kind, and be slow to get back to you. On the other hand if you say you will follow up at 10:00 am Tuesday, and you call at exactly that time, this helps to set a positive tone of a business relationship. If I am contacting senior executive level people, I will actually watch the clock and call them the minute I said I would.
>
> Chris Pumphrey
> ACT Coach
> Contactivity

Frequency

How often should you call a prospect or client? Probably not often enough! It's usually easy to tell when you're being a pest.

> Listen to intuition. Make sure to call people when you "think of them". Always try and add value during a call. Don't overcall people.
>
> Alex von Allmen
> Founder
> BrandMother / Ponders & Principles

Unless you have a photographic memory, it's helpful to keep track of how often you call your contacts.

> I have a "Call Cycle" field in my contact database, and I coordinate this with my Calendar and Task List. Establishing a call cycle can be a process of discovery, trial and error. In some scenarios an active customer may need a call once a week, in others, once a year.
>
> Chris Pumphrey
> ACT Coach
> Contactivity

Personal Notes

One powerful method to follow up is to send a personal note. It could be in the form of a thank you card, a note of appreciation or simply a blank card that allows you to customize a message to fit the circumstances.

Reasons to send

One easy way to build a relationship is by sending a personal note. For one, it will stand out among other mail correspondence. People are more likely to separate the note and open it before other mail.

Some reasons to send a personal note:

- Thank you
- Congratulations
- Birthday
- Anniversary
- Just to say hello

Format

So, how should the note look? You don't need to buy the biggest, fanciest cards. You can even use a blank card. There are a variety of thank you and other appreciation cards.

Interior

What makes a good personal note? It should always be handwritten. It should also be informational and not promotional. You can follow up afterward with a letter that promotes your business.

Exterior

Handwrite the return address. Include your first initial, last name, and address. Do not list your company name. This help to keep it personal. Also, do not use labels. Avoid anything that is computer generated. But, if that's your only option, it's better than not at all.

Stamps

Choose a large, colorful stamp. Visit your local post office and buy a several books of stamps. At any given time, the post office may have 5-10 different styles of stamps.

Why is this important? Because it helps to get attention.

Who Should Write?

It takes time to write a personal note. You can print 50 letters in the same time it takes to write a personal note.

Generally, you should write personal notes yourself. However, under certain circumstances, it may be okay to have someone else write notes for you. Consider having an Administrative Assistant, Virtual Assistant or another person to help out.

Postcards

Another option is to have postcards printed with a photo, a message and your return address. Then, you can simply write a short message and send it.

> I like oversized postcards. The list is everything.
>
> Alex von Allmen
> Founder
> BrandMother / Ponders & Principles

Direct Mail

Sending personal notes is great, but it's not a sustainable method to reach a larger audience. Further, personal notes are not promotional by nature. Instead, direct mail is very effective for communicating to a narrow target market segment.

> Make it very timely (don't procrastinate), keep it focused, keep it simple, and make it personal. Send it to the right audience.
>
> Steve Topper
> Marketing Expert

Campaigns

A direct mail campaign can be simple as sending a single letter.

Examples:

-Single letter
-3 letter campaign
-Postcards
-Combination of letter, postcards and tri-fold mailers
-Letter campaign with an advertising specialty insert

Timing: Send in mass vs. smaller distributions. What is your purpose?

Let your junk mail be your R & D department. You get direct mail every day. Rather than pitching it, file it.

> Read your own mail with an eye for what works. If you see a concept that makes you look twice, figure out why.
>
> Randy Carlson
> Owner
> Minuteman Press of Sacramento

Mailing List

One aspect that differentiates direct mail vs. other types of advertising is that you control the list. That means, you can target specific prospects. You can also test your marketing collateral design and message before committing to printing a billion copies. This is easiest to do with a letter since they are printed on the fly.

See the section on Email Marketing for more details about developing email marketing campaigns.

Follow Up

You can increase the value of direct mail by combining it with other contact management activities.

> Do a calling campaign with it. Call beforehand, letting them know it's coming and what to look for; call afterward to discuss the mail piece, and to check for a good fit between their needs and your services. Or both.
>
> Wendy Schonwetter
> Founder
> The Verbal Advantage

Marketing Collateral

There are many forms of printed marketing collateral. It includes a simple flyer you can print from your computer up to thousand dollar slick, glossy brochures with custom photography.

Examples:

Brochures
Tri-folds
Flyers
Ads
Article Reprints
Ad Reprints

Be sure to consider your target market. Are you promoting a product based on high quality or low cost. Your collateral should reflect that. Otherwise, you'll have a disconnect.

> Maintain a coordinated look so people will know your stuff. Make it attractive so they are glad to receive it.
>
> Randy Carlson
> Owner
> Minuteman Press of Sacramento

Design

Unless you're a graphic designer, consult an expert. Develop a relationship with a graphic designer or look for a printer that has a graphic designer on staff. Consider the cost of design options before committing to the design. I learned the hard way that full color printing can be very expensive. Consider one or two color printing when possible. Be sure you are you ready to print a large quantity of collateral before committing to a full color order.

> Keep it SIMPLE, keep it FOCUSED, and have a stellar headline that makes a promise, delivers your offer, introduces news, or whatever to ensure it grabs your prospect's attention and gets her to read the rest of your copy. Proof it until you are guaranteed it is 100% perfect (one typo kills the message and presentation). Use engaging photos with captions, serif type for the body copy, testimonials, always offer a guarantee, and provide as many ways to contact you as possible.
>
> Steve Topper
> Marketing Expert

One strategy I've found effective is working with a Virtual Assistant, Michelle Ulrich. She develops marketing collateral for me. I tell her what I need and she designs it. She can also print and mail pieces on a one off basis. She has saved me a lot of time and money. She has been a blessing from the beginning.

Message

Don't forget the message. As important as the design is the message, the copy you use to convey your offer.

Do a website first. It is a great way to get the kinks out of your message.

Alex von Allmen
Founder
BrandMother / Ponders & Principles

Greetingware

There are more and more electronic products that are being launched to automate the process of follow up.

These products may be based on email, online services or PC applications. The purpose is to automate the process of contacting prospects and clients. Get your name in front of them on a regular basis.

Examples:

- Ponders
- Card Bistro

Advertising Specialties

One way to get your name out there is to use products which carry your logo. This can be paired with direct mail for great effect.

Examples:

- Refrigerator magnets
- Paper pads
- Calendars
- Shirts

Choose an item that is appropriate to your target market. Find one good item to start with and purchase it in quantity. As with any printing, the more you get, the less expensive it is per item. Make it memorable and people will remember you.

> Refrigerator magnets with your business name and contact information and a catchy headline to constantly draw attention to the magnet. A great headline is mandatory and is your attention grabber.
>
> Steve Topper
> Marketing Expert

Develop your Contact Strategy

Ultimately, contact management relies on taking action. It is less about management and more about completing activities that put you in contact with people on a regular basis.

Determine the sequence of events

Developing a contact management strategy means determining how and how often to make contact with people. This can include customers, prospects and other people. Your contact management activities will be more successful if they are repeatable. You will have better results by simplifying your activities to the point that you can reach out on a frequent basis.

> Exercise:
>
> Create a contact strategy you can use with anyone you meet.
>
> 1st Contact Approach: ____________________________
> 2nd Contact Approach: ____________________________
> 3rd Contact Approach: ____________________________

How will you schedule and track your follow up?

When you tell someone you will send them information and do something for them, you have made a promise or a commitment. It is critical that you follow through. And yet, many people don't. Why? They just have too many things on their plate and forget. So, what's a person to do?

First, you have to have some means for tracking tasks or things to do. This is where a PDA comes in handy. You can quickly add a task in your PDA for a commitment you have made. But, you have to review that list periodically and follow up. Add a task to your task application.

Contact Methods

- Phone
- Email
- Fax (Be cautious about regulations)
- Mail
    - Personal Note
    - Postcard
    - Letter

Contact Management Call Plan

It's a great tool to practice the right habits. Start by setting goals. (Look for a form in the Second Edition of Million-Dollar Contacts.)

Contact Management Database

The Value of your Contact Database

The promise of this workbook is to teach you strategies to help you build a million-dollar contact database. But, how much is your contact database currently worth? There are many calculations we could use. Here are two examples.

The following calculation will estimate the value of your database in future years. It assumes that as you increase your base of contacts, you will have more opportunities to generate sales. It also assumes that you will take the necessary actions to generate sales, delivery the product or service and ensure customer satisfaction.

Formula:

V = N x CP x AS

V = Value
N = Number of Contacts
CP = Percent of Contacts that are Prospects
AS = Average Sale per Client per year

N = ____________________________________
CP = ____________________________________
AS = ____________________________________

V = ____________________________________

Obviously, this calculation will not work well for new sales professionals since they don't have a track record yet.

Be aware that as you add more contacts, it becomes more challenging to follow up with everyone. You will need to look at more efficient, effective and automated methods to make contact.

See the Section on Contact Management Tools for more information on contact databases and CRM Systems.

Million - Dollar Contacts
Higher Revenues through Better Relationships

Prospecting

Targeting your Prospects

Every Sales Pro will have to devote some time to prospecting even if that prospecting comes from asking existing customers for referrals. It might even include prospecting for new business from existing clients.

There is deliberate prospecting and accidental prospecting. Deliberate prospecting includes attending networking events and calling a list you have developed. Accidental prospecting includes talking to the person next to you on the plane or striking up a conversation with someone at the doctor's office. You need both approaches; however, deliberate prospecting will be most effective in the long term. Prospecting ultimately takes on a life of its own as you practice the skill.

The big picture

To be successful ultimately means you need to generate revenues. This may take some time. You might get a few lucky breaks and be able to generate some large sales. But, otherwise, it takes time to find prospective customers. The key is not to become discouraged.

So, it's important to spend your time doing activities that will put you in contact with likely prospects. You must spend your time wisely. To do this, you must be clear about who is your ideal customer.

Who's your ideal customer?

Take a look at your existing customers. What do they have in common? Do they fall into a few industries or professions? Are there any specific demographic features? For example:

- Age
- Income
- Interests
- Industry
- Profession
- Associations

Exercise: Now it's your turn. Take the time to complete this exercise to identify your ideal customer. Try to make this customer profile as specific as possible. If you prefer, build three separate profiles. The more narrowly you can define your profile, the better results you will have.

Characteristic	Profile
Nickname	
Age Range	
Economic Level	
Profession	
Industry	
Associations	
Interests	
Newspapers	
Magazines	

Give your target market a nickname to help you remember who they are. This is for internal use only. The latter characteristics refer to which associations this market belongs to, which newspapers and magazines they read and what interests they have.

Where will you find them?

So, where do you prospect? Well, this depends on who your ideal customer is. Let's consider an example.

Example: A financial advisor is interested in finding wealthy individuals. People need money in order to invest. These might be executives, managers, business owners or even someone who inherited money. However, it can include people at a middle income level.

In our example, where will a financial advisor find clients? They can start by asking existing clients for referrals. Beyond that, they can attend business functions likely to attract executives, managers and business owners. Charity events will also likely attract prospects. Again, the goal is to establish and then build relationships with prospects. Remember that it takes seven contacts before someone remembers who you are and what you do.

Reach out and touch someone

The most powerful tool you have at your disposal is the phone. You can make many contacts with prospects and customers by phone. It's also very affordable. You can talk to people in various cities over the course of an hour. Doing this in person would require flights to each of those cities.

Direct mail and email can be very effective, especially for mass marketing, but lack the personal touch required to truly build a relationship.

NOTE: However, sending a direct mail piece and then following up by phone is a great strategy.

Prospecting at Events

One of the best methods for finding prospective customers is by attending events where you will meet new people. These may be local association meetings, national conferences or charity events. There are many events that happen every week. The key is to determine where you will find prospects that fit your profile of an ideal customer.

Mixers

Business mixers are a common forum for meeting prospects. Results can vary. Most often you will find other sales reps, but it is also a great place to meet small business owners. Again, it depends on how well attendees really match your ideal customer profile. However, sometimes you get lucky and meet someone who will either become a customer, a referral source or an alliance partner.

Think outside of the box on this one – for example, even though your perfect prospect doesn't belong to the Chamber of Commerce, there may be several professional business consultants who currently work with your target market who DO go to the Chamber. Visit organizations and attend events once or twice – and scrutinize the financial investment as well as the time investment before you join any one group. Also, make a master plan for your marketing and networking events for the calendar year – this helps prevent event "overwhelm".

Lori Richardson
Founder
ScoreMoreSales.com

Exercise: What business mixers are in your area? Take a moment to review your chamber of commerce website to identify upcoming mixers.

Breakfast, Lunch and Dinner Events

Many events are oriented around a meal. This helps to save time since you have to eat anyway. Plus, it's a means of breaking bread with others and helps to build relationships.

> Life is a networking event. I attend every day.
>
> Scott Ginsberg
> Author/Speaker/That guy with the nametag

You will have to chat with those sitting with you, so take time to get up and walk around. Meet others at the event.

Charity Events

First keep in mind that the purpose to attend a charity event is for charitable purposes. You must be sincere in your care for the beneficiaries. It helps to pick events that have personal meaning for you. No matter the charity, you will usually find similar people at such events.

Virtual Activities

Don't limit your networking to the real world. Network online, attend teleclasses and webinars, and join list groups.

> Attend group classes. You get exposure in a low-pressure environment.
>
> Andy Wibbles
> AndyWibbels.com
> Blogging Evangelist

Making Contact

Once you arrive at an event, what is your approach? The last thing you want to do is run around and collect business cards. It will be clear you are strictly there for promotional purposes. Instead, move slowly through the room taking time to stop and chat with people at length. Wait till the end of the conversation to ask for a business card.

Business Card Notes

One of the best ways to make note of a conversation is by making a brief note or code on the back of a business card.

Codes:

CB = Call back
P = Prospect
S = Send information

Circle the letter code to distinguish it from other letters. Make additional notes as necessary. For example, if you speak to someone who is a likely prospect for your services, then note P and CB. If you indicate you will send a brochure of your services, write S and then “brochure.”

Note that priority by assigning a 1, 2 or 3. Use 1 for the most urgent follow up.

Leverage your Contacts

You may not always meet the right person at a company on first contact. The key is to start there, build a solid relationship and then ask for an introduction elsewhere in the organization.

Meet and Greet

How long should you chat? It depends on who you’re talking to and what you’re talking about. But, generally, you should spend about 10-15 minutes with people. Only at the end of the conversation, ask them for a business card.

> Be unforgettable, be referrable, be friendly and be amazing at what you do.
>
> Scott Ginsberg
> Author/Speaker/That guy with the nametag

Safe Topics:
- Business
- Economy
- Family
- Interests

Topics to Avoid:

- Politics
- Religion
- Gender or Race Issues

Learn and Remember

At a typical event, you might have conversations with 5-10 people. You might talk about business, personal matters and possibly politics. But, what value is in those conversations? First, remembering what you discussed is respectful. If someone mentions they have a sick relative, it is appropriate to ask about their health the next time you talk to them. Secondly, it helps to establish rapport. It gives a basis for extending a conversation days or weeks later.

When you have a moment, make a quick note about your conversation. Just don't forget to transfer that information to your contact database.

Follow Up

Once you meet someone for the first time, you have a narrow window of opportunity to follow up and further that relationship. I would first recommend sending a personal note. Otherwise, call. A phone call is the best way to follow up and re-establish rapport with someone.

Make your list and follow up within a week.

Alliance Partners

Business is about relationships. Sales is a team effort. Take time to build strategic alliances with other sales professionals and business owners.

Once you identify an alliance partner, it's time to start building a relationship with them. Let them know you see an opportunity to work together. But, there has to be mutual benefit. It can't be a one way street, otherwise, there is no reason for them to follow up with you. That's why it's important to ask people about their goals and aspirations

Strategic alliances do not have to be a formal relationship. It could be an agreement to share information or work on a project.

Cold Calls

Where do you stand on cold calls? Most sales professionals prefer public speaking to cold calling. And yet, it can be an effective strategy.

> When cold calling to a business, I believe it is my prospect's job to talk to me, that they are paid to talk to me, and in fact, they can't wait to hear what I have to say! I ask them to help me find the person that is a good fit for what I am calling about. I know that I am offering them something that will make their job, or their product, immeasurably better. When I've selected well, it's them, of course! But if not them, they'll know who to direct me to at their company. Then, I start over again, as happy as a clam to be even closer to a good fit for what I'm offering!
>
> Wendy Schonwetter
> Founder
> The Verbal Advantage

The key to cold calls is to warm them up. Learn something about the person you are calling. Look for an opportunity to establish rapport on the first phone call. If you have no way of learning about your prospect, take the alternate approach and send them a letter first. You have about a 20 percent chance they might open it, so be sure to write a teaser on the envelope. Then, when you call, they may at least recognize your name.

Door-to Door Selling

One sales strategy that is often forgotten is door-to-door selling. If you don't like cold calls, you're not likely to enjoy door-to-door selling. The strategy has long been used in consumer sales, but is mostly limited now to fundraisers. It is used still less often in business to business sales. However, there is a place for it.

First, remember that is one strategy out of many you will employ. It's best for sales professionals who focus on a particular geographic area, as in for territory sales. It's a way to really make sure you are making contact with everyone in your territory. While the goal is to make contact with your primary audience, you will often have to settle with meeting an administrative or executive assistant. In that case, ask for a business card or at least a name for follow up later.

I got my start in sales with door-to-door selling for a copier company. My goal was to make contact with a business owner or office manager and demonstrate our product. I carried several copiers in my vehicle at all times to be prepared.

Million - Dollar Contacts
Higher Revenues through Better Relationships

Marketing

Referral Marketing

The most powerful form of marketing is based on referrals. A referral is when one person refers you to another. An even more powerful strategy is when the referring person establishes contact with the referred contact ahead of time, so you will be expected. This makes the referral more friendly and welcome.

> Listen to your clients, do a good job and give them a little something to say “thank you” for the referral.
>
> Lisa D. Brys
> Founder
> TimeWorks Professional Organizing

Refer Others

Take the bull by the horns and refer business to others. As the Golden Rule states, “Do unto others as you would have them do unto you.”

This means that you should seek opportunities to refer people to others. One of the simplest ways to do this will be to join a business leads group. This creates a reciprocal relationship that allows you to build relationships with other people willing to refer business to you. It also creates an accountability mechanism.

Ask for Referrals

It’s nice to be selfless, but in the world of sales, you need to look out for yourself too. Be sure to ask for referrals.

Ask for help—people loooove being able to help. I ask people to help me find people who need my services. People always oblige, often with themselves as the first client!

Wendy Schonwetter
Founder
The Verbal Advantage

Identify referral sources and reward them

In your business relationships, you will find certain people who are more likely to refer prospects to you. Why is this? It may be because they are in a related industry. For example, mortgage brokers work with title companies and are likely to refer them business. This may be based on the relationship they have and how responsive they have been in the past.

Set clear expectations about how you will handle referrals and be sure to send a thank you note after every referral.

Exercise:

Identify top five referral sources:

1. ____
2. ____
3. ____
4. ____
5. ____

Deliver on your Promises

The best referral is from a satisfied customer. How do you keep your customers satisfied? Do what you say you're going to do. And, follow up, follow up, follow up.

Do excellent work (the kind you'd want someone to do for your aging parents), invoice the next day, call the next day to thank them and make sure they are satisfied with your work, then send a written thank you card within 5 working days. And finally, guarantee your work. Also, ask for a testimonial.

Steve Topper
Marketing Expert

Expand your network

Your most valuable asset is likely to be your network. Your network consists of all of the people you know. And more likely, it is all of the business people you know. But, how valuable is this network? It depends on how well you tend your network.

Join a business leads group. For example:

- TNI
- BNI
- LeTip
- TeamLeads Network

Online Networking Groups

- LinkedIn
- Ryze

Email Marketing

One of the most cost effective ways to keep in touch contact is through email. But, the value of email has been drastically reduced due to the proliferation of spam. Not only are email inboxes crowded with messages, but email spam filters are trapping valid messages that people requested to receive. Ask people to add your email address to their address book. Ask recipients to add to safe senders list.

But, how should email be used in a targeted marketing campaign? Email should be used as one component of an overall marketing campaign. It should be the sole method for communicating your message.

Permission Based Marketing

Email is now passé. You can thank spam for reducing the value of email. It’s a joke in our society. People are now using spam filtering software that may trap your message in a spam filter. Many people don’t even know how the software really works.

That makes it even more important to establish a relationship of trust with your customers and prospects. This can be established by following the principles of permission based marketing.

For additional strategies, see our *Permission Marketing Program*.

PC Email tools

You can send email messages one by one or you can mail merge email messages in order to quickly generate an eblast.

Avoid common spam words such as “free”. Avoid words that may cause your message to be by a spam filter.

Mail merge allows you to personalize email messages.

A major time saving feature built into most contact managers is the ability to use mail merge templates to quickly send out pre-written, personalized e-mails and letters. I know from experience that mail merge is a highly under-utilized tool among businesses large and small. Anyone who finds themselves creating a communications piece by cutting and pasting content from previous e-mails or letters should consider saving the piece as template that can used over again with a couple points-and-clicks.

Many people who have not used the mail merge feature within their contact manager believe it is a complicated process to set up. On the contrary, it is simple to set up and very much worth the effort. Also there is the impression that mail merge is something you use when you are sending mass communications, but mail merge can also be very handy when sending out just item.

Chris Pumphrey
ACT Coach
Contactivity

Do not send messages to an open list where all names on the list are visible. You can include email addresses in the bcc line. In that case, you can either list your own email address in the To line or another phrase such as “Undisclosed Recipient List.” To do this, create a contact record name that and then include your own email address.

Software: Outlook, ACT!

Online Email tools

There are advantages of using software from your personal computer such as ACT! However, there are advantages to using an online based email tool such as Constant Contact.

Software: Constant Contact, Subscribermail, Mojo Mail

Get permission

You can secure a person's permission through a double opt-in process. This is most often used with email newsletters.

A double opt-in process starts with someone entering their email address online. They initiate the request to be added to a list. Next, an email message is sent to that email address and they must respond by clicking on a link to approve the addition to the list. This helps to ensure that someone else does not add you to the list without your permission.

Information vs. Promotion

I like to use a simple rule. Messages should be 80% informational and 20% promotional. What should that information be? There's nothing wrong with providing information that motivates people and piques their interest. It can be information that is actionable.

Write about trends, issues, tips, techniques and strategies. Give people shortcuts.

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Technology Tools

Contact Management Tools

Most people think about contact management in relation to the tools that allow them to keep track of follow up activities. Today, we equate that with software.

When I started in sales, I used a card box filled with business cards I had taped onto index cards. Then, I made notes about contact activities. I kept the whole assortment of cards in an index card box. It was actually quite effective. But, I'd much rather have an electronic database today. There are so many options to automate contact follow up that it easily pays for itself.

Day Planner

The classic day planner is still used by many to maintain their calendar, contacts, tasks and other assorted notes.

Examples:

- Franklin Planner
- Daytimer
- Dayrunner

I used a Franklin Planner for five years and was very satisfied with the results. But, I longed for a PDA that I could easily carry. I got tired of carrying along a small pad of paper wherever I went to make notes and not having that integrate with the rest of my system.

Contact Management

At the very least, you need a tool that will allow you to store all of your contacts. Of course, a paper planner can still work. However, you will have to rewrite your contact list periodically as you add more contacts. Most people use some type of software to store contacts. Contact Management software also allows you to store various contact details such as phone, address, and email as well as company and other details.

Outlook does offer some capabilities to store activities. You can even link tasks to contact records. However, those details may not transfer to a PDA.

Keep your contact database up to date. People are constantly moving and changing their contact information.

> I have a folder for emails that may have new contact information in them and I go through that each week. I do periodic mailings and calls so typically I catch changes fairly quickly. I treasure my contact database and treat it like money.
>
> Lori Richardson
> Founder
> ScoreMoreSales.com

There are several software tools that allow you to synchronize contact details. I use Plaxo. I've found it to be very effective. It works best when your contacts sign up for the service too.

If you can't bring yourself to go completely electronic, then consider using a hybrid of PDA and paper planner. Store your contacts in software and keep your calendar on paper. Your contact database will grow quickly and will be easier to access in alphabetical order. Since your calendar is more focused on future dates, it will be easier to maintain. Some people like seeing a full week or month at a glance. This is best on paper. However, if multiple people need access to your calendar, you may have a case for moving to software.

Software applications: MS Outlook, ACT!, Goldmine, Maximizer

Sales Opportunities

While contact management software is focused on tracking the minutiae of interactions with people, other software is focused on keeping track of sales opportunities. Once you identify someone who is interested in your services, you can enter an opportunity.

You create accounts which are for companies. Then, you track opportunities or deals.

Online Services: SalesLookASP, SalesForce.com

Software applications: ACT!, Goldmine, Maximizer

Customer Relationship Management (CRM)

For larger organizations with complex customer relationships, a Customer Relationship Management (CRM) system may be appropriate. These complex databases warehouse customer data from across an organization to help in marketing, sales and service activities. CRM systems can also track and execute marketing campaigns.

Implementing a CRM without allocating enough resources to managing and maintaining the system is a mistake. Managers need to be clear about the purpose of the system and it needs to be integrated fully into marketing, sales and service efforts.

Software: NetCRM

Database Maintenance and Backups

What is the value of your database? You'll never really know for sure until you lose it one day and have to rebuild your database from scratch. That's a task you'll want to avoid.

Do regular back-ups and database maintenance to make sure your data is in good condition and easy to restore in a worst case scenario. Unfortunately many people don't get serious about regular maintenance and backups until the have an incident where data corrupted or lost. It is a real bummer when months of data is permanently lost because backing up was not taken seriously or done properly. I have witnessed some genuine sob stories with this issue.

Chris Pumphrey
ACT Coach
Contactivity

Data Security

You can never be too safe and secure when it comes to your contact database. Take extra precautions to prevent hackers and would be thieves from getting your data.

Properly secure your contact manager with password protection, and do not check the "remember my password" box if there is one. Treat this with the same diligence as locking your door when you leave your house, or fastening your seatbelt when you drive your car. It is a preventative measure to limit your liability and protect yourself and others from loss and harm. Company databases walk away every day in the hands of employees who are leaving to work with another company, or start their own competing business.

Chris Pumphrey
ACT Coach
Contactivity

Identity Theft

If you have a contact database, then you have an obligation to protect your contacts, including prospects, clients and other people.

Identify theft is currently the fastest growing crime in the US. You can help to protect yourself and your customers and clients by first eliminating any unnecessary sensitive data such as social security numbers, birthdates, credit card info., etc. If you do need to store this type of data, do what your system will allow to limit the view and accessibility to only those with a genuine need-to-know.

Chris Pumphrey
ACT Coach
Contactivity

For more information on reducing the risks of identity theft, consider our teleclass, *Prevent PDA Identity Theft*.

Mobile Technologies

Many sales professionals spend a good portion of their time out in the field visiting customers, meeting new prospects and promoting their products and services. While away from your desktop computer, a PDA makes a great tool to access and collect information.

Mobile technologies are simply another tool to help to stay organized. That includes not only your computer records but also your paper records.

> Hire an organizer to help you with time, paper and clutter control management issues and hire The PDA Pro to keep you up-to-date with technology.
>
> Lisa D. Brys
> Founder
> TimeWorks Professional Organizing

PDAs and Smartphones

A PDA is a personal digital assistant. But, to me, PDA stands for Productivity, Discipline and Action. To increase your productivity, you must exercise discipline and take action.

> Essentially your PDA should give you instant access to anyone you know. Of course, that requires that you update your PDA anytime you meet someone. Also, enter as much information as you can about the people that you meet, including their birth date, interests, and children's names.
>
> Rick Cooper
> PDA Coach
> The PDA Pro
> (Excerpt from Marketing Magic!)

PDA: personal digital assistant. It's a handheld computer that is an electronic organizer.

Smartphone: A handheld computer with a built-in phone. Most smartphones are also PDAs, in the sense that they operate with a PDA operating system such as the Palm OS.

There are three many operating systems for PDAs. Palm, Windows Mobile and Blackberry.

Palm OS:

The Palm OS is offered by PalmOne. It has been the leading operating system for PDAs. Palm PDAs include the following models: Palm Zire, Tungsten, Treo.

Smartphones: The Palm Treo is one of the most popular smartphones. The Treo 650 is the current model. Palm has also introduced Treo models based on the Blackberry and Windows Mobile operating systems.

> I use a PalmPilot. It's the best tool yet! And yes, I encourage others to use some type of calendar.
>
> Lisa D. Brys
> Founder
> TimeWorks Professional Organizing

Windows Mobile:

Windows Mobile is offered by Microsoft. PDA devices that use Windows Mobile are made by a variety of manufacturers including HP, Dell and Siemens. Windows Mobile PDAs include HP iPaq, Dell Axim and the Siemens Pocket PC smartphone.

Smartphones: There are several smartphones based on the Windows Mobile operating system. The Siemens Pocket PC smartphone is one model. Motorola introduced the Q in early 2006.

Blackberry:

Blackberry devices are offered by Research in Motion. They have an extensive array of devices that offer email capability. Newer models also act as a smartphone and offer internet access via a browser.

Smartphones: There are several Blackberry smartphones. One model looks similar to the Palm Treo. It is the Blackberry 7510.

Symbian:

Symbian offers smartphone models that have PDA functions. Models are manufactured by Nokia, Motorola, Sony Ericsson and Panasonic.

PDA Contact Management

The reason a PDA is ideal for contact management is because it's always with you.

Suggestions:

- Track each contact point, every interaction
- Keep it brief
- Enter details as a note on the contact record
- Transfer important details to database fields, rather than notes

There are many contact management tools for the PDA. ACT for Palm OS is a great tool, but does not work with all Palm PDAs, in particular the Treo 650. One substitute is Agendus for the Palm. It has a great interface, although the extra functionality does cause the software to run slower than the standard Contact software that comes with the Palm.

The FREE Special Report, *Double Your Productivity with a PDA*, offers further details about how to leverage your time to increase your productivity by using a PDA.

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Take Action

Develop your Contact Management Action Plan

You may already know what you need to do, but it may be difficult to actually get it done. It always seems like there are other higher priorities. So, how do you create the accountability you need to succeed? You may find it helpful to work with a coach.

The first step is to create an Action Plan. Your action plan should set goals, identify resources and anticipate obstacles. Once you have created your plan, it will be time to implement it.

Example

Let's consider an example. Let's call it Note/Letter/Phone. After making initial contact with someone, you send them a note within 2 days. Then, you follow up with a letter within one week. Finally, you call them by phone in another week. It takes a commitment to action to follow through. You can help yourself by having a plan on how to make contact.

Identify potential obstacles

What obstacles will you face? There are many distractions that will prevent you from taking action. Take a moment and think of a few obstacles you will face.

Exercise:

Think about times in the past when you have fallen behind. What stands in the way of staying on task. List three items below.

1st Obstacle: ______________________________

2nd Obstacle: ______________________________

3rd Obstacle: ______________________________

Next, think about when you can devote time to following through.

Exercise:

Determine your focus time. When people ask how they can get focused enough to follow through, I recommend they block out time in one hour increments. Take a moment and identify three one hour blocks in your week and add it to your calendar.

1st Time Block: ______________________________

2nd Time Block: ______________________________

3rd Time Block: ______________________________

For maximum effect, set several blocks in a row. At the end of the hour, start on new tasks and projects.

Illustration:

- Meet
- Note (2 days later)
- Letter (1 week later)
- Phone (1 week later)

Identify resources

Now that you have identified obstacles, it's time to identify some resources. Take a look through the list of resources at the back of this workbook. Fill in the following list with several resources you plan to use immediately.

Exercise:

Now, make a list of resources you can rely on to help you.

1st Resource: ______________________________

2nd Resource: ______________________________

3rd Resource: ______________________________

Finally, create an Action Plan that will allow you to get focused and **Take Action**!

Exercise

Now, it's time to create an action plan for contact management.

What elements should be in your action plan? Well, first, you should consider your ideal customer. Next, consider the Contact Strategy we discussed earlier. Then, consider what you will record in your contact database. Finally, consider how you will review your database and develop individual marketing campaigns.

Contact Management Action Plan

Ideal Customer: ____

1st Contact Approach: __________________________

2nd Contact Approach: __________________________

3rd Contact Approach: __________________________

Software: ______________________________________

Method used to enter business cards: ____

Database review: ____

Send in your Contact Management Action Plan

To create some accountability, I encourage you to send me your Contact Management Action Plan. Send your plan to by email, mail or fax.

Email:
rick@thepdapro.com

Mail:
Rick Cooper
The PDA Pro
3323 Watt Avenue #280
Sacramento, CA 95821

Fax:
800-677-8384

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Resources

This workbook touches on a lot of topics. For additional information, please consult the resources below.

The PDA Pro blog:
http://rickcooper.typepad.com/thepdapro

Magazines:

- Selling Power magazine
- Marketing Times

Books:

- Marketing Magic, Rick Cooper, Co-Author
- Networking Magic, Jill Lublin and Rick Frischman
- Blueprints for Success: Networking - 150 Ways to Promote Yourself, Dr. Bette Daoust
- Sales Dogs, Blair Singer
- Selling to VITO, Anthony Parinello

Associations:

- American Marketing Association (AMA)
- Sales and Marketing Executives International (SMEI)

Business Leads Groups:

- TNI, www.tni-network.net
- BNI, www.bni.com
- LeTip, www.letip.com
- TeamLeads Network, www.teamleads.com

Online Networking Groups:

- LinkedIn, www.linkedin.com
- Ryze, www.ryze.com

Software:

- Outlook
- SalesLookASP
- ACT!
- Goldmine
- Maximizer

Online Services:

- Constant Contact, www.constantcontact.com
- Subscribermail.com
- Mojo.com

Please email your own favorite resources to add to the list. Send an email message to rick@thepdapro.com.

Glossary

Alliance Partner: A person you partner with either as a referral source, a partner, etc.

Contact Management: Build relationships though periodic communication to establish and maintain rapport.

Contact Management Software: Computer application with a database to hold contact records. Usually stores contact related activities such as phone calls, email messages, meetings and tasks.

Customer Relationship Management (CRM) Software: As the name implies, this is software that will help you manage customer relationships. Beyond standard contact management software, CRMs also can store transaction data about customer activity. This can help provide a broader understanding of customer relationships and buying behavior.

Demographics: Characteristics of a segment of people. For example, age, income and profession.

Double Opt-in Process: A double opt-in process starts with someone entering their email address online. They initiate the request to be added to a list. Next, an email message is sent to that email address and they must respond by clicking on a link to approve the addition to the list.

Lead: You provide information regarding a possible opportunity that may include name and number.

Opportunity Pipeline Software: This software is not as much concerned with customer behavior as much as providing a tool for sales organizations to track sales opportunities.

Opt-in: A mailing list where recipients subscribe or choose to be included.

Opt-out: A mailing list where recipients can unsubscribe or choose to be removed.

PDA: personal digital assistant. It's a handheld computer that is an electronic organizer.

Permission-based Marketing: Asking permission from customer and prospects before sending promotional email messages.

Prospect: A prospective customer.

Prospecting: Doing activities that allow you to meet prospective customers.

Referral: You provide a qualified lead and they are expecting a call.

Referral Source: Someone who refers you prospects on a frequent basis.

Sale: Offering a product or service in exchange for money or in some cases in trade for other products and services.

Smartphone: A handheld computer with a built-in phone. Most smartphones are also PDAs, in the sense that they operate with a PDA operating system such as the Palm OS.

Strategic Alliance: A formal or informal relationship between business owners or sales professionals. The relationship should be mutually beneficial.

Target Market: An intended set of prospects who share certain demographic characteristics.

Tip: You provide details regarding a company and a possible need for service.

A Special Offer

If you've enjoyed reading Million-Dollar Contacts and started changing your habits to build better relationships, then you'll love the Second Edition coming in April 2006.

Million - Dollar Contacts
Higher Revenues through Better Relationships

(Second Edition)

What you'll get:

- All the same great material as in the First Edition
- More insightful quotes
- More examples
- Success Stories
- Contact Management Call Plan (form)

Why wait? **Request your copy today!**

Only $29.95

What could be better than that? How about half off? **Earn a 50% discount** by completing the attached Feedback Form. I need your feedback to help make this product better. Practice the skills and share your success stories. Please submit your testimonials if you would like to be highlighted on the Million-Dollar Contacts website.

Only $14.95 (with completed Feedback Form) – Offer good through 2-28-06

Three ways to order the Second Edition:

1. Credit Card: Order online:

http://www.million-dollarcontacts.com
(Coming February 15, 2006)

2. Credit Card: Fax your order to 800-677-8384 (Use attached order form)

3. Check: Mail your order (Use attached order form)

The PDA Pro
3323 Watt Avenue #280
Sacramento, CA 95821

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About The PDA Pro

Rick Cooper is The PDA Pro. He is your PDA Coach for Productivity Anytime, Anywhere. He teaches sales professionals and business owners to manage their time effectively using a PDA. He offers PDA coaching programs that enable people to leverage their time to increase their productivity. He offers sales coaching and training to help sales teams achieve their revenue and margin goals.

With over 15 years of experience in sales, marketing and technology, Rick offers business leaders keen insights in how to use mobile technology to enhance their sales and marketing efforts.

Rick is author of Million-Dollar Contacts, a contact management workbook. He is co-author of Marketing Magic, which provides innovative tips on marketing, sales and public relations. Based in Sacramento, California, Rick Cooper is a national speaker on PDA Contact Management.

The PDA Pro offers:

- Coaching
- Consulting
- Training
- Products
- Speaking

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