

Selling more Media by understanding “Fully-Maxed Marketing!”

How to Become a Marketing Master and
Sell More With Less Stress

By Greg Bennett

Selling More Media by Understanding... “Fully-Maxed Marketing”

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About Greg Bennett



Greg Bennett is founder and president of Bennett Productivity Programs, Inc., an international sales and sales management training and consulting firm in Denver, Colorado.

Greg is considered to be one of the most effective and entertaining sales trainers and management consultants working today.

In 1988, Greg developed an activity-oriented sales training methodology that features as part of every training program, actual cold calling to real live contacts.

Greg’s training materials and workshops continue to reflect his action-oriented mind-set and his focus on the fundamentals of successful selling. The strategies are considered by many to be the most realistic and street-smart available, and teach salespeople the psychological approach to closing clients vs. the old-fashioned “dog-n’-pony” approach.

Greg began his career in the radio industry as an on-air entertainer and continues to use his sense of humor and creativity to create sales training that is as unique as it is powerful.

Greg and his wife Rosemary live in Colorado with their four daughters. To find out more about Greg Bennett go to www.BennettSales.com.

Introduction (Yes, you should read the introduction)

The net you see on the cover of this eBook is symbolic of many things – the net that a media seller will be creating to capture more “fishies” by mastering these strategies; the safety net they’ll be building when they learn how to leverage their time through understanding marketing; and finally, it represents a *butterfly* net for me as I’ve been driven completely nuts trying to figure out why media sellers WON’T use these techniques and strategies and make their lives in sales 200% easier and more profitable. The logic escapes me!

Read the following and tell me you wouldn’t be crazy too:

- By mastering these strategies a media salesperson will triple the amount of new appointments they make, in about ½ the prospecting time.
- By understanding the core elements contained in this eBook, a media salesperson will NEVER have to make another annoying “cold call” again...ever! (I got your no call list...)
- By understanding this marketing material, a media salesperson will become without a doubt their client’s most trusted advisor...*in fact with the information they have, they’ll become the client’s most valued employee.*
- By knowing this material, a media salesperson can greatly increase the size of the average order and improve the client’s chances for success by at least 50%!
- Even knowing all of the above, only about 5% of the media salespeople I’ve exposed this material to have decided to truly master it and use it!

See what I mean? It’s nuts, right? I’ve got ideas and strategies that, when mastered and employed, will greatly improve someone’s quality of life...and they refuse to change.

Why? Are the strategies super-complicated? No, not at all – they’re easy to understand; in fact they’re almost *too* simple (more on that coming up).

Are they hard to implement? Not when you follow the process and take it one step at a time.

Does this mean someone has to change what they’re doing and learn new things? Yes! That is it! One has to have an open mind, be willing to learn some new things and be daring enough to try a new approach.

Yes, I know I’m being a smart-ass and I sound like I’ve got some definite “issues” about all this, but the bottom line is the bottom line – this material will change your life if you’re open to trying new things.

These Aren’t Crazy New Ideas

We’re not talking radical new things, like clear Pepsi (what the hell were they thinking?)...but incredibly sound, proven ideas that are simply applied in different ways.

What is contained in this eBook are several marketing strategies I call “Fully-Maxed Marketing”. They are tips, ideas, strategies and concepts that any business can and should employ in order to beat the competition into the ground and enjoy their lives as business owners.

The sad truth is – ***80% of non-franchise businesses that are started in this country fail by year 5.*** By year 10, 80% of those companies will be gone. So of 100 companies started in the U.S., only 4 will be around by year 10!!

There could be several reasons for this; lack of money, a stupid premise to begin with, poor management, etc, but a major reason they fail is because they don’t understand the simple concepts contained in this book. Or if they do understand them, they don’t implement and execute properly.

The most ironic part of all this (and another reason I’m in need of intense psychotherapy) is that these are simple, straight-forward, easy-to-grasp concepts. In fact, they’re so simple when you read them you’ll say, “THAT’S IT? That makes so much sense...why doesn’t everyone just do it?”

There are lots of reasons why business owners aren’t implementing and executing these things; some can’t take the time, some don’t have the expertise on hand, some are too focused on trying to just survive.

This is where the whole thing comes around to why a media person should know this...or, **WHY YOU SHOULD BE READING, AND RE-READING THIS EBOOK.**

If you can be the one person to know and understand these “Fully-Maxed Marketing Strategies”, you will not only help businesses survive and thrive, you’ll make your life in media sales so much easier and more profitable.

Okay, I’m done ranting...time to start to sharing these dynamic ideas with you.

I wish you well, and hope you’ll be among the 5% of media sellers who decide to become a “Fully-Maxed Marketing Master”.

1

How This Information Will Change Your Life as a Media Salesperson

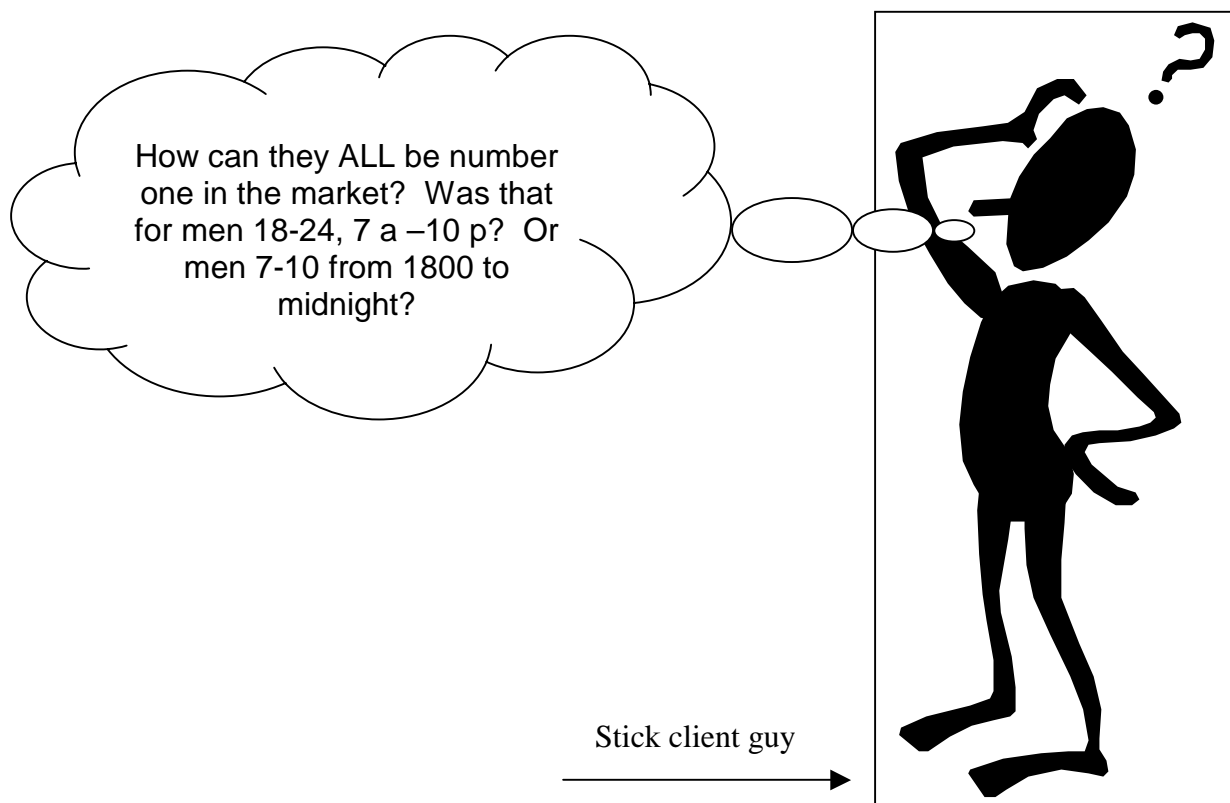
Okay, so you’ve done your best to become a well-educated, knowledgeable media sales rep. You know about time-spent-listening, and average quarter hour, and cost-per-thousand...and you know how your station or stations stack up against other media and other stations.

You have done what your management has asked, you’ve become a *media sales expert*. Which is fine. We ALL should master the essential features and benefits of what makes our particular product or service so great; but it’s not going to get you to the very top of the profession.

You being an expert on media may be helpful when you’re dealing with agencies and national buyers, but it’s not going to mean much when you’re dealing with direct accounts – and that’s primarily the area we’re all looking to grow and expand.

Here are a few reasons why that may be the case:

- You aren’t the only media person who knows this information and has become an “expert” on media...
- Everyone else in the market has bombarded clients with this information, so much so they don’t believe much of what they see.



- The bottom line is (and this one hurts) – clients could care less about your station...your information...your charts and graphs and demo information. The only thing they care about is what does all this mean to me? How does it effect MY business? How does this help me survive?
- Clients need help in saving their business, they need guidance and assistance in the core tenants of “Fully-Maxed Marketing” – they don’t need another media expert on staff....they need a marketing mastermind!

By Mastering This “Fully Maxed Marketing Material” You Will Be Learning Strategies and Ideas That 90% of Business Owners Either Don’t Know, or Don’t Know How to Implement

For those that chose to skip the Introduction (and you know who you are) I will reiterate a startling fact – 80% of non-franchise businesses that are started in this country, will be out of business in under 5 years!

There are several reasons and factors involved, but I feel at the core of the issue is a fundamental lack of knowledge about some core marketing concepts.

By becoming a true expert in these marketing concepts, and not just a media expert, you’ll be focusing on vitally important areas to the direct business client. And if you’re vitally important to a business owner...they’ll want you come around more often, and they’ll most likely be willing to buy from you.

Let’s Approach the Client In a New Way, With a New Attitude

I’ve met dozens of radio salespeople and sales managers over the years who’ve proudly told me something like -- “***Our job is to bring people in the door...it’s the client’s to sell them!***” While this may be somewhat liberating to say, it conveys several messages to the client::



- We don't care what clients do with prospects we drop off at their door. So if they want to ignore them, don't do a good job of selling them once, they don't follow-up, and they don't re-sell them down the road...that's just too bad.
- We don't care if you have success or you don't, Mr. Client. Which really means, ***we don't really care if you ever come back or not.***

What if we were to change our approach and we started to say, ***“Our job is not ONLY to deliver prospects to your door, but to help you maximize them throughout your business”***

First of all, why should we adapt this new philosophy?

- We want to stand out as different in the market, not because we're so full of media knowledge, but because we're full of life-giving marketing knowledge.
- Clients won't like us...they'll LOVE us. Instead of being seen as people who want to sell them advertising, we'll be seen as someone who wants to help the client grow their business.
- It removes a great deal of perceived risk on the part of the client, making it easier to close him or her.
- It will create more successful clients, which means more upsell opportunities, referrals and repeat customers.

If we use a farming analogy, most media salespeople act like their job is to come by and toss a bunch of seeds in the door. Sometimes the seeds grow, a lot of times they don't...but it's a crap-shoot from the beginning.

We want to be different types of farmers...ones that believe that it's our job to not only drop off seeds, but to help you plant

them in good soil, water them, weed them and harvest them to their maximum potential.

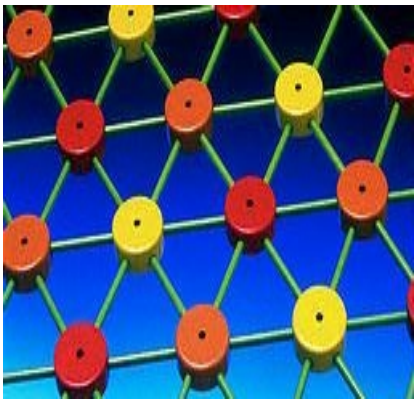
When we begin to adapt this attitude, we start thinking like a client and not a salesperson...**and THIS will begin the process of going from seller to consultant.**

Mastering This Information Also Means Doubling and Tripling Your Prospecting Efforts While Never Having to Make Another Cold Call...EVER!

How can marketing information triple your prospecting results and put an end to making freezing cold calls? That’s a big question...and an even bigger answer. So big that I’ll have to dole out the concepts a little at a time throughout this book.

Let me start by making a couple of initial observations to lay the groundwork for this:

- ***Every business that is in operation today is connected to other businesses in some form or fashion*** – vendors, suppliers, competitors, location, similar customer mix, chamber groups, items they buy, etc, etc (there are hundreds of ways companies are connected to other companies once you begin to open your eyes to what is really going on).



- ***These are just the surface connections***, there many other connection we may actually help to implement for the client as part of our consultative-sales process.
- ***These connections will become connected leads***, to which we’ll make connected calls...these connected calls are so much more productive and profitable than “cold calls” – they close easier, faster and with less stress.

Throughout this book I’m going to attempt to “sell” you on the fact that connected leads are the only way to go when it comes to business development.

In chapter _____, we go into this concept in much more detail and talk about specific strategies you can employ to create more new business than you ever thought possible.

If after you’ve heard all of this you still choose to make cold call after cold call after cold call, getting your teeth kicked while trying to beg your way in to see people who don’t want to see you in the first place....then good luck to you, I won’t be able to offer much help!

2

The Core Elements Within “Fully-Maxed Marketing”

Fully-Maxed Marketing focuses on several critical areas within the internal sales and marketing processes of a business. Our goal is to peel away the outer layer of the client’s business to discover their internal workings. – how they go about their everyday business.

In doing so, we’re going to focus on every area within the customer-acquisition process -- how a customer is acquired, how a customer is sold the first time, how they’re serviced after the sale, and then how the customer is sold the second, third and fourth time.

Here are the areas we’re going to focus on:

Front-end Marketing – How a client is acquired and sold initially by the client.

- The client’s initial sales process
- What is the average first sale?
- How do they initially capture names of prospects and clients?
- Their sales pipeline numbers (their qualifying and closing numbers)

Back-end Marketing – How a client is treated beyond the initial sale – how they’re serviced and re-sold.

- The client’s service after the sales process
- The client’s re-sell mechanisms
- How do they communicate with past customers

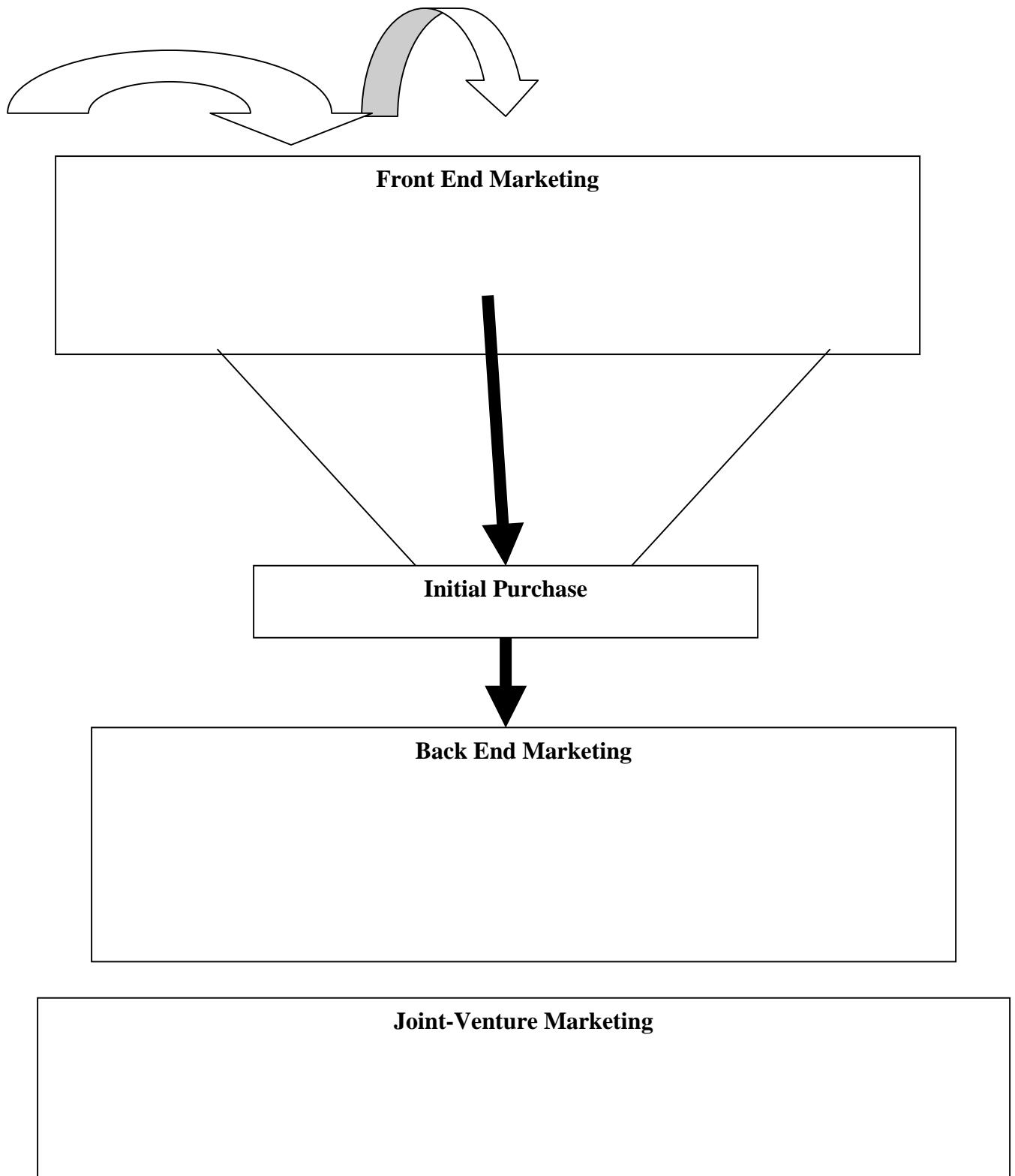
Joint-Venture Marketing – How to help a clients hook up with other businesses to build their back end.

- How to help the client build their back-ends
- Suggesting good clients to cross-promote with
- Setting up profitable and effective joint-venture opportunities

The idea is to add these areas to our line of questioning when we’re interviewing a potential client.

You will see that many businesses don’t know the answers to some of these questions...and the very act of going through this analysis process will be a good exercise for them!

Within these areas we’re going to find a multitude of ways we can help clients to survive and thrive, while we also open numerous new business opportunities for ourselves.





3

“Front-end Marketing” – the Initial Stages Within the Client’s Sales Process

Front-end marketing is the process client’s use to qualify, find and close their customers.

There are several questions we need to get answers to within Front-end Marketing:

- How do they find good prospects?
- What offers are they making to get business in the door?
- What is the sales process?
- Do they capture names of prospects and follow-up?
- How much do they sell in the initial client interaction?

Front End Marketing Strategies

What is “Front End” Marketing?

- **It’s what happens at the initial point of sale:**
 - This is where the prospect becomes a client
 - This is what we sell the client initially

- This is how much we are able to sell, and up-sell the client on their initial purchase

- **It’s the start of the client relationship:**
 - It’s the starting point in getting to know the client
 - It’s the place where we gather information in
 - It’s the place where we gather information in hopes of turning the one-time customer, into long-term buyer

Front-End Goals:

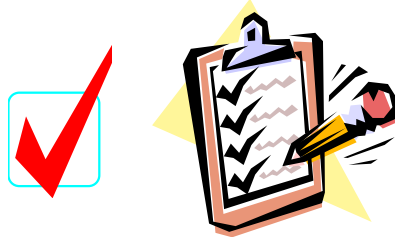
1. Capture the name of every person who comes within your grasp
2. Maximize the purchase on the initial sale
3. Excite and entice one-time customers to become long-term customers

Mistakes Most Businesses Make In Front-End Marketing:

Are your clients making any of these?

1. They don't make aggressive-enough offers to get people in the door and keep them away from the competition
2. They don't bundle, or package, their products and services in order to 'up-sell' at the point of purchase (i.e. McDonald's and their Number Meals - #2 – Big Mac, fries, drink)
3. They let names and phone numbers of good prospects walk out the door just because they couldn't sell them at the initial point of sale
4. They don't let the client know that “we do business a little differently...we want to get to know you” – so they neglect to gather the key information about the client and their needs, wants and desires
5. They don't adequately train their front line people (at the counter, on the showroom floor, etc.) to:
 - Get the prospect's name and vital information
 - Question the prospect as to their 'total needs'
 - Up-sell the client into bigger packages
 - Get vital “future-needs” of one-time buyers in order to get them into the database and sell future products or follow-up services

Front End Marketing



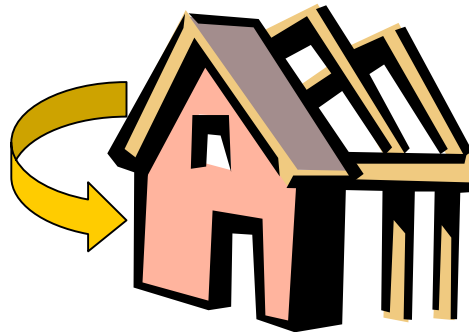
Check-List

- Improve offers so that they get attention and cause people to change their buying habits
- Develop several mechanisms to grab the name, address and phone number of every prospect that comes into your grasp (even if it's just for a brief moment) Then make sure to get that information into a computer, or at the very least, on 3" by 5" cards
- Bundle your products and services together so that you provide added value or convenience for the buyer, and more profit for you
- Train all front-line people to upsell whenever possible
- Tell all clients that you prefer “long term relationships” with your customers, and then have them sign up for additional information, or special offers that are exclusive

Wondering how to set all this up?

Check out the following few pages for some ideas...

Front End Marketing Ideas and Suggestions



How to Get Names of Prospects

- Give away free gifts with a monthly drawing! Put several registration boxes out for people to enter. If you don't have a showroom, let people register through the mail or by fax
- Start a “special offer mailing list” – where customers are alerted of special offers and sales for only those on the mailing list -- and encourage people to sign-up (perhaps you give them a small bonus when they sign up!) You could put the registration information on top, and a tear-away coupon on the bottom (good for their next visit)
- Take the names and addresses off of checks and credit cards
- The key is to get all your front-line people **asking every prospect!** You might consider offering an in-house contest with a reward for the employee who gathered the most confirmed names.
- PLEASE SEE SOME REGISTRATION EXAMPLES LATER IN THIS SEGMENT

How to Bundle Products and Services

- Put together products and services that provide the buyer with a more “complete experience” - for instance, a tennis court builder may want to bundle up a 3, 5 and 7 year resurfacing service. Ask yourself this question, “What else do the clients want, or need to support, or expand the main product purchase?”

- Provide three bundled packages, that contain three items – people like and understand the number THREE
- Bundle your high-profit items with some of your lower-priced front-end products or services (i.e. auto dealers with the high-profit prep services following an new car sale)
- Clearly promote your bundled packages and services at the point of sale
- Train your front-line people to steer buyers to the special packages

How to Show Clients You’re Interested in a “Long-term” Relationship

- Develop a customer profile that people can fill out as they wait in your showroom (or over the phone and fax). This profile is a simple questionnaire that asks about the long-term needs and desires of the client (SEE EXAMPLE LATER IN THIS SEGMENT)
- You may need to provide some incentive for filling this profile out. Some examples – free products, special offer on your first order, % discount over their first 10 purchases
- See other ideas in the next segment on “Back-end Marketing”

How to Up-sell

- Train your front-line people how to **upsell without upsetting** the client. A few quick tips:
 - Your employees must realize that the upsell attempt is for the good of the client (providing the client with a more complete experience)
 - They should be very ASSUMPTIVE in their tone and actions – saying things like, “Here’s what most people do...” and “I’m assuming you want to do what most of our clients do with that package”
- Provide incentives for upselling clients (bonus or higher commission on upsell items) But they shouldn’t be upselling customers that don’t want or need the additional products or services

- Put plenty of ‘quick-hit’ items near the point of purchase (notice all that gum and candy in the check-out line?) If you don’t have a showroom, or check-out line, you can still offer quick-hits as you’re signing the contract, “As we do this, Bob...take a look at these...”

Quick Sales Tips for Turning Prospects Into Clients

- Adequately train your front-line people in selling and closing skills. There are many seminars and workshops in most areas, as well as excellent books and tapes on the program.
- Make it EASY AND FUN TO DO BUSINESS WITH YOUR COMPANY. Isn’t it frustrating to call, or walk into a business and you can’t get assistance? Or the other extreme, where you walk in and you get pounced on! Train your front-line people to treat clients as they expect to be treated! Ask yourself the following questions:
 - Do people get a fast and friendly answer when they call our company?
 - Do we ignore people at the door, or pounce on them the minute they walk in?
 - Would people say doing business with us was easy and even fun?
 - Do we put everything needed to close the transaction at the seller’s fingertips?
- Work with your people on LEADING THE PROSPECT. People need to be led. If all we do is ask people what they think they need, we’ll never close effectively. Train your sellers to lead the prospect with phrases like...”Let’s do this...” and “Here’s my recommendation...”

HOW TO IMPROVE YOUR OFFERS

- Ask yourself these questions about your offer:
 - Would someone go out of their way to get this offer?
 - Is this offer an “awesome” offer?
 - Will the competition hear this offer and take immediate notice?

IF YOU ANSWERED YES TO AT LEAST TWO OF THESE...YOU’VE GOT A PRETTY GOOD OFFER!
- If you are can’t discount the price, or you don’t like to have ‘sales’, then improve your offer with added value bonuses. For instance, if you want to sell a certain car and hold the price

point at a certain level, you could improve the offer with 'this weekend only, buy the XYZ Model and receive free oil changes for life!

- Make your offers dramatic and easy to understand...instead of saying, "The Bentley desk that was \$495, is just \$487..."
...why not say, "The Bentley desk...now 20% off the retail price..."

**A FRONT END MARKETING
CHECK-LIST FOR YOUR COMPANY**

- _____ Improve offers so that they get attention and cause people to change their buying habits
- _____ Develop several mechanisms to grab the name, address and phone number of every prospect that comes into your grasp (even if it's just for a brief moment) Then make sure to get that information into a computer, or at the very least, on 3" by 5" cards (more tips on this in the next segment)
- _____ Bundle your products and services together so that you provide added value or convenience for the buyer, and more profit for you
- _____ Train all front-line people to upsell whenever possible
- _____ Tell all clients that you prefer “long term relationships” with your customers, and then have them sign up for additional information, or special offers that are exclusive

Wondering how to set all this up?



Check out the following pages for some good ideas...

FRONT END MARKETING IDEAS AND SUGGESTIONS

HOW TO GET NAMES OF PROSPECTS

- Give away free gifts with a monthly drawing! Put several registration boxes out for people to enter. If you don't have a showroom, let people register through the mail or by fax
- Start a “special offer mailing list” – where customers are alerted of special offers and sales for only those on the mailing list -- and encourage people to sign-up (perhaps you give them a small bonus when they sign up!) You could put the registration information on top, and a tear-away coupon on the bottom (good for their next visit)
- Take the names and addresses off of checks and credit cards
- The key is to get all your front-line people **asking every prospect!** You might consider offering an in-house contest with a reward for the employee who gathered the most confirmed names.

HOW TO BUNDLE PRODUCTS AND SERVICES

- Put together products and services that provide the buyer with a more “complete experience” - for instance, a tennis court builder may want to bundle up a 3, 5 and 7 year resurfacing service. Or a carpet store may bundle up an quarterly cleaning service.
- Ask yourself this question, “What else do the clients want, or need to support, or expand their main product purchase?”
- Provide three bundled packages, that contain three items – people like and understand the number THREE. An example might be a men's store could offer a bundled “rainy weather package of coat, umbrella, and rubber shoe covers”.
- Bundle your high-profit items with some of your lower-priced front-end products or services (i.e. auto dealers with the high-profit prep services following an new car sale). Or a spa company that bundles in a year's worth of chemicals and an annual cleaning.
- Clearly promote your bundled packages and services at the point of sale
- Train your front-line people to steer buyers to the special packages, as long as they're more profitable

HOW TO SHOW CLIENTS YOU'RE INTERESTED IN A “LONG-TERM” RELATIONSHIP

- Develop a customer profile that people can fill out as they wait in your showroom (or over the phone and fax). This profile is a simple questionnaire that asks about the long-term needs and desires of the client.

- You may need to provide some incentive for filling this profile out. Some examples – free products, special offer on your first order, % discount over their first 10 purchases
- Invite clients to sign up for your “preferred customer programs”, which could include special savings for preferred customers (a furniture store could have special savings hours before a big sale for preferred customers only)
- Train your front-line people to talk up your “after care” programs for support and maintenance

HOW TO UP-SELL MORE PRODUCT OR SERVICES

- Train your front-line people how to *upsell without upsetting* the client. A few quick tips:
 - Your employees must realize that the upsell attempt is for the good of the client (providing the client with a more complete experience)
 - They should be very ASSUMPTIVE in their tone and actions – saying things like, “Here’s what most people do...” and “I’m assuming you want to do what most of our clients do with that package”
 - Provide incentives for upselling clients (bonus or higher commission on upsell items) But they shouldn’t be upselling customers that don’t want or need the additional products or services
 - Put plenty of ‘quick-hit’ items near the point of purchase (notice all that gum and candy in the check-out line?) If you don’t have a showroom, or check-out line, you can still offer quick-hits as you’re signing the contract, “As we do this, Bob...take a look at these...”

SOME QUICK SALES TIPS FOR TURNING PROSPECTS INTO CLIENTS

- Adequately train your front-line people in selling and closing skills. There are many seminars and workshops in most areas, as well as excellent books and tapes on the program.
- Make it EASY AND FUN TO DO BUSINESS WITH YOUR COMPANY. Isn’t it frustrating to call, or walk into a business and you can’t get assistance? Or the other extreme, where you walk in and you get pounced on! Train your front-line people to treat clients as they expect to be treated! Ask yourself the following questions:
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- If you can't discount the price, or you don't like to have ‘sales’, then improve your offer with added value bonuses. For instance, if you want to sell a certain car and hold the price point at a certain level, you could improve the offer with ‘this weekend only, buy the XYZ Model and receive free oil changes for life!
- Another way to go if you don't like to discount (or you have a product or service that is tough to discount), is to purchase things and give them away as a way to improve the offer. An example:
 - An accounting firm may promote, “Just for scheduling an in-house benefits review, you'll receive a free round of golf at Brentwood Country Club”
- Make your offers dramatic and easy to understand...instead of saying, “The Bentley desk that was \$495, is just \$487 (not too dramatic an offer, and too tough to understand) why not try, “The Bentley desk...now 40% off the retail price, this weekend only...”
- In the next segment we'll talk about “Back End Marketing”, or selling after the initial purchase. Keep in mind that the more profitable the back end to a business, the more dramatic the front end offer can be. The best example is probably “8 CD's for a penny!” They lose money on the initial deal, because they'll make it up 100-fold in the back end.

Some Facts We've All Heard, But Forget About All Too Often:

- **It's 5 times easier to sell a past customer than it is a new one**
- **Past customers are usually ready, willing and able to buy from you again, if you'll only ask**
- **Once you've earned the trust of the client, they are open to buying additional services from you, and will welcome your recommendation about other company's related services**
- **Undr 5% of companies or individuals re-contact their past customers to make additional offers**

4

Back End Marketing

Okay, so you've done your best to become a well-educated, knowledgeable media sales rep. You know about time-spent-listening, and average quarter hours, and cost-per-thousand...and you know how your station or stations stack up against other media and other stations.

You have done what your management has asked, you've become a media sales expert.

Back End Marketing Strategies

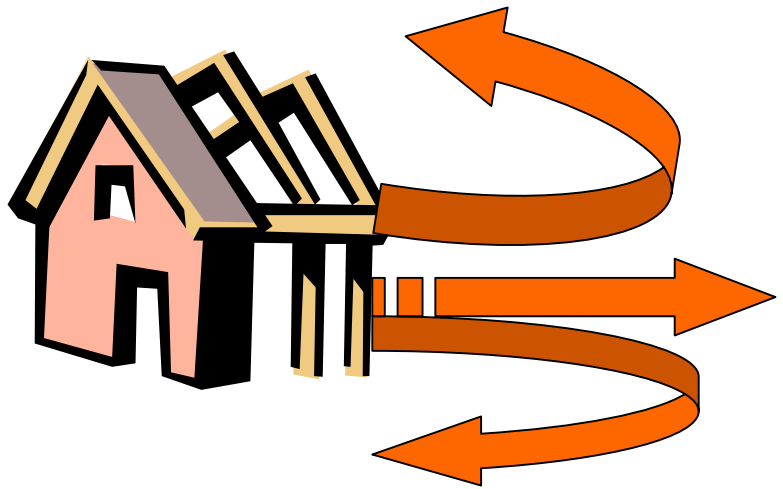
What Exactly IS “Back End” Marketing?

- **It's what happens after the client buys one-time:**
 - This is all about one-time clients becoming long-term clients
 - This is all about saving lost sales and turning them around
 - It's about increasing the satisfaction of our clients and opening the door to a more profitable relationship

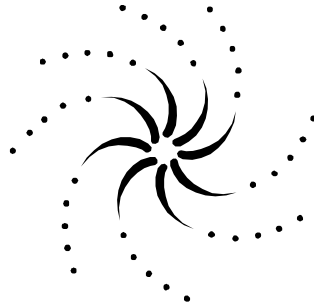
- **It’s the opportunity to sell good customers additional services, not only from your company, but perhaps others too**
 - This is the one area 99% of all companies totally ignore, the opportunity to sell your client other ancillary products or services.
 - Once you’ve gained their trust, they will buy other services you sell, and other services you may recommend and even set up (for a percentage of the profit)

Back-End Goals:

4. To open the lines of communication with good customers and keep them buying from you
5. To provide more of the client’s overall expectations
6. To double and even



Mistakes Most Businesses Make In Back-End Marketing:



Are you making any of these?

6. They have no way to keep in touch with one-time customers, because they don't capture names
7. They spend 90% of their efforts pursuing NEW BUSINESS, and stop making offers and selling to past customers
8. They don't spend the time to get to know their clients and their long-term wants, desires and needs – so it is tough to know what to offer them down the road
9. Because they don't have an active, viable database of clients and their wants and needs, they aren't able to easily offer other services, from other companies, to their client base
10. They aren't actively selling their database of names to other related businesses for a percentage of the profits

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- **It's 5 times easier to sell past customers than new customers**
- **Past customers are usually ready, willing and able to buy from you again, if you'll only ask them**
- **Once you've earned the trust of the client, they are open to buying additional services from you, and will welcome your recommendation about other company's related services**

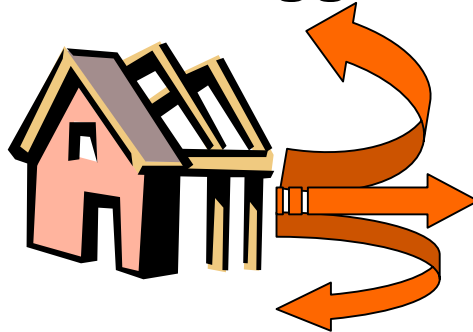
Back End Marketing Check-List



- Develop an on-going customer contact program that keeps your name in front of your customers on a regular basis – could be through mailings, newsletters, phone calls or faxes (or perhaps all of them).
- Make a list of all possible services your customers COULD use to complete their experience. For instance, if your main product is office furniture, additional services your customers COULD use are – office furniture updates (looking at new items), office furniture maintenance, office cleaning, carpet cleaning, computer maintenance, annual office decoration updates, etc.
- If your company offers the added services, present them to your customer base (perhaps in bundled form). If you DON'T offer the services, perhaps you could find vendors who do and strike up a deal to introduce their service to your customers (for a % of the closed deal)
- Consider selling, renting or swapping your customer database for money, or other consideration. Perhaps another vendor has a customer base that you would like to mail to, and you could exchange mailing lists.

**Check out the following few pages for some ideas
and how to set all this up!**

Back End Marketing Ideas and Suggestions



How to Set up a Useful Customer Database

- Select one of the top over-the-counter database software programs available today – Telemagic, ACT, Goldmine. Then find someone who can customize it to fit your needs.
- In your database, gather the key details you'd like to know about your customer and their buying habits (remember that if you are going to be selling the data to someone else, you've got gather the vital information they'll want to know)
- Then as you gather names, have someone enter and update the data on a regular basis
- About 20% of any database changes annually these days, make sure to keep it fresh with regular questionnaires to your database once or twice a year

Creative Ways to “Re-Activate” Past Customers to Buy From You Again

- Keep in mind that most customers who haven't done business with you lately, haven't really “left” you, they've merely become inactive. They need some incentive to get involved with you again
- Sending inactive customers a small gift can make them feel an obligation to reconnect with you.
 - Send a voucher, good for a free item, or nice discount
 - Send a gift certificate from a local restaurant, or other vendor you're working with
- A simple, sincere letter can often bring them back in – “We haven't seen you in a few months, bring this letter in and we have a special gift for you!”

How to Sell Other Company’s Products or Services to Your Customer Base

- Make a list of other services your customers would need in order to better utilize your product. (Examples: A carpet store might list – carpet cleaning, wood floors, drapery cleaning. A men’s store might list – a dry cleaners, shoe store)
- Contact vendors that deliver these services and talk with them about introducing their services to your database. Here’s a few tips for setting up better deals for you and your customers:
 - Arrange for a discount for your customers only
 - Ask the vendor to offer something special to your customers (i.e. double the warranty, free delivery, etc.)
 - Don’t be shy about asking for a percentage of any deal that is done (you are basically doing their marketing for them)
- Make sure you do your due diligence and that you approve of the vendor and trust their work
- The next stage would be to, develop a demo-sketch of your customer base: (This is why we need to gather information about our customers)
 - Age range
 - Occupations
 - Income range
 - Buying habits
- Make a list of the types of other products and services these type of consumers purchase. (Example: A high-end ladies dress shop would have the type of customers that frequent health clubs, purchase nice cars, utilize boutiques and manicurists)
- Approach these companies and ask if they would have an interest in selling to your customer base (remember, don’t be shy about asking for a percentage of the deal)
- Then you can do a mailing to your customers, mentioning the other services, or simply turn over the list and say that you want to approve all correspondence

- Remember, you’ve gained the trust of the customer
- They will be very open (and even appreciative) to your recommendations for follow-up services
- They have to buy these services anyway, and if you DON’T suggest someone, they’re open to making a bad mistake

BACK END MARKETING CHECK-LIST FOR YOUR COMPANY

_____ Develop an on-going customer contact program (I like to call it an “After Care” Program) that keeps your name in front of your customers on a regular basis – could be through mailings, newsletters, phone calls or faxes (or perhaps all of them).

_____ Make a list of all possible services your customers COULD use to complete their experience.

_____ If your company offers the added services, present them to your customer base (perhaps in bundled form).

If you DON'T offer the services, perhaps you could find vendors who do and strike up a deal to introduce their service to your customers (for a % of the closed deal)

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- Think – Who else WANTS a relationship with my client (example: Let's say that I sell motorcycles – wouldn't a motorcycle insurance seller want my list?)
- Then think – Who else HAS a relationship with clients that I WANT? (example: Let's assume I sell RV's – wouldn't a boat dealer have names I might want to sell to?)

Confused?

**Check out the following pages for some ideas and
how to boost your back end!**

BACK END MARKETING IDEAS AND SUGGESTIONS

HOW TO SET UP A USEFUL CUSTOMER DATABASE

- Select one of the top over-the-counter database software programs available today – Telemagic, ACT, Goldmine. Then find someone who can customize it to fit your needs.
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CREATIVE WAYS TO “RE-ACTIVATE” PAST CUSTOMERS TO BUY FROM YOU AGAIN

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USING RADIO WITH YOUR BACK END STRATEGIES

- Radio can be an excellent lead-generator with a powerful front end offer (example: This Saturday only, all Levi's just \$9.99) But...to capitalize on this strategy, you **MUST** make money on the back end. So capture those names, and then start the process of re-selling, and re-activating the customer base.
- Make sure you also upsell like crazy on those special deals
- Put the Levis in the back, and bundle them up with shirts, jackets, hats, boots, etc.
- Use radio to promote special sales for your “preferred customers” – (example; This Tuesday morning from 9 – 11:30, all Johnson Furniture preferred customers will have first shot at over \$1,000,000 in new sofas all marked at least 50% off...however, this is for preferred customers only. To become a preferred customer...”
- Use radio to promote your cross-promotion deals and joint-venture arrangements. (Example: This Saturday, you'll receive a free golf bag travel case from Bently Leather with every annual membership)
- Make sure you know the LVC -- **THE LIFETIME VALUE OF YOUR CLIENT** (see next section) This will help you determine both your front end offer, and your back end potential

5

Understanding the LVC

Okay, so you’ve done your best to become a well-educated, knowledgeable media sales rep. You know about time-spent-listening, and average quarter hours, and cost-per-thousand...and you know how your station or stations stack up against other media and other stations.

You have done what your management has asked, you’ve become a media sales expert.

WHAT IS YOUR LVC? LIFETIME VALUE OF A CLIENT

Too many companies determine the value of a client based solely on what they spend in the initial purchase. Savvy marketers though understand the real value of a customer must be looked at over the “Lifetime relationship” with that customer – in other words, how much they’ll spend with you over approximately three years (some businesses have longer “lifetime relationships” with customers, others have shorter).

Of course not EVERY one-time buyer, becomes a lifetime customer, but it’s important to know much your long-term customers end up spending with you. It’s also good to know how many one-time buyers TURN INTO long-term customers.

- Doesn’t it make sense to break even, or perhaps even LOSE money on your upfront offer, if the back end residuals are huge?
- Instead of expecting a 400 or 500% immediate return on your investment (thus leading you to make a weak initial offer in fear that you won’t make any money on new prospects), wouldn’t it make more sense to ‘buy’ future business now by breaking even, knowing you’ll create much more through

repeat sales to a happy customer (not to mention the many referrals they'll pass along).

**Here is a guide to help you determine YOUR
Lifetime Value of a Customer:**

- A. What is the amount of your average purchase?
\$ _____
- B. How many times will the average "good customer" purchase from you
within the year?
_____ Times
- C. How many years will the average "good customer" purchase from
you?
_____ Years

Simple Formula:

A x B = Average Dollar Amount Good Customers Spend With You in a
Year

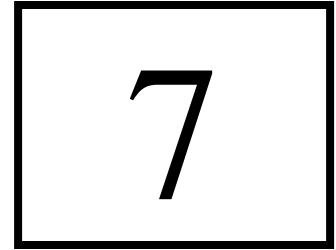
(A x B) x C = Lifetime Value of Customer



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Setting Up Joint-Venture Deals Between Two or More Clients

More to come

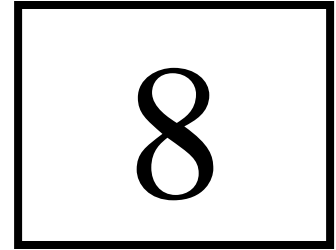


How to Use JV Deals to Triple Your Prospecting Success and Never Make Another Cold Call

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Strategies for Staying On Top of Your Game as a Fully-Maxed Marketing Guru

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Problem Areas and F.A.Q's

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MARKETING FACTS YOU SHOULD KNOW

- The average independent store draws from not more than 1/4 mile away, the average chain store draws from not more than 1/3 mile away, and the average shopping center draws from as far away as 4 miles
- 10% of all new business comes from marketing, 30% comes from direct sales and 60% comes from repeat business from current customer base
- The average American business owner invest about 4% of gross revenues in marketing each year and most of that is for advertising
- When 25% of a company’s marketing budget is allocated for advertising, the return is 18%; when the ratio is 50/50, the return is around 29%
- A marketing message must penetrate the mind of a prospect a total of 9 times before that prospect becomes a customer
- An ad must be run a minimum of 3 times before it spurs action.
- Half page ads are frequently 60-67% as effective as a full page ad
- Testimonials give ads instant credibility
- Half-page ads are 2/3 as effective as full-page ads
- Music adds 30% more power to your spoken words
- 75% of purchase decisions are made at the place of purchase

Customer Service Facts

- Over 68% of customers become “ex-customers” because they perceived an attitude of indifference from a business owner, manager, or employee.
- 87% of all business transactions originate from referral or repeat business.
- 80% of business comes from 20% of your current customers
- **Gaining a new customer can cost 10 times more than retaining an old one (normally 6 times--or 600%)**

- **A 5% increase in customer retention can lead to an 85% increase in profits**
- Firms selling services depend on existing customers for 85-95% of their business
- 95% of business owners operate in turning prospects into customers and ignore turning customers into referral sources
- Of the top nine reasons consumers give for buying a specific product, eight pertain to the abilities of the customer service system
- Businesses with poor customer service average only 1% return on sales and they lose market share at an annual rate of 2%; businesses educated in, and focused on providing exemplary customer service average a 12% return on sales and they gain market share at the rate of 5% annually.
- ***Dissatisfied customers tell 8 to 10 people; 1 in 5 will tell 20***
- The satisfied customer will only tell 3 others

General Business

Business

- 50% of top management changes titles or companies annually
- The average independent store draws from not more than 1/4 mile away, the average chain store draws from not more than 1/3 mile away, and the average shopping center draws from as far away as 4 miles

Marketing

- 10% of all new business comes from marketing, 30% comes from direct sales and 60% comes from repeat business from current customer base
- It would cost around \$3,000 to hire an outside firm to do a focus group
- A national poll revealed that 53% of the American population senses a “feeling of deception” about marketing
- Regarding telemarketing: 51% listen to all telemarketers. 42% hang up on some. 7% hang up on all
- 98% of what is used to stimulate sales fails to do so
- Plan to run the same ad in the same media over and over.
- More than 90% of all marketing documents are seller not buyer focused

- 1992-1993 senior executives were tested on their knowledge of marketing. The results were abysmal. They would've done better if they'd answered “don't know” to every question.
- An average of 10% buy from free seminars (sign-up for courses, etc.).

Advertising

Budget

- The average American business owner invest about 4% of gross revenues in marketing each year and most of that is for advertising
- Today the percent of wasted advertising dollars is in the 75%-90% range
- When 25% of a company's marketing budget is allocated for advertising, the return is 18%; when the ratio is 50/50, the return is around 29%

Clutter

- A marketing message must penetrate the mind of a prospect a total of 9 times before that prospect becomes a customer
- We are hit with 17,000 ad messages, and 1,400 visual messages per day
- 30,000 ads per year are seen by the “average American.”
- An ad must be run a minimum of 3 times before it spurs action.

Design of Materials

- 98% of the “sale” through an ad is in the headline
- Half page ads are frequently 60-67% as effective as a full page ad
- Photos, dotted lines and testimonials give ads instant credibility
- Half-page ads are 2/3 as effective as full-page ads
- Music adds 30% more power to your spoken words

Response

- Your Audience forgets 90% of what it sees within 2 weeks
- Between 25%-33% of people requesting a brochure will eventually make a purchase from the brochure--provided it isn't a disaster

- 38% of consumers and 48% of business consumers who responded to ads requesting information (*call to action*) were wealthier, better educated and were senior executives.
- 75% of purchase decisions are made at the place of purchase

Customer Service

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- 87% of all business transactions originate from referral or repeat business.
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- Firms selling services depend on existing customers for 85-95% of their business
- 95% of business owners operate in turning prospects into customers and ignore turning customers into referral sources
- When 615 executives were asked to identify the most important factor for business success in the 1990's, over 50% answered customer service.
- Of the top nine reasons consumers give for buying a specific product, eight pertain to the abilities of the customer service system
- Businesses with poor customer service average only 1% return on sales and they lose market share at an annual rate of 2%; businesses educated in, and focused on providing exemplary customer service average a 12% return on sales and they gain market share at the rate of 5% annually.
- ***Dissatisfied customers tell 8 to 10 people; 1 in 5 will tell 20***
- The satisfied customer will only tell 3 others
- Over 70% of complaining customers will do business with you again if the complaint is resolved; 95% if it is resolved on the spot
- The average business hears from only 4% of its dissatisfied customers; the other 96% quietly go away...91% never to return.

- The cost of a lost customer is the equivalent of 5 years worth of sales to that customer
- 34% of all callers won't call back when they get a busy signal
- 70% of customers do not complain because either they don't know where to call, don't think it's worth the effort, don't think the company will respond, or a combination of all three
- Customers who have a good experience with your complaint-handling process tend to buy an accessory product
- Only 2% of customers complain directly to the manufacturer--most complaints go to retailer, wholesaler, and distributors
- 80% of business lost in America is not due to high prices or poor service, but because of apathy after the sale
- 30% of all business problems are caused by the customer. 70% are caused by the company
- The average service company loses 10-20% of customers to natural attrition.

Miscellaneous

People

- Average college graduate is better informed than the average 55 year old
- 92% of teens are comfortable using a variety of technical devices. 74% of adults are comfortable using a variety of technical devices. 32% of adults are intimidated by computers. 22% of adults are unable to set a digital alarm clock
- In a 1992 study, 83% of shoppers changed brands based solely upon environmental concerns
- 80% say a company's environmental reputation is important
- 1 in 5 Americans moved in 1992
- The favorite incentive for men and women is traveling; money is the second favorite
- 1 in 6 Americans are over 55 years old
- When elderly people are targeted, companies avoid tagging the product or service with a “senior” label. 40%-65% of the elderly do not consider themselves aged

- About 60% of children ages 6-14 influence family purchases. The average value of purchase influences is \$300 a year

PROMOTIONS

- Promotions are on the rise. In 1969, expenditures for advertising were 53% of total marketing budgets and expenditures for promotions were 47%. In 1991, the ratio has switched to 25% for advertising and 75% for promotions
- A 1993 survey revealed that; 32% of shoppers said coupons often influenced their purchases, 18% said coupons occasionally influenced what they bought, and 50% said coupons never influence their purchase decisions
- **40% of people who receive free gifts can remember the name of the advertiser as long as 6 months later and 31% use the gift at least one year after receiving it. Including a free gift in an offer increases the response by 321%**
- A recent study proved that bribes (i.e., free watch, etc.) not only increased mail response but raised the dollar purchased per sale a whopping 321%
- 14% of consumers say price is the main determining factor influencing their decision to purchase

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