Drip Marketing, Inc. Whitepaper: 10 Ways To Increase Your Sales 18% To 33% Or More In The Next 12 Months

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10 Ways To Increase Your Sales
18% To 33% Or More In The Next 12 Months

By Glenn Fallavollita, CEO and founder of Drip Marketing, Inc. and author of
DRIP Marketing: A Powerful New Marketing Strategy
That Gets Prospects To Buy From You

The following 10 tips are proven, effective ways to increase sales for any sized business. If you already have these tips in your sales arsenal, then consider the 10 tips a nice reminder.

1. Develop A Unique Selling Proposition (USP)

Your database of prospects have more choices than ever when it comes time to buying what you sell (just go to Google and search for what you sell). And if a prospective buyer cannot tell the difference between you and your competition, they will get caught in the Value Gap and measure you on one thing: The prices you charge.

To compound this Value Gap problem, our research has determined that 90% of all the salespeople use price as their “lead in” with a prospect.

This Means Two Things For You:

1. You need to know who your competition is and what they are offering in your market.

2. You need to develop innovative ways to stand out from your competition (see below) and then market these innovations to your target audience on a consistent basis.

If your marketing messages (as well as what your salespeople say) are identical to your competitions’, you will find this happening during the sales cycle:

- You will compete on price more often than not.
- Your direct mail piece will be thrown in the trash without being read.
- Your voicemail messages will be deleted.
- You will have limited success at networking events.

You have no doubt heard of something called a Unique Selling Proposition (USP). It is not a new marketing idea that’s only being taught at the top MBA schools across the country; it is a very real component of YOUR business. To develop a USP, you and your executive team needs to understand what triggers your target audience to make a buying decision as well as what your competition is or is not offering.

To begin the process, ask yourself this one question:

**What Makes My Business Any Better Or Different From Everyone Else?**

If you cannot answer this question, or if you struggle answering it, go immediately page 12 and redeem the free shipping voucher to secure your own personal copy of the DRIP Marketing System.
2. Build An Up-to-Date Database Of People To Sell

Most businesses do a poor job at developing an up to date database of clients, prospects and referral sources. Sure, you can tell your salespeople to go out and create their own database, but history has proven that most salespeople don’t know where to start or how many “prospective buyer” they should have in their database. If you want to maximize your sales and marketing efforts, you need to get laser-focused on your sales team’s databases.

Here is what best-in-class businesses do:

Step 1: Create A Database Of Prospects And Referral Sources For Every Salesperson

If you want your sales team to sell more of what you sell, they need a list of 500+ contact names or 250+ companies to target. This list needs to contain the names of prospects and referral sources that would be an appropriate target group.

If this is your sales strategy, we suggest creating the following databases for each salesperson:

- **Top 10 Prospect List** = A list of 10 companies you want a salesperson to close in the next 12 months.
- **Tier 1 Prospects** = Businesses that are using what you sell.
- **Tier 2 Prospects** = Businesses that fit the profile you want to target but have not purchased what you sell.
- **Tier 3 Prospects** = Businesses that you know nothing about.

If a third party can leverage what you sell, you need to create a database of referral partner that can refer you to their clients. An example would be a mortgage company; they would receive leads from real estate agents. Another example would be a payroll service bureau; they would receive a lead from a CPA or community bank. If you fall under this category, you need to develop a referral source database – a database broken down as follows:

- **Tier 1 Referral Source** = People that actively or passively recommend a business like yours to their clients.
- **Tier 2 Referral Source** = People that fit the profile you want to target but are not recommending anyone to their clients.
- **Tier 3 Referral Source** = People you know nothing about but could be a potential referral source.

Why Do You Need This Type Of Focus For A Salesperson? Because Salespeople:

1. ...need to focus on who to sell to. If not, they will NOT be efficient and waste a lot of your money.
2. ...can only physically follow-up with a certain number of contact names.

Remember, if your salespeople do not have enough names to target, they will not gain sufficient sales momentum and will most likely fail or produce sub-par results. Conversely, if their prospect list is too big they will just grab a “name” to sit on and prevent you from harvesting any type of sales from that account.

You also need to code each person in your CRM tool (*Customer Relationship Management software, e.g. Salesforce.com, ACT etc*) to augment your sales team’s marketing efforts. The reason being is that you may want to do a targeted e-mail/direct mail campaign to a particular group like CEOs, Presidents, Managers or Supervisors.
Step 2: Create A Database Of Clients

You need to create a separate database of clients so you can implement various marketing campaigns with content that is relevant to them. Make sure you have 100% of their contact information in this database (all decision makers). Remember, this group would be an excellent source of revenue to help you:

- Cross-Sell Other Services
- Receive A Referral To Other Business Owners They Know
- Retain Their Business

Step 3: Create A Massive e-Mail Marketing Database

You need to make sure your salespeople and customer service personnel are actively asking for the e-mail address of everyone they meet or talk to throughout the year. Keep in mind your database is a fluid resource. You should see your database grow each quarter. If not, this is a HUGE red flag from a sales and marketing perspective.

Additionally, your e-mail databases should be broken down into the following groups:

1. Referral Sources
2. Prospects/Suspects
3. Clients/Past Clients

To help you build out your marketing databases, we often times recommended having an internal person, AKA a “Profiler” to call and find businesses that buy what you sell. Once a business has been tagged as a Tier 1 Prospect, you need to capture the following:

- Contact name(s) of decision makers
- Mailing address, city, state and zip
- E-mail address of contact names
- Telephone number
3. Create A Marketing Plan, Calendar And Budget

Most business owners and sales leaders do their marketing on an intermittent basis. This often happens due to the lack of these three things:

1. A marketing plan
2. A 12-month drip marketing calendar of events
3. A marketing budget that outlines the costs to implement their marketing campaigns

If you want to maximize your sales and marketing efforts, develop a marketing strategy, 12-month drip marketing calendar and budget. Listed below is what we use for our clients:

If you want to receive a free 12-month drip marketing calendar, go to DripMarketing.com and tap into our FREE recourse center at NO CHARGE.
4. Develop More Powerful Marketing Messages

A recent article by USA Today stated that the average person is exposed to as many as 3,500 to 5,000 marketing messages a day. Because of this, you need to create copy that breaks through the daily marketing clutter they see and hear each day. If not, you will waste tens of thousands of dollars and countless hours of your time. In addition, your salespeople will squander a lot of their time trying to follow-up with someone who is not ready to buy what you sell or feels there is too much risk in buying from your business.

Do not measure market share, measure a prospect’s “share of mind.” To do this, you need to create scores of tools and related items AND make sure your salespeople use them.

If you want access to scores of shortcuts and ideas for a marketing campaign, go to DripMarketing.com and purchase my book DRIP Marketing: A Powerful New Marketing Strategy That Gets Prospects To Buy From You. Once you receive the book, you will find out how to write powerful headlines that motivate a prospect to read your marketing messages and how to create a risk-free offer that give prospects a path to take the next step in the buying process.

5. Improve Your Sales Follow-Up

Effectively following-up with someone after initial contact can have a huge impact on the likelihood of converting a prospect or referral source into a sale. This is because your follow-up communications will help maintain top of mind awareness for a prospective buyer, serve as a reminder as to the benefits you have to offer and why someone spoke to you in the first place.

I have listed below seven tips to help you in your follow-up process:

1. **Be Personal:** Take the time to create individual messages for each person. It may take additional time, but the result is well worth it. Address everyone by their name and review some of the issues addressed in your initial meeting. In addition, do your homework and offer useful, relevant information specific to the prospect’s business needs and objectives.

2. **Be Brief:** Explain your business solution with enough detail that the prospect knows exactly what it is you do, but remember that everyone is very busy and has a limited attention span. In some cases this means splitting the information up between two or three follow-up communications. Make sure to send messages that are useful/relevant to who you are talking to.

3. **Become An Industry Expert:** Be helpful and connect people to information. Do not focus entirely on you and your service. Instead, pass along articles, videos, etc. that your prospect might find informative. Mixing this outside information into your follow-up helps establish credibility and build relationships. Transform yourself from just a “salesperson or vendor” to a valuable resource that prospects can rely on. Take the time to educate them so they can make more informed buying decisions. This is a great way to separate yourself from your competitors.

4. **Get Someone’s Attention:** Be creative with your follow-ups and make doing business with you enjoyable. Strive to grab the prospect’s attention and leave an impression. Sometimes using new technologies in your follow-up material can be a great attention getter.
5. **Develop A Clear Call To Action:** Since we know people are buried at work, it is best to write in bullet format — especially when outlining the next steps in their due diligence process. If you want your prospect to schedule a demo, tell them that in your e-mail. Be specific and tell them exactly what they need to do next, when they need to get it done and what you will do once that step is done. Make sure to keep the next steps simple.

6. **Don’t Give Up:** Did you know that 50% of all salespeople give up on a prospect or referral source after their first unsuccessful contact? In fact, that number jumps to 99% after their third unsuccessful contact. The reality is that it takes 15 to 30 conventional touches before a cold prospect or referral source buys what you sell or recommends you to someone they know.

7. **Don’t Rely On Your Salespeople To Stay In Touch With A Prospect Or Referral Source:** No matter how experienced a salesperson is, I can guarantee you one thing: They cannot predict the actual close date of a sale. In fact, they will probably be wrong 95% of the time when you give them a 2-week window of when a prospect will close. And if they cannot predict a moment in time when their hottest prospect is ready to buy what you sell, how can they realistically predict a moment in time when their least interested prospect would be interested in taking the next step in the buying process. This is exactly why you need a continuous stream (see below) of marketing campaigns sent to their targeted list of prospects and referral sources — WITHOUT their involvement or approval.

### 6. Drip Continuously On Your Databases

Drip marketing is a proven process that smart business owners and winning salespeople have been doing for years. By staying in continuous contact with your clients, past clients, prospects and referral sources, you will:

- Position you/your business as an industry expert
- Help develop cross-selling opportunities
- Create a stream of referrals
- Help build trust, credibility and brand recognition in you and/or your business.

By default, you will in effect reduce the risk of people making a bad buying decision and ultimately drive more revenue to your business.
7. Part Ways With Under-Performing Salespeople

If you are like most sales leaders and business owners, there is a good chance you didn’t fire a poor producing salesperson sooner than you should have. Although it is admirable to have kept them on the payroll, hoping someone will increase their sales performance is not a good business strategy. Many successful businesses have certain sales figures their salespeople need to hit in their first 30, 60 and 90 days of employment. If they don’t hit them, they are no longer considered a viable candidate for employment. One business that uses this approach averages $200,000 in annual revenue per salesperson in an industry where the national average is $75,000 to $100,000.

I know what I wrote is a general statement, but there is nothing wrong with salespeople who work for you to hit certain sales benchmarks/metrics in their first 3, 6 or 9 months of employment.

8. Monitor A Salesperson’s Sales Activities

During our research process of how salespeople perform, we found a significant majority of salespeople lack the discipline to consistently follow-up with their list of prospects. Because of this, 66% to 80% of their sales opportunities are lost due to:

- Not making enough follow-up calls to their prospect/referral source database.
- Not targeting (and not dripping on) the right prospects.
- Not having an up to date database of prospects or having a database large enough to drive any real revenue from.
- Not using any type of sales evidence to help educate someone as to why their business is any better or different from everyone else (this is your USP content).
- Giving up on a prospect after their first, second and third unsuccessful attempt in getting the sales process moved forward.

If you want to dominate your market, we strongly suggest moving towards an activity-based selling model for your salespeople. If you do, you will see a sales increase of about 15% to 33% in about 90 to 120 days per salesperson — simply by improving the way your salespeople follow-up with a prospective buyer. The key areas to track (per salesperson) on a weekly basis are:

- How many face-to-face meetings they have with a decision maker.
- Closing ratio (how many proposals sent to how many are closed).
- Revenue per period tracked (weekly/monthly/quarterly).
- The growth of their prospect and referral source database(s).
- Attending “phone blitz” sessions.
- Their close ratio of all leads (this is where someone called in and asked for a quote).
9. Always Use A Risk-Free Offer

To compress your sales cycle, we always recommend offering your clients, past clients, prospects and referral sources a series of risk-free offers to help them take the next step in the buying process. Some ideas for a risk-free offer are:

- Success stories: Create a page of success stories from a list of clients. tell how you either saved or made them money.
- A “Buyer’s Scorecard” outlining what to look for when considering buying what you sell.
- A diagram of your customer service process when they buy from you.
- A performance guarantee.
- An industry whitepaper(s).

There are scores of risk-free offers you can offer someone, but the key is for your salespeople to follow-up on a campaign — do this and your sales will soar.

10. Target Specific Niches

Most businesses (and the salespeople who work for them) try to serve giant chunks of the market in an effort to capture more business. Although many businesses have a virtually unlimited market from a sales perspective, you are better off focusing on a niche market.

After becoming the specialist in a particular niche, several things will happen:

- You get very good at serving that particular niche.
- Your salespeople get better at communicating the things that make you better than everyone else.
- You can more effectively ask for very specific referrals.
- You can charge a premium or at least not be under pressure to discount from a price standpoint.
- Your close ratio will increase as most people, when given a choice, would rather hire someone who has specific industry expertise.

Where To Look For Specific Niches:

Take a look at your current client base and try to determine where your revenue resides. In some cases, it can simply be a matter of focusing on what you already do but repositioning the way you communicate your expertise or advantages.

Look At Your Competition.

Sometimes niches present themselves when you look at what your competitors are doing — either as a niche they are marketing to or the gaps that are not being served.
Why Drip Marketing Works

1. 99% of all salespeople stop calling a potential buyer after their third unsuccessful attempt at getting the sales process started or moved to the next step in the buying process.

2. People will not buy from you or recommend you to someone they know the first time you talk with them.

3. 97% of the people you are marketing or selling to are not ready to buy what you sell today or tomorrow for that matter.

4. Memory tests have proven that people (your clients, past clients, prospects and referral sources) will forget 80% of what you tell them within 48 hours.

5. People in sales schedule a subjective follow-up date to call back a prospective buyer — a date that often times results in a missed sale or referral opportunity.

6. You will never hear someone telling their boss, “I just hired/bought from the second best ______ I could find.”

7. In a medium- to high-value business-to-business sale, it takes 15 to 30 conventional drips (meetings, calls, proposals, e-mails, etc.) to convert a cold prospect to a paying client.

8. The majority of salespeople dislike making cold-calls to their database of prospects.

9. 50% of the people who stopped buying from a business stopped because they were either:
   a. Ignored.
   b. Did not know the business they were buying from could solve other related problems.
   c. Did not know the business they were buying from offered any additional products or services.

10. Your entire database of clients, past clients, prospects and referral sources are your competitors’ prospects too.

The Good News Is This: Most of your competitors are making the same mistakes, which represents a huge sales and marketing opportunity for YOUR business.
About Drip Marketing, Inc.

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Free Shipping!
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15% Discount

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