

Follow Up

Guerrilla Marketing & Follow Up

In developing business most people recognise the importance of making new contacts, meeting new people, attracting prospects and collecting referrals.

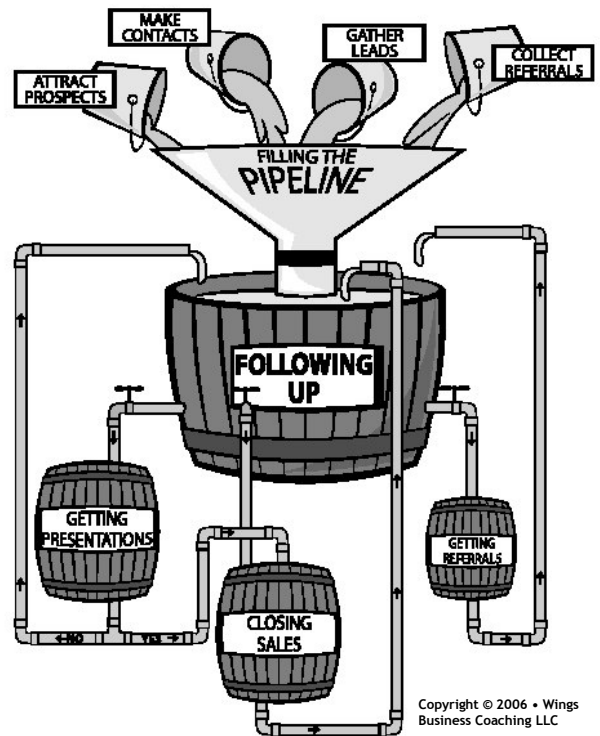
After all this is how a business grows. More clients means more business. However, most people I meet, myself included, initially fail to fully appreciate the significance in following up properly, or the magnitude that is involved in following up.

I study Guerrilla Marketing and have been asked to submit a number of articles for publication. When I first looked at the subject I was surprised to learn that the most successful people applying guerrilla principals tend to spend a lot less on marketing than their less successful competitors.

This didn't seem to make any sense. We all need a way in which to keep filling the pipeline, and this costs money.

I looked a bit deeper. Jay Conrad Levinson opens his book Guerrilla Marketing with the first of twenty principals, "Traditional marketing has always maintained that to market properly, you must invest money. Guerrilla marketing maintains that if you want to invest money, you can—but you don't have to if you are willing to invest time, energy, imagination and information."

When you combine this with principal number five, "Guerrilla marketers cannot afford wrong guesses, so it is based as much as possible on psychology," and with number eight, "guerrilla marketing preaches fervent follow-up." - It begins to make sense. So what if you spend more time and effort on people already in the pipeline, rather than attracting more prospects?



Contact Colin for info about the photo

People do business with those that they know, like and trust. Having a good follow up process allows us to quickly build favourable relationships and new friendships.

Three Questions; (answers at the bottom)

1. Do you already know enough people to speak to who could help to develop your business?
2. Can you think of three people who you could pick the phone up and speak to today to ask how they are doing?
3. Can you come up with an idea that allows you to call, email or send something of interest to people you'd like to work with?

Colin Campbell Consulting

Colin Campbell works with people to develop their business by focussing in on a select number of activities applicable to their particular needs. Businesses are provided with their own unique tailored sales and marketing system that delivers outstanding results over and over again.

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Answers: 1. Yes you do. 2. Yes you can. 3. Yes you are creative