



Inspire Success 19

Making Monday Magic – Guerrilla Marketing

Would you like to bring in new business faster with less effort?

Or

Would you prefer to reduce the time it takes to educate your prospects on the benefits of your products or services?

Hello my friend,

I hope you are well.

I don't know if you know this. One of the cleverest innovations of Guerrilla Marketing is something called Multi-Step Marketing. We are faced with bringing in an increasing amount of new business and some of us have real challenges in that we have new products or services that few people "get", understand or take the time to notice.

I've been looking at Multi-Step Marketing for a little while and it has amazed me that it is so powerful and cost effective yet few businesses are using it. So what is it?

With Single-Step Marketing we put a proposition in front of someone and it's take it or leave it. Sometimes we get the business, sometimes not. When we don't, we walk away, look to find another prospect and forget about the business we've just lost. We might go back to the first prospect some time in the future or much later the first prospect might call us up and ask to speak with us again.

A lot of businesses make a mistake with their marketing. They spend too much money on attracting new prospects and insufficient money on building relationships with people who are already aware of them.

Very few people are using the Multi-Step Marketing approach in B2B as they don't yet understand it. It is used slightly more by Professional Service Providers. These businesses are seeing new clients arrive quicker, with less effort and the closing rate is higher.

If your product or service takes a bit of explaining before a prospect will buy, you might benefit significantly if you implement a Multi-Step Marketing Process.

Try This

- Map out where your new business comes from. How long does it take from someone initially becoming aware of you until they become your client?
- What are the steps they go through?
- At each stage what could you do to speed the process up or provide them with information that helps them to choose you?
- Please consider the type and amount of information you are providing. Sometimes people lose business because they give too much information out at the same time. Prospects become overwhelmed and rapidly lose interest.
- Can you break down the stages? Is it possible to follow a letter or email up with a phone call? Remember, most people like receiving phone calls from those that they are interested in.
- Set dates for follow up activities with everyone you communicate with.
- Consider what you could do to improve your sales and marketing process to make it more effective, efficient and vibrant.

Whatever you do that works, please let me know and pass the tips to someone who might benefit.

I recently had feedback from Helen Brown who said "Just wanted to say thanks for the mail, it was so timely! I was literally just about to pick up the phone to call some prospective clients, and there, in my inbox was your mail. I had a quick read, which reminded me of the good tips of structuring my call, and feeling prepared"

www.changing4life.co.uk

Offers

[Multi-Step Guerrilla Marketing Plan & Implementation - 10% discount Initial discussion free.](#)

This service can provide you with everything you need in order to put in place a sales and marketing process that will;

- Bring you more business
- Convert prospects faster
- Be easier to operate and provide you with repeatable results over and over again

Call Colin now for more info +44 7968 196498 or email colinc@thesaleskey.com

[Business You Want - Clients You Love](#) - In Cardiff. Also available In-house

This workshop delivers the strategy, techniques and tactics to provide you with style, composure and a game plan to produce winning results with the panache of a champion.

Would it be useful to know why people buy from you? You may already know this: When we become aware of what appeals to our ideal clients we can then take action to make ourselves even more attractive to those that we want to work with. It's about developing our own personal brand.

[Creating Compelling Dialogue](#) - Lunch and Learn. Attend for Free or In-house

This workshop is almost unbelievable. After just one hour you will be able to fully articulate the benefits people receive in working with you. You will come over as natural and what you provide will sound extremely compelling.

"I have also been on Colin's 1 hour workshop on how to tell people exactly what you do in a very short time. This hour was one of the most worth while hours I have spent on my business. I would recommend Colin's workshop to anyone who is serious about their business and wants to make 2008 their most successful year so far." Gail Scott
www.gailscottinteriors.co.uk

[Guerrilla Marketing Coaching](#)

I've found that people like choices. So I provide a range of options that will provide real benefits and take people and businesses to where they want to go. You have three choices.

- There are [leading edge workshops](#) you can attend that allow you to construct plans, acquire information and develop skills. There is [Guerrilla Marketing Consultancy](#). Where I provide you with whatever it is you need to develop your sales and marketing. This range is extensive and can stretch from a Marketing Health Check & Plan, Marketing Collateral and Newsletters to Telemarketing & Telesales
- [Coaching](#). A number of clients benefit through one on one and tele-coaching. Being held accountable for implementing what you often dream about takes people to another level in their business and development.

If any of this is of interest or if you think I could assist you or your business please get in touch. colinc@thesaleskey.com +44 7968 196498

I'm looking forward to speaking with you and finding out how you are doing.

All the best until we speak again,

Colin Campbell

www.thesaleskey.com