

Do the Two-Step!

Top sales pros confirm that it often takes seven or more communications or sales messages before prospective customers make a purchase. They also confirm that it's generally easier to sell to a referral, because someone they know gave positive testimonial about their products or services.

What would happen if you combined both of these powerful ideas? A nifty and thrifty two-step. Try this two-step tip:

1. Collect leads with your auto responder. Ask for mailing addresses and telephone numbers, too, for additional ways to follow up with each person. When you download the e-mail digest of everyone's e-mail addresses and other information from those who requested additional information from your auto responder, follow up multiple ways. Send postcards. Call. Mail sales letters and other promotional pieces.

2. Publish a price list of all the products and services that you offer in an insert, direct marketing package and / or .pdf to be made available via auto responder. You could also include order forms, product descriptions, and other sales material. Then send to the people in #1 above with monthly updates, announcements of new sales and products / services, and a request for referrals.

So why not improve your closing ratio and reach out even farther at the same time? Do the two-step!

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(Words: 212)