

DATABASE BY DESIGN, INC.

Enhanced Marketing Part 1: Achieve Impressive Revenues! Use a Database to Power Your Sales

Instead of increasing your sales payroll, investigate ways that you can use a database to make your current sales staff most effective. Imagine if information about your prospects was so meaningful and accessible that it continually fueled the efforts of your sales staff to book new business. This kind of database is frequently called an "information management system" and may function as follows:

Step One - Develop an ideal client profile:

Define a "client profile" which describes the type of prospect who is likely to buy your product or service. Create the profile as a list of attributes, then rank and assign an importance priority to each of the attributes. Now store this information in a customized database, which is programmed to wade through all sales prospects and identify those that closely meet your ideal client profile. This system is now your "Prospect Detective".

Step Two - Gather information about your prospects:

Pour into your database all of the information that you can easily gather regarding sales leads from sources such as the following: trade show attendee lists; purchased direct marketing lists; and organization membership lists. Much of this information can be downloaded directly from a CD ROM or spreadsheet into your database system. This system needs to be programmed to understand what the information means so it can match the prospect information to your client profile.

Step Three - Use e-mail and the web to help qualify your leads:

Avoid having sales assistants expend endless hours calling each and every prospect for additional information. Studies have shown that the use of Internet technologies is increasing in the area of sales lead generation. You can do the same to help automate collection of your prospect data. Here are some recent findings:

According to the Aberdeen Group, the automation of marketing through email is already one of the fastest growing segments of CRM (Customer Relationship Management), as it rose over 270 percent between 1999 and 2000. The main benefits of email marketing are simplicity, cost-effectiveness, and strength in customer retention.¹

Word-of-mouth and direct marketing, sweepstakes, and promotions were the most popular methods of attracting visitors to new websites in 2000.²

The Kelsey Group believes that 42 percent of small firms will use email for some form of marketing by 2005...³

You can use your database to initiate an e-mail/web based effort to entice your prospects to do the sales qualifying work for you. Have your system send a personalized e-mail to each of the targeted prospects, offering them a chance to win a prize related to your product if they register on your web site. Your web site can be connected to your customized database to create a personalized visit for your prospect. Your web site would recognize the prospect, give them a personalized invitation to register for the prize, and give them the chance to gain additional knowledge about ways that your product or service might benefit

them. Your web site would also invite the prospect to input additional information that would help you serve their needs better (and also qualify them as a prospect). The customized database system makes a “high touch”, personalized web experience possible.

Step Four - Link the data and rank your leads:

Now that you have received more information, the database can organize, categorize, and rank the prospects according to the client profile attributes that you originally identified. Now the system can instantaneously link prospects to regions, territories, and salespeople. The sales people can contact the most receptive prospects first or utilize a sales assistant to advance the sale with the prospect over the phone.

Next month we will discuss ways that the customized database can be used to help close the sale, and give your organization pertinent information to help increase the success of future sales. A detailed description of the process discussed in this newsletter can be found at:

http://www.mycustomdatabase.com/newsletter/volume_2_details.html

At Database by Design, Inc., we can create customized databases to help you track down your prospects. Contact us so we can help you get a jump start on maximizing your sales revenues!

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Next Month's Topic: Enhanced Marketing Part 2: Turn prospects into customers! Use a database to close sales and to identify profitable sales efforts.

References

¹ http://www.nua.ie/surveys/index.cgi?f=VS&art_id=905356878&rel=true

² http://www.nua.ie/surveys/?f=VS&art_id=905356445&rel=true

³ http://www.nua.ie/surveys/?f=VS&art_id=905356807&rel=true