

DATABASE BY DESIGN, INC.

Enhanced Marketing Part 2: Achieve Impressive Revenues! Use a Database to Close Sales and Identify Profitable Efforts

Wouldn't you love to have a system that would develop highly qualified prospects for your product or service? This article outlines a systematic way to rapidly generate, track, and close new business. It is a continuation of our last newsletter which can be reviewed at this link:

http://www.mycustomdatabase.com/newsletter_archives/Newsletter_0107.pdf

Here is an overview of the initial steps discussed in Part 1 of this article:

1. Develop an ideal client profile.
2. Gather information about your prospects.
3. Use e-mail and the web to qualify prospects.
4. Link the data, and rank your leads against your ideal client profile.

Now that you have gained detailed information about your prospects, and have ranked the prospects by matching their characteristics against your client profile, let's look at ways that you can advance the sale.

Step Five - Make a game plan:

Use the information now stored in your database system regarding your prospects to enable you and your staff members to move the sale forward. If you are selling a product or service where it is not cost effective to make a personal contact with each potential client, consider using the information to launch a powerful direct marketing campaign toward the prospects that best match your profile.

If you are selling a product that does warrant phone or face-to-face contact, start by reviewing your list of ranked prospects, beginning with the prospects that best match your ideal client profile. Divide the listing of potential clients. Perhaps you might give the top 10% of the leads directly to your sales team to build relationships and close sales. Consider giving the remaining 90% to your telephone marketing staff members to help develop and further qualify the leads.

Step Six - Advance the sale and qualify leads over the phone:

Trained telephone marketers can work on the 90% of the remaining leads, allowing salespeople to work with "hot" leads and prospects that are most likely to buy. The database system can continue to fuel your sales effort by specifically guiding the telephone marketing personnel to advance the sale over the phone while sitting in front of his/her computer. The database can present information about the prospect in a neat, easy, and interactive format. The system can be customized to meet your specific needs and may offer the following attributes:

Reference data: The system can show all data about the prospect, the company, and any other related information that can help advance the sale.

Interactive display of prospect information: The telephone marketer works with an interactive computer display screen specifically designed to gather additional information, gauge how well the client's needs match your product or service, and determine readiness to buy.

Instant e-mail brochure fulfillment: The caller can offer to instantly e-mail the literature brochure to the prospect as they are talking. This allows the prospect to review product information while the conversation is still fresh in their mind.

Step Seven - Place prospects:

Conversing with each prospect will help the telephone marketer determine if your product or service can meet their needs, and when the prospect may be ready to buy. Salespeople will have all the information needed to make these decisions quickly. Prospects can then be categorized:

Highly qualified leads: Highly qualified leads can be sent to your sales people to close.

Leads to revisit later: Prospects that match your profile, but are not ready to buy can be retained in the database system and flagged for future contact.

Dead-end leads: If it is a "dead-end" prospect, have the database retain the information about the prospect without flagging it. If the prospect is submitted in the future, the database can recognize the information and prevent duplicating sales efforts.

Step Eight - Transfer highly qualified leads to salespeople in the field:

Getting the information about the prospect immediately to the salesperson is imperative before the lead grows cold. Therefore, it's important to have an effective delivery system for transferring the prospect data to the salespeople at remote locations. Three different options could be used:

1. **E-Mail:** Have the prospect information e-mailed to the salesperson as part of the message.
2. **Synchronize with the server over the Internet:** Have software on the salesperson's computer synchronize with the main computer over the Internet. The information can then be accessed by the salesperson, using software that is specifically designed to manage his/her prospects.
3. **Secured Web site:** A secured site would be password protected and would allow the salesperson to access information from any computer connected to the Internet. The salesperson could use the web site to query a variety of information to help plan sales trips, or with last minute schedule adjustments. A secure web site keeps confidential data protected from outsiders and ensures that only your company salespeople have access to the data.

Step Nine - Use the data to improve your future efforts:

Once you obtain new clients from this process, have your database system analyze the information to help you clarify why they chose to buy from you. The database can also compare the original client profile to the information regarding the prospects that became clients. Are the people who you thought would buy your product or service actually buying? Statistical analysis can then be applied to make recommendations of adjustments to the client profile. Any changes to the profile would be established by the manager in charge of the database in order to prevent anomalies from being considered.

A link can be created between the prospect management system and the sales and invoicing system. This can help you analyze buyer behavior, the source of your best leads, and your most effective sales and marketing staff members. Reports and graphs can be automatically generated that illustrate the cost effectiveness of lead sources. You can take this information and increase your efforts in locating the best possible prospects in the most likely areas and shift marketing or advertising dollars into areas where you know you can be most successful. This effort will enable you to feed your sales system and increase your future sales.

A detailed description of the process discussed in this newsletter can be found at:

http://www.mycustomdatabase.com/newsletter/volume_3_details.html

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

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Next Month's Topic: Growing your business without growing your staff. How to automate business tasks with a powerful database.