

TIPS FOR MARKETING SUCCESS

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1. When selling a service or product the first vendor to contact the customer has three times as much probability of getting the order than any of the subsequent contact vendors.
2. The vendor's response to the customer contact should be as soon as possible as we saw under 1. The first contact has the advantage and for that contact to be meaningful the vendors' response is part of what produces the result.
3. Selling is basically a numbers game and therefore it is essential to be constantly generating qualified leads with emphasis series on qualifying. Obviously ten qualifying leads are better than one hundred that are unqualified.
4. Never forget to ask for referrals. Referrals give you the opportunity to present yourself as approved by the referring party which generally makes the prospect more receptive.
5. Sales training and presentation preparation will produce higher results. A trained salesman who receives a good background in counseling will outperform those that have had none.
6. Acquire credentials of authority in the industry and/or subject area. An appearance of authority will increase your closing ratio.
7. Don't hold back on follow-up. Fear is one of the major sources of failure to sell.
8. Don't overlook support and trade groups that are focused on the problems that your product will solve.
9. Gain leadership positions in your trade association.
10. Always have business cards on you and sales material in your car.