



What is Marketing?

COMMON DEFINITION: The process by which you attract new clients
 CFC DEFINITION: The process by which you eliminate the clients you *don't* want!

Ground Rule: The objective is to spend as little money as possible on marketing.

Before You Start:

Ensure you have the correct business image. This needs to be in place before you start marketing.

- Elements of your business image:
- Business name
 - Logo
 - Literature
 - Environment
 - Strap Line

Internal Marketing Tactics

1 GRADE YOUR EXISTING CLIENTS

Grading is a team event. The team should be involved as they have to deal with clients as well.

Category 'A' Client 😊

Someone who loves you and loves what you do. Not only can they spend money with you today, but they have the capacity to continue spending money with you for their lifetime. They're also well connected personally or professionally and are at the center of a network which means that if you do a good job for them they are likely to recommend you to others.

Category 'B' Client 😊

Someone who loves you and loves what you do. However, they may not be able to spend quite so much money now or in the future, and/or have a lower level of connectivity.

Category 'C' Client 😐

Someone who can't make their mind up about you and/or your products and services. They don't respond to letters, don't fill forms in, fail to arrive for appointments on a regular basis, and are not committed to having a regular relationship with you. They're likely to recommend you to other category 'C' clients. 'C' is for Choice - they must choose whether to become an 'A' or 'B' or a 'D'.

Category 'D' Client 😞

The Victor Meldrew/BMW [Bitcher, Moaner & Whiner]. 'D' is for Delete. Get rid of them. Keep putting your prices up and they'll probably go away. If this doesn't work, you'll need to speak to them and suggest other people who can help them.

Objective: To end up only with 'A' and 'B' clients. Preferably 20% 'A's generating 80% of the profit and 80% 'B's generating 20% of the profit.

Grading System: We have graded our existing client base. We have:



_____ 'A' clients

_____ 'B' clients

_____ 'C' clients

_____ 'D' clients

All 'C' clients have either chosen to become 'A' or 'B' clients or have been deleted

All 'D' clients have been deleted

“All the money that you need for the rest of your career is in the pockets of the people that you already know and the people they can introduce you to.”

Dan Sullivan,
The Strategic Coach



2 CREATE A MENU [Key Word = Awareness]

How are your new and existing clients given the opportunity of buying more from you?

For this to happen, they must be aware of ALL the products and services that are available to them and all the ways that these products and services can benefit them.

You need to create a MENU of the full range of products and services you have to offer [see Strategy 6 - Preparing To Sell, step 5]. If you haven't completed this exercise, please do it now. If you have, please return to it and review and update as necessary. Once you have created your menu, you need to do something with it! Be proactive.

At some point during the client's journey through the business premises, ensure that somebody presents the menu to them, asking them to take a few minutes to read through it and to check the subjects in which they're interested.

- Include the menu in your practice brochure
- Include the menu on your website
- Display the menu somewhere in your reception/waiting area
- Include the menu with your recall letter
- Include the menu with your end of treatment letter

Make sure that the language of the menu is about the clients' outcomes and not about your 'mumbo-jumbo'.

3 PRODUCE A WELCOME PACK

Provide new clients with a Welcome Pack. A practical format is a printed folder with a pocket into which you can insert the following:

- Mission Statement
- Practice Information Leaflet/Brochure/Profiles
- Client Service Standards
- Menu of Services and Products
- Testimonials
- Terms and Conditions
- Promises
- Prices

4 DEVELOP A REFERRAL SYSTEM

Do you have a system for asking existing clients to refer others to you?

When do you ask for referrals?

- The first time you make contact with Potential New Client (PNC). Somewhere in the information you give or send to them include a sentence like this:
'The bulk of our business comes through personal recommendations. If we do a good job, we would be very happy for you to refer others to us.'
- The first time you physically meet a PNC. Let them know that:
'Most of our new business comes through personal recommendations. We promise you certain things - if we do a good job we'd like you to refer others to us.'
- During the selling process.
Client: *'How much will this cost?'*
You: *'We get paid in two ways. Firstly we are paid for the specific service we provide, and secondly, if we do a 5-star job, we ask you to recommend us to others. Is that OK with you?'*
- At the end of a service, write an end of service letter along the lines of:
'We have now completed this service. How was it for you? Any problems please let us know. You will recall that our business grows through personal recommendations. Here are 3 copies of our leaflet/brochure/referral card. Please feel free to pass these on to anyone else who you think would benefit from our product or service.'
- Any newsletter or other printed marketing material. Include referral permission, eg:
'We have vacancies available for the right type of client. Please feel free to recommend us to anyone you think would be interested.'



If you have a website, it's essential that you have a referral permission statement and the ability to recommend others to your website.

5 PRODUCE A REFERRAL CARD

Your Referral Card gives people an insight into what you do and what sort of clients you are looking for. Roughly double the size of a business card and printed on both sides, ideally it should include the following:

- Logo
- Contact details
- Your photo
- Description of ideal client
- Mini menu of what you offer

Your Referral Card can be included with preliminary information, sent with the end of service letter and/or handed out at networking events.

External Marketing Tactics

1 BUILD YOUR RESERVOIR

Imagine that all the PNCs you come into contact with are represented by the water that builds up in a reservoir. The reservoir is made up of people who have said 'No, not now' [see strategy 6]. When the reservoir is full, the water begins to trickle over the top. In other words, when you have enough people in your reservoir, by a natural process some of them will automatically spill over the top and become ready to buy your products or services.

Create a Reservoir System, devote yourself to filling it with 1,000 names, make sure that it is continually filled through marketing activities and make sure you 'tickle' the people in your reservoir continually.

Tickling = a system of following-up on a regular basis.

Eg: follow up phone call, newsletter, tips, special offers, newspaper articles etc.

2 NETWORKING

Networking is a great way to add more people to your reservoir. To do this you need to get out into the personal and professional world and give as many people as you can your referral card and deliver an effective elevator speech [see below].

Develop your Elevator Speech:

Elevator Speech = description of what you do in 20 seconds, adapted to your own personal style, which attracts people to want to know more about you and the product or service you provide. Below please find an example. On the next page is a space for you to draft your own elevator speech.

Well you know how some people...

Experience: a lack of confidence because their teeth are crooked

Which means that: they don't smile as often as they would like to

Well, what I do is: offer cosmetic dentistry

The benefit of which is: the teeth can be straightened

Which means that: they are happier because they can smile with confidence

Would you be interested in knowing more?

CFA RESOURCE BANK

'The World's Best Known Marketing Secret' by Ivan Misner
Business Network International
www.bni-europe.com
The Business Network
www.business-network.co.uk

Where to network:

Chamber of Commerce

Business Link

Business Breakfast Clubs

Business Networking Groups

Complimentary Professions

Special Interest Groups

Golf Club

Sports Events

