

# GROWTH Strategies

## Advisory Minute

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Dear Stephen,

Welcome to another issue of *Advisory Minute* - just for our Preferred Network. **WARNING!** - These quick read, meaty content, educational articles **WILL** dramatically improve the Sales and Marketing performance of your business - but only when **IMPLEMENTED!**

### Are YOU Perceiving Indifference...?

If you're a reader of these *Advisory Minutes* - I'm sure you're not perceiving indifference!

In talking with owners and sales professionals, I'm constantly amazed at the number of them that do nothing to encourage repeat sales, up-sales and cross-sales within their own customer list.



You and I know many sales professionals and owners who are struggling with how to fill their pipelines with new business. They're analyzing databases, and planning cold call blitzes to ensure they kick off the new year at or above target.

**My message if this is you: Please go back to your current customer list!**

Your current customer list - or even as a worst case scenario a dormant customer list, is your most important sales asset. Not only is it easier to sell more to existing customers (because they already like you and trust you), it is more profitable.

**The most recent studies show that repeat sales are up to 15 TIMES**

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Stephen H. Jones

#### 4 Ways to DOUBLE Sales

##### Number one: The Best Buyer Concept

There's always a smaller number of ideal buyers, rather than all buyers, so ideal buyers are cheaper to market to and yet bring greater rewards.

##### Number two: Educational-Based Marketing

**more profitable than new sales.** If you are a business owner - this statistic should excite you! If you are a sales rep, take note that one reason repeat sales are more profitable is because repeat sales are faster.

In case you're wondering what "perceived indifference" looks and sounds like in the small business world it's this...

**If the only time you communicate with a customer is to ask for an order, check the status of an order, or otherwise call about anything to do with a contract or money changing hands - your customers will perceive you as "indifferent" to their needs.**

Your customers want to be thought of as living breathing humans, not as walking wallets. You are after all, in the people business.

If you brought VALUE to your contacts every other week, that would only be 26 touches a year! Feel free to use the following as your guide:

- + **Thank-you card (hand written, personalized and not on corporate stationary).**
- + **Monthly e-newsletter**
- + **Monthly hard copy newsletter**
- + **Weekly fax or email on top tips for using your products**
- + **Invitations to seminars - live or on the web**
- + **Advertising specialties, sent as a thank-you, that your customers will want to use such as pens, mouse pads, calendars, etc.**
- + **Birthday cards**
- + **Company anniversary cards**
- + **Invitations to trade shows and conferences**
- + **New product announcements or specials (separately or in a newsletter)**
- + **Announcements with links to updated blog entries**
- + **Market reports or analyst reports**
- + **Educational white papers**

You want your customers buying from you because they have a stronger relationship with you than **any other provider**. You have created that value-driven relationship when 1) your customers think to come to you first - even if it is less convenient, 2) feel guilty about dividing allegiance and 3) readily refer you to others.

From your prospects - you will have more permission, more tolerance and more acceptances of your promotions and offers when you have achieved this kind of coveted relationship.

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You can attract far more prospects to take a look at what you have to offer by offering education than you'll ever get by offering your product or service.

### **Number three: Bring on Board Only Top Producers**

If you're willing to part with a percentage of INCREASED revenue, there are star salespeople who will work for the money. Make the full commission position appealing, and you'll draw the right people!

### **Number four: Invest in Yourself**

Find the Most Important qualities that you DON'T POSSESS, and be determined to increase your abilities in that area. Otherwise, surround your company with those who have the business development qualities you need.

Always be reading educational books, listening to educational CDs, going to seminars & workshops and surrounding yourself with those that will move yourself and your business forward!



***Stephen Jones operates GROWTH STRATEGIES and provides "Hands On" Sales & Marketing Strategies with a marketing structure for small business owners.***

***You call directly to 770.601.0949 / 800.261.5034 or via e-mail at [SJones@GrowthStrategies.us](mailto:SJones@GrowthStrategies.us)***

***Please visit us on the Web at [www.GrowthStrategies.us](http://www.GrowthStrategies.us) for assistance with your business.***

Feel free to Forward this on to 5 of your **Clients, Partners, Prospects or Networking Contacts** if you find it to be helpful.

They'll thank you for thinking so highly of them!

Sincerely,

**Stephen H. Jones**  
GROWTH STRATEGIES



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