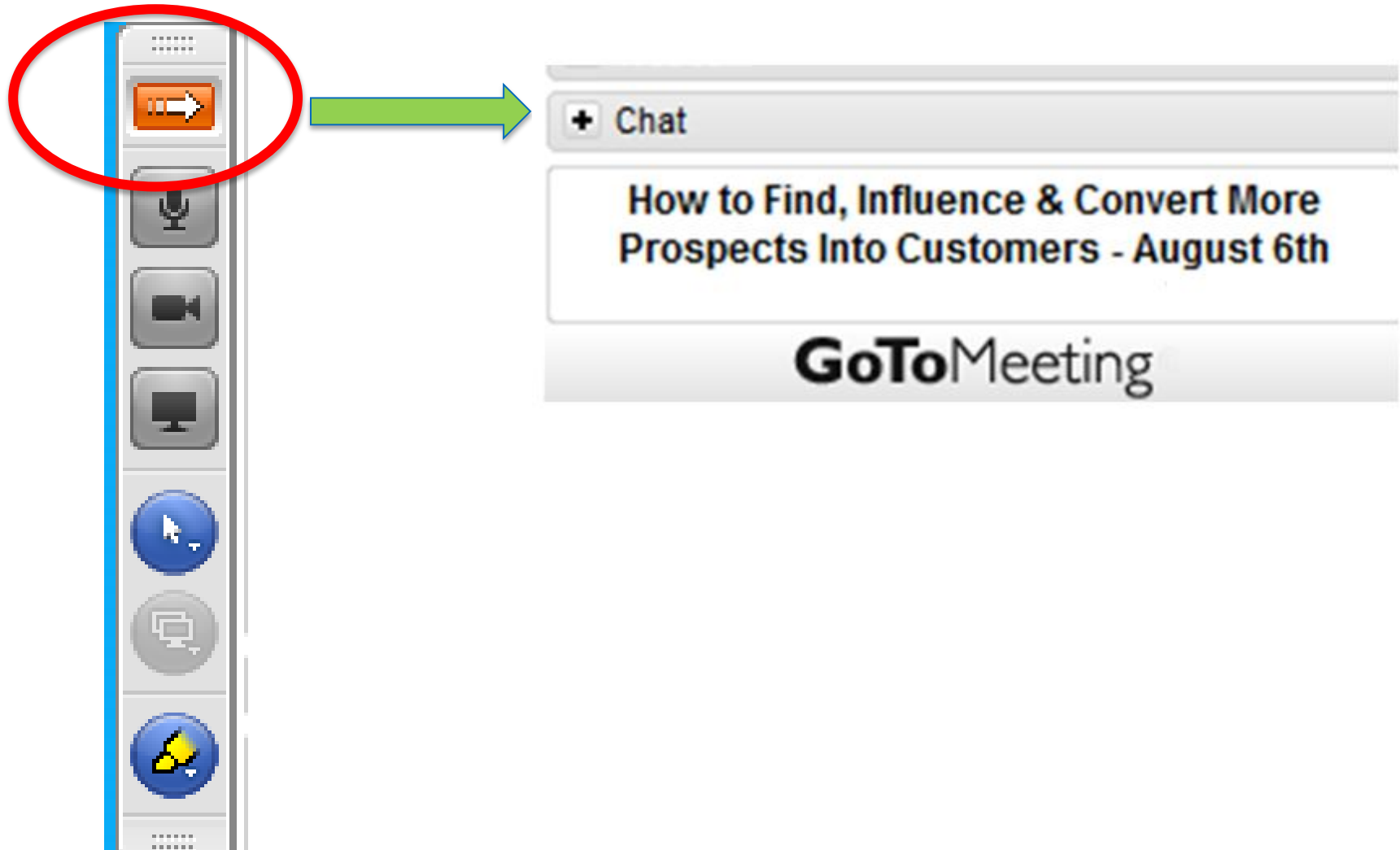


How to Find, Influence & Convert More Prospects Into Customers





How to **Find, Influence & Convert** More Prospects Into Customers

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Housekeeping

- Copy of this deck
- Offers for you
 - 10 minute brainstorm
 - *Successful Selling*
 - *Secrets to Successful Social Selling*
- Email me what you want
 - It's that simple...

Last Slide First



1. Find & engage prospects “upstream” before they are active buyers
2. Understand your customer, product & objective before executing
3. Publish your own content to attract prospects
4. Practice customer-centric selling every day
5. Sales & marketing is too important to leave to salespeople and marketers

Prospect Engagement Funnel

Customer Targets (based on persona profiles)

Network / Open Community

Channels: Twitter, Facebook, Blog, LinkedIn
Goal: Drive Registration

Drip Marketing

Channels: Email Newsletters, CRM System
Goal: Drive Active Prospects

Active Sales Cycle

Channels: CRM, 1:1
Goal: Sell

New Customer

Next Step Accelerator Ideas

Network-exclusive access to content
Value-added special offers
Discovery events
White papers, top ten tips, etc.

Testimonials, Success Stories
Profile-Specific Messages
New product/service offers

New Opportunity Alerts
1:1 with Existing Customer
In-Market Events

Referral & Tell-a-Friend Offers
Network / Community Invites

4 steps to a better marketing plan



1. Do the math (quantify what success looks like)
2. Create a clear customer profile
3. Map the sales and buying process
4. Plan to fire lots of bullets

Calculating what you need



Assumptions

Product A ASP	\$ 15,000
Product B ASP	\$ 50,000
Opp/Close %	33.0%
Lead/Opp %	10.0%
Product A CPL	\$ 15
Product B CPL	\$ 35

	Q1 2010	Q2 2010	Q3 2010	Q4 2010	TOTALS
Product A Sales #	50	56	63	69	238
Product B Sales #	8	9	10	11	38
Total Sales #	58	65	73	80	276

Product A Sales \$	\$ 742,500	\$ 841,500	\$ 940,500	\$ 1,039,500	\$ 3,564,000
Product B Sales \$	\$ 412,500	\$ 453,750	\$ 495,000	\$ 536,250	\$ 1,897,500
Total Sales \$	\$ 1,155,000	\$ 1,295,250	\$ 1,435,500	\$ 1,575,750	\$ 5,461,500

Product A Pipeline #	150	170	190	210	
Product B Pipeline #	25	28	30	33	
Total Pipeline #	175	198	220	243	

Product A Pipeline \$	\$ 2,250,000	\$ 2,550,000	\$ 2,850,000	\$ 3,150,000	
Product B Pipeline \$	\$ 1,250,000	\$ 1,375,000	\$ 1,500,000	\$ 1,625,000	
Total Pipeline \$	\$ 3,500,000	\$ 3,925,000	\$ 4,350,000	\$ 4,775,000	

Product A Leads	1500	1700	1900	2100	
Product B Leads	250	275	300	325	
Total Leads	1750	1975	2200	2425	8350

Product A Lead Budget	\$ 22,500	\$ 25,500	\$ 28,500	\$ 31,500	
Product B Lead Budget	\$ 8,750	\$ 9,625	\$ 10,500	\$ 11,375	
Total Lead Budget	\$ 31,250	\$ 35,125	\$ 39,000	\$ 42,875	\$ 148,250

Marketing plan in 5 questions

1. What/who are your targets?
2. What do they care about? What outcome are they seeking?
3. Where do you find them?
4. What or who influences them?
5. How do they want to engage and (eventually) buy?

Your customers



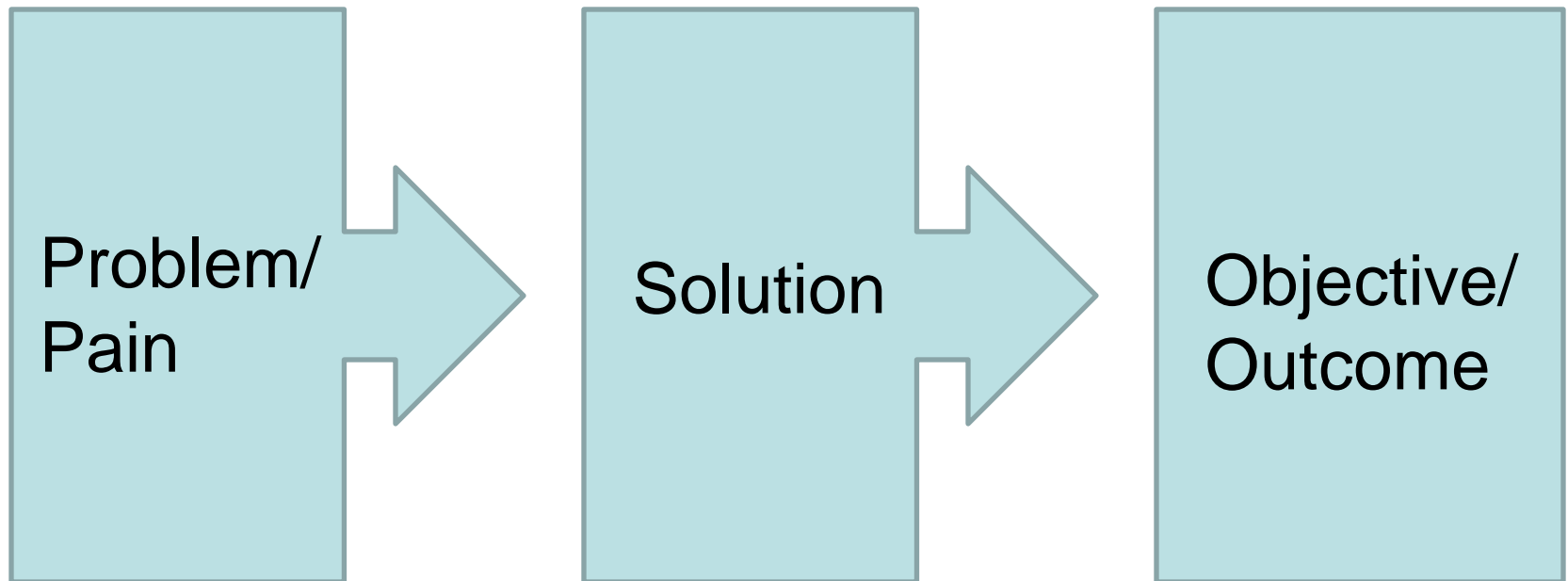
Five questions to start

- What/who are your targets?
- What do they care about? What outcome are they seeking?
- Where do you find them?
- What or who influences them?
- How do they want to engage and (eventually) buy?

What do customers care about?



The buying progression



5 tips for better customer-centric sales



1. Use “you” instead of “I”
2. Treat the first sales call like an interview
3. Align yourself with existing customer priorities
4. Respect their time
5. Let your current customer sell for you

Custom messages by role



	Audience	Drivers	Pain Points	Value Propositions (bullet points)	Key Messages
Vertical #1					
	CEO				
	IT/CIO				
	CFO				
	CMO				
	Audience	Drivers	Pain Points	Value Propositions (bullet points)	Key Messages
Vertical #2					
	CEO				

Three content questions

- What do I want people to see, hear and/or learn?
- What do I want people to think?
- What do I want people to do?

Five common content marketing mistakes



1. Not having a plan up front
2. Writing for the company instead of the customer
3. Not encouraging and participating in two-way communication
4. Not promoting, aggregating and curating great content from others
5. Only producing written content

Three types of content

1. Proactive
2. Reactive
3. Participatory

Your anchor





	Week 1	Week 2	Week 3	Week 4
Theme 1				
Theme 2				
Theme 3				
Theme 4				

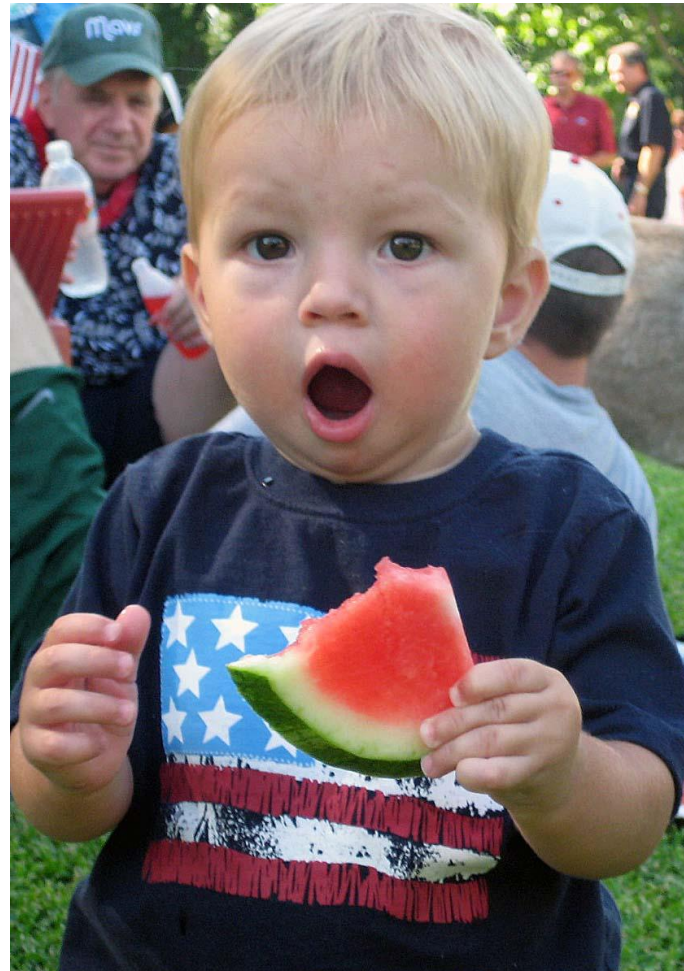
Editorial calendar example



Market Leader
Q2 2010 Editorial Calendar

Q2										
May					June					
Week of May 3		Week of May 10	Week of May 17	Week of May 24	Week of May 31	Week of June	Week of June 14	Week of June 21	Week of June 28	
Corporate Theme		Spring Season Heats Up			New Vision for Real Estate Industry			Are you growing your market share?		
Content Theme		Bringing it all together to grow your business								
Company News (PR)		Fiji Release	Leading RE free trial	Gathering of Eagles Keynote Recap		200th MLS				
Industry Calendar				Mid-year NAR						
Training & Education	Broker Ops (Bob)		Agent productivity tools - what's recommended, what's working (blog, AR)	Creating a customer-centric brokerage (blog)		Top 10 reasons why brokers should care about social media (blog, AR)		12 ways to motivate, excite and retain your agents (blog)		
	Broker LinkedIn Group Questions		What productivity tools are your agents using? Any that have been adopted across the brokerage?	What does customer-centric mean at your brokerage? What are your best practices around this?	How many conferences to do you attend each year? Which are your favorites and why?	What is your brokerage doing with social media? Can you measure specific new business from these investments?	How has business been since the home-buyer credit expired? What new promotions have you instituted to replace it?	What are your best practices for motivating, exciting and retaining your agents?	What is your brokerage doing to encourage and facilitate teamwork and resource sharing?	
	Leadership (Ian)		The best customer service advice I ever received (blog)	Early listing season observations (blog)	Why listings matter even in a buyers market (blog)		Attracting & recruiting agents (blog)			
	Agents & Teams (Scott)	How to share best practices across your team (blog, AR)		Team collaboration best practices (blog, AR)			How to be more efficient when you don't always share the same workspace (blog, AR)		Combining resources across a team to increase marketing impact (blog, AR)	
	Sales & Marketing Advice (anon)	Five seller appeasement strategies that won't break the bank (blog, AR)				Seller marketing tips from real estate veterans (blog, AR)			Best practices for listing presentations (blog, AR)	
	Search & Web Tips (Thad)		How to increase your Twitter followers (blog, AR)		Why your Web domain is so important (and why it's not) (blog, AR)		How to be immediately responsive to your Web leads (blog, AR)	How to help local buyers/sellers find your Web site (blog, AR)	Using social media to market your listings (blog, AR)	
Leadership Commentary	Market Leader Voices	Guest Posts: Broker Web site success stories (pull from Exit customers)		Guest Posts: Best customer service you ever gave or received			Guest Posts: Tips and Tricks to Establish Yourself as the Market Leader			
	Five Ways to be a Market Leader (Video)		5 ways to improve your search results (Thad)	5 ways to build a business within a business (Ian)	5 ways to instantly improve your customer service (Scott)	TBD	TBD	TBD	TBD	
	Ian's Leadership Videos			Five Characteristics of a Successful Real Estate Business		Building a Customer-Centric Brokerage		Why Lead Management Matters (and why it's often ignored)	Knowing when technology is important, and when it's not	

“Reactive proactive”



Repurposing



How to create more content

- Write more ideas down
- Keep a single, ongoing list of those ideas
- Ideas, then outlines, then drafts
- Write ahead of time
- Use guest contributors

10 sources of content inspiration



1. Customer questions
2. Stuff you read
3. People you disagree with
4. Your customer-facing teams
5. Trade press
6. Conferences, panels & Webinars
7. Twitter hashtags
8. LinkedIn Answers
9. The news
10. Things you see that are dumb

Keys to effective pipeline execution



-
- Use a lead management system
 - Clearly define lead & opportunity stages
 - Focus on great content
 - Make it easy for prospects to self-select and move forward

Leads & Opportunities



	Stage	Definition	Sales Next Step(s)	Marketing Next Step(s)
Leads	Open/ Not Attempted	New lead, has not been attempted or contacted by sales	Begin follow-up to get on the phone live to qualify as opportunity	Provide scripts and response offers as needed to increase call-backs
	Attempting to Contact	Sales has begun the process of following the lead follow-up process to reach the prospect live	Continue follow-up attempts via phone, email, "zero out" to reach prospect live	Provide scripts and response offers as needed to increase call-backs
	Interested	Prospect has expressed interest in ABC Company and/or achieving better results, and is interested in learning more; full qualification criteria intent/purchase timeline still unknown	Once prospect has been qualified, either move into a "Qualified" opportunity or move to Nurture (if timeline is long-term or undetermined)	Provide collateral, case studies and other information as needed to help prospect determine sales intent
	Nurture	Prospect is interested, but there is no near-term opportunity to buy (prospect may have other immediate priorities, or may just need more time to consider interest/intent)	no action	Drip marketing to prospect 1-2 times per month with value-added offers, until they're ready to engage in a short-term buying cycle again
	Unresponsive	Haven't been able to get ahold of prospect after repeated attempts	no action	Drip marketing to prospect 1-2 times per month with value-added offers, until they're ready to engage in a short-term buying cycle again
	No Further Action	Lead is not a qualified prospect	no action	no action
Opportunities	Qualified	Prospect has a need & budget, and is actively evaluating solutions	Get demo commitment, plan next steps and timeline to buy (or at least make decision) with prospect	Provide additional support tools as needed (case studies, etc.) to help accelerate prospect interest and buying cycle
	Presentation & Demonstration	Demo has been scheduled or completed; working through objections & questions	Get permission to present formal proposal	Provide additional support tools as needed (case studies, etc.) to help accelerate prospect interest and buying cycle
	Proposal	Formal proposal is in process or has been delivered outlining terms, services, fees	Get verbal commitment to buy pending finalization of terms	no action
	Negotiation	Prospect has verbally agreed to do business; both sides are working through final legal/terms/service/fee details	Sign, seal and return baby!	no action
	Close	Agreement has been signed and returned	victory lap	no action
	Closed Lost	Opportunity has stalled indefinitely or is dead	no action	Drip marketing to prospect 1-2 times per month with value-added offers, until they're ready to engage in a short-term buying cycle again

Six reasons why your sales (might) suck



1. Are you selling to the right buyer?
2. Are you selling benefits or features?
3. Do you sound desperate?
4. Do your sales & marketing teams agree?
5. Do your customers want what you're selling?
6. What are they saying behind your back?

When prospects go dark...

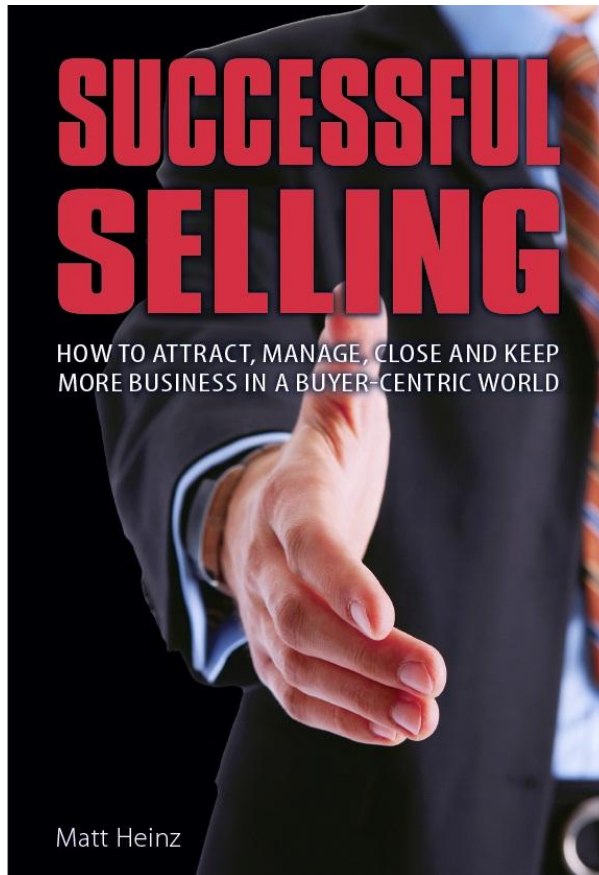
1. Try a different channel
2. Try a different contact
3. Share something unrelated
4. Try a different angle
5. Engage their influencers
6. Move on

Last Slide Last



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Don't forget...



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Questions?



Sign up for a demo

www.act-on.com

Need it today

Call: 1 (877) 530-1555

Email: sales@act-on.com

