

Database Mining for Fast Track Business Development

Direct Marketing Program leading to new business.



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1


GENERAL information

At any given time

- 4% of the market is buying
- 56% is not
- 40% are poised to begin



2



2

Communication
It starts with a few points - Email

#1 means of B2B communication.

You have to earn the right to be in someone's mailbox.



3



3

Communication
It starts with a few points - Voice Mail

Why don't people respond to voice mail?



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So how does this all work?



It's realizing that people are very busy and when they don't know you, it's tough to connect.

5



5

So how does this all work?

- #1 - Send an email
- #2 - Follow up with a phone call
 - ... Leave a voice message
 - ... Connect with the buyer
- #3 - Follow up with an email.
- #4 - Repeat



6



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Let's talk about communication through email



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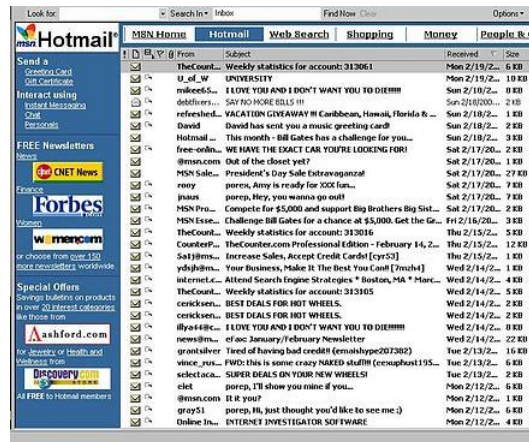


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Let's talk about communication through email

There's nearly 3 billion email users worldwide

How do we earn the right to be in someone's inbox?



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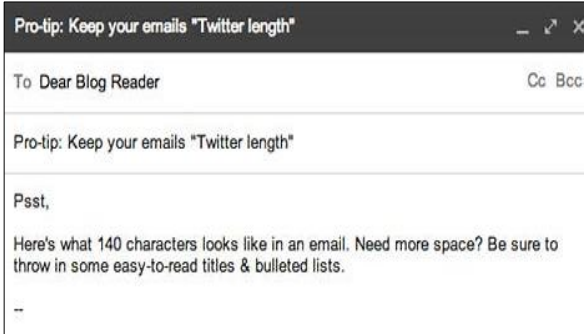


8


Short & sweet communication

You have seconds not minutes.

Twitter Length



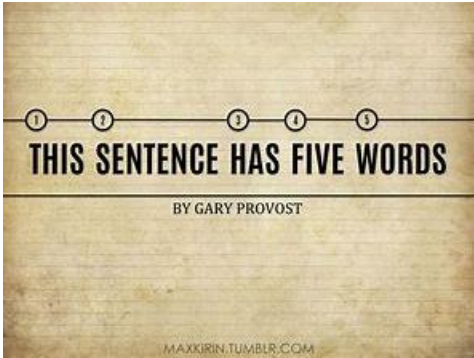
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9

Short & sweet communication

Be short and get to the point.



10



10

The system...

When you communicate with former customers,
do your homework.



13



13

The system...

Who is the key contact?



14



14

The system...



Send the
prewritten,
scripted email

15



15

The system...



The purpose is to land
that 1st touch.

To get your name in
front of the buyer.

It is the lead to the
phone call.

16



16

The system...

So let's talk about phone calls?



So why's it so hard to reach people?

17



17

The system...

Who likes checking voice messages?

The flashing red light...



18



18

The system...

Step #2

Make the phone call

Leave a voice message

Or you reach the buyer



19



19

The system...

Leaving a voice message

Develop and use your scripts

Because preparation is one of the keys to success



20



20

The system...



Yet this is now Touch #2.

21



21

The system...



The buyer answers the phone!

You have a connection

Use your script.

22



22


The system...

But if you don't connect


Step #3
You wait 1 week and send the 2nd email

And this is Touch #3

.




23



23

The system...




Step #4
Wait 3 to 4 weeks.
Repeat

Build your touches

.

24



24

The system...

It's about touches

1st email – see your name.

1st voice message – hear your name

2nd email – see your name

3rd email – see your name

When you connect, it's not a cold call but is now a "know call"



25

25

The system...

To summarize



- Be prepared / Setup your system.
- Do your homework.
- Write and use your scripts.
- Do your record keeping.
- Build your name recognition (touches).
- Remember it's about helping people.

- Execute the system - Repeat

26

26

What's the impact



Pass #1 - You can get business.

Pass #2 – You can get more business

Pass #3 – You can convert more.

It's a marathon not a sprint.

27



27

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We here to help.

For a full transcript or additional help
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28



28