

Message Portfolio Letters

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You know I like to talk about FFBTT, overcoming objections, closing and presentation. However, we have to get leads before anything can happen. Think about that. You can be the best closer in the world, but never get a chance to use that skill if you don't have a lead.

Direct Mail can serve as an extremely important contact tool. It allows you to briefly introduce your company and presents a benefit of using your services and your company. You can do a good job with direct mail, but you have to do it right! Your portfolio of direct mail letters should include samples of letters with primary "benefit hooks" for the many audiences. Check out DMP.com for examples of these letters.

Introductory

State who you are, what you do, whom you serve, what your objective is. They are best used when accompanied by an additional "hook."

New Construction

Primarily for builders, developers and other construction-related audiences. Try to include the benefits of early planning for security.

New Homeowners

Congratulate the new homeowner. Build value of protecting family and their new investment. Present a "new homeowner's package" which can be "built" around specific equipment and pricing. This should be discussed with your manager before mailing.

Relocates

Watch for the "For Sale" and "For Lease" signs as you drive through your territory. Odds are great these people are moving. Your relocate letter congratulates them on their growth and you position your services to assist them in their move.

New Move-In

Watch for the "Sold" signs as you drive through your sales areas. Keep track of local homes for sale and lease

on Zillow or other web sites. Here's an opportunity to catch people in the process of moving in to their new home.

Break & Entry

Cloverleaf areas where break-ins have occurred. Simply state that the "event" has occurred in the area and you're providing "no-obligation" security surveys so residents can determine the needed level of protection.

New Business

Congratulate the opening of a new business.

Competitive Conversion

Reach out to companies that have existing systems. Target older businesses in older parts of town that might have outdated equipment.

Added Services

Keep your customer base informed about your added services, downloading capabilities, special services, new products, etc.

Installations

Cloverleaf the business or residence of recent installations. Tell everybody you're in their neighborhood! (On

"cold calls" alert them to system "testing.")

Residential Campaigns

Introduce your company as serving the community. Include installations, special promotions (i.e. holiday and vacation season protection), breaking & entering events and other information.

Chain Accounts

Multiple-location businesses provide an excellent means of picking up several accounts at one time. Go after the "two and three locations" businesses. After serving several of these types of accounts, target your letters stating your expertise in multi-location business.

Misc. Target Markets

There are hundreds of "like businesses" in every sales territory. Your campaign to a specific type of business is built around a specific package of coverage.

Events

Pay attention to crimes, recent fires, any type of event that would cause the folks in the area to want to speak with you.

SALES TRAINING NOTES

Only send out the number that you plan to call and talk to. Do not send more than you can speak personally to. If you cannot talk to them by phone, you should visit them in person. This is a great opportunity for you to generate leads and develop strong customer buy-in.

Here is what I recommend...

The “trickle-down” process works. RESEARCH THE NAMES. DO NOT SEND TO TITLES.

SIC Codes (Strategic Industry Codes) list companies by specific industries. Once you profile your target audience, you can obtain or compile mailing lists to the same audience through a variety of resources.

Do not send more letters than you can systematically follow-up within one week.

You may receive one to three percent response to your direct mail campaigns—if you’re lucky! To these people, your follow-up phone call will generally gain an appointment. Responding to client requests is the easiest of follow-up calls. What are you going to do about the other 97 to 99 percent?

Remember, these people are probably in need of your services too. It would be rather ridiculous and expensive to discard the list of names. Your logical alternative - CALL THEM AND/OR GO SEE THEM!

So here are the final rules to remember.

1. You do not ever send more than you can follow up on in a week. Never! Find out if they are interested and if they know anyone who is interested. Talk about referral programs and how you can help them!
2. If you mail without receiving a response, you must follow-up face-to-face. Use this list or it will be used by your competition.

Well, I hope this gives you a great prospecting avenue that can get you some very good leads. And when you get them, always remember...

If you don't make the sale, you work for free!

Now go “Get Your Cookie”!

Jack