

D.R.I.P. Marketing - How To Develop It For Any Business

I was working late at a client's office in downtown Philadelphia. In the room was the president and two of his top sales people. As we were summarizing the day's events we started talking about the role price plays in the buying process as well as some ideas marketing their payroll service.

After going through some tactical campaign strategies, his #1 sales person started to tell the group about a prospect she talked to who had an extremely high interest in buying their payroll service. She then told us why the prospect wanted to change providers but he wouldn't be ready to buy until early May. Knowing what I know, I ask her this: "That's exciting! Tell me, what are you going to do now?"

Linda replied, "I am going to call him in early May." I said, "*Linda, let me paint a picture for you. You just had a great conversation with a hot prospect. He probably felt the same connection with you as you did with him. The reality is this; he'll go back to work dealing with the same issues as before and will quickly forget about "You". Your competition calls him four weeks from now and he tells the owner about "their" solution; and he is receptive to this call because of two things:*"

1. You were able to bring out the "*pain*" he was having with his present vendor and still remembers the "*pain*" but not you.
2. He is much closer to buying because he is sitting at the end of the "*Educational Buying Spectrum*" and needs to solve his problem sooner vs. later.

So the sales person touts how great his customer service is, beats his current price and says this, "*Since the end of the quarter is coming, we can start your paperwork right now - it's best to get things going sooner vs. later*". He says, OK.

What just happened? The company just lost a deal because they never stayed in front of this prospect to remind him of the VALUE they were going to bring his business. This is one of the ways we help our clients: We keep their valuable marketing message in front of a prospect with a series of D.R.I.P. marketing campaigns that solves a person's problems, positions you as a "consultant" and a valuable asset to his business and systematically reminding them of the value you will bring his business. So when he gets a call from a competitor 3, 4 or 5 weeks from now, he will tell his receptionist, "*Just take a message*".

Have a sales meeting today and ask your sales people to give you their sales pipeline. Now ask them to tell you who their "*hot prospects*" are and when the deal will be closed. Now ask the magic question: "*What are you going to do now*" (then stop talking). If they are not telling you exactly what they are going to be sending (not calling) to this "*hot*" prospect in the next XX days, I will guarantee you the odds of that deal closing is extremely low.

Look at your own sales and marketing process for a moment and think about what you can do to augment a sale.

It all sounds great, but where do you start?

Suppose you're a payroll service and you want to develop a D.R.I.P. marketing campaign to your list of "hot" prospects. The following table gives you an idea on how you might want to develop the content for your D.R.I.P. campaign:

- **Day 1** - Send a letter summarizing your conversation - gives a brief overview of what you will do for them. This will help position you as the expert in the marketplace.
- **Day 7** - Send a letter outlining how they can assess their own payroll/HR needs - Helps them through the process of realistically determining what they need in a payroll partner.
- **Day 14** - Send an e-mail that outlines your add-on services.
- **Day 21** - Send a letter that outlines your payroll accuracy guarantee.
- **Day 28** - Send a postcard that outlines a customer success story.
- **Day 35** - Send an e-mail that talks about how quick your conversion process is, what to expect during this process and what needs to be done prior to the payroll transfer.
- **Day 42** - Send a letter that outlines your customer service guarantee; what they would need to get done to avoid any last minute surprises.
- **Day 49** - Send a postcard about helpful hints to improve employee benefits.

The best thing about D.R.I.P. marketing is how easy it is to develop an e-mail or direct mail template - templates that can be changed based on your target audience or situations so you can convert more prospects to clients!

MyMarketingPartner.net is a national sales and marketing consulting firm that does something unique in its industry. Since 2002 we've been helping our clients become more profitable by converting more of their prospects into clients and clients into repeat buyers...all by turning the art of marketing into a science.

If you would like to explore how we can help your business, we would welcome the opportunity. You can reach us by calling (856) 401-9577 or e-mail our Founder, Glenn Fallavollita at glenn@MyMarketingPartner.net or calling us at the number listed below.

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