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Of: Sales Professionals of Ottawa

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It's a Jungle Out There!

My name is Diane Dufour. I'm the owner of **Accurate** — a strategic web and print design communications firm.

I love sales! It's absolutely one of my favorite activities of running my business. When Loreto told me today's topic **How do you hunt in today's jungle?** I thought what a fabulous question!

To make a true impact with my answer I want to do a simple demonstration. Here's a large pitcher of water. Can you pick this pitcher up with one finger without spilling it? (try) Two? (try) Three? (try) Four? (try) You can pick up it up with five. (succeed)

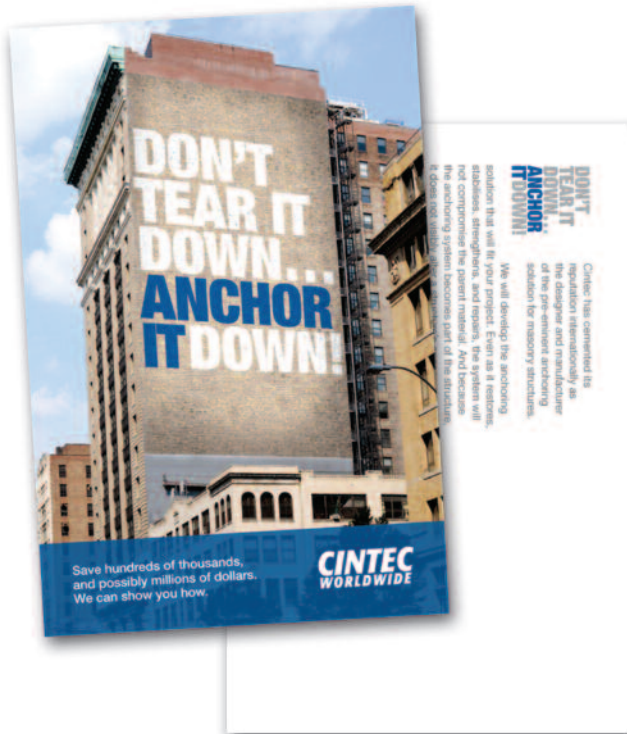
Apply this to sales. When it comes to professional corporate sales you need a minimum of FIVE different touch points to connect with a prospect to potentially turn that Prospect into this Client. There's no magic recipe though ... sorry about that. Reality my FIVE touch points will be different than yours, his, hers ... even my own will be different in a few months.

Before you can even create these FIVE touch points you **must** have two things: one, **something to sell that you believe in** and, two, **a solid list of valid prospects** that can and do need your products or services.

To illustrate the FIVE touch point process I'm going to introduce you to a case application from one of Accurate's clients. The client is **CINTEC Worldwide**. It's a small consulting engineering firm of about 35 people spread across the globe. One of their products is a patented amazing anchoring system for masonry buildings and bridges that are in peril of colapsing due to either age or weather, like earthquake caused instability. An opportunity has arisen that suits CINTEC's proprietary anchoring product. NewYork City has passed a new law: all buildings over 6 storeys high must pass Local Law 11 regarding that building's blast or earthquake resistance ... if they don't pass ... they face potential tear down.

The FIVE TOUCH POINT SYSTEM goes into action:

ONE: A postcard is mailed to all restoration specialists, engineers and architects in the NYC area, personally addressed. *Caption: Don't Tear it Down, ANCHOR it down. (show) Minimal*



information but it's benefit driven — always remember in sales it's NOT about you, they don't care — they only care about it's "what in it for me".

TWO: a week after the mail out, the sales representatives sends a benefits driven email to the prospect. It has an HTML promo tying in the Don't Tear it Down, ANCHOR it down campaign. The subject line: Local Law 11.

THREE: A few days later the sales representatives start calling all the prospects ... on the most part, it's voice mail ... they leave a message ensuring they repeat the Don't Tear it Down, ANCHOR it down message and Local Law 11 and say they will follow up the call with a fax of the engineering specs of the anchor system.

FOUR: CINETEC reps let a few weeks go by. A fax is sent out as per the voice mail. The cover letter states "as per voice mail" and it again reinforces the Don't Tear it Down, ANCHOR it down with the campaign logo

FIVE: A second and final email is sent. Subject line: Join Us. Message is casual, not sales but inviting prospects to become a fan of Don't Tear it Down, ANCHOR it down Facebook page where they will be kept current with amazing masonry anchoring projects from around the world. From this point this prospect, if not already turned into a client or fan will be contacted once a year.

For CINETEC Worldwide the FIVE touch point process educated the recipient, in a friendly and informative way. It was benefit driven and current to their market needs. In the end if that NYC campaign recipient ever needs consulting engineering services for a masonry project ... who do you think their going to call?

In conclusion, **sell stragically**. When you're in your sales jungle take at least five survival mechanisms based on a benefit driven campaign: email, fax, phone call, direct mail, Facebook, LinkedIn—whatever. Use the FIVE point touch process and you will see your sales dramatically improve and your jungle will feel a lot tamer.

Thank you for inviting me as a panelist, I look forward to the upcoming discussion and questions.

Diane Dufour,
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www.accurate.ca