

RECORD ALL YOU CUSTOMERS DATA WITHIN A CRM SYSTEM



BONUS VIDEO TRANSCRIPT THREE



COACHING ACADEMY SPECIALIST
Where Small Businesses Grow

Video Transcript Three

Lead Generation Made Simple

The P.E.R.F.E.C.T Method - R - Record

In lead generation, we're talking about the **P.E.R.F.E.C.T. Method**.

We started off with "P" for positioning yourself in the marketplace in a way that will endear you to the customers and the prospects, so that they'll turn to you at a time when they're interested in your product or service.

Then we talked about 'E', Educating the customer by giving them and continue to give them loads of information throughout the period when you're not selling them anything but just helping them build up some information about the product so, again, they'll turn to you when the time is right.

The next step we have is 'R' for 'Record', and this is where we have a system where we record information, so that we can build up a profile of the suspect during the period that we're in communication with them.

And for that we need what we would say is a reliable CRM system, that's a Customer Relationship Management System. These systems are not just for customers, they are also suitable for prospecting. You can buy them off the shelf and they're quite inexpensive.

Whatever price it is, it is nothing like the price or the cost to you if you don't record the information that's happening between you and your prospects.

You must accept today that if you want to sell, you have to market. And to market means you have to go and generate prospects. And to get hot prospects, you don't just get them in an instant. You develop them from cold prospects and you put them into a sales funnel. And in the sales funnel, we get loads of what we call "cold leads," suspects, cold prospects, if you like. But they're cold. They're not interested in buying your product or service today.

But over a period of time, they will eventually become hot prospects. And that is the process that goes on in your CRM system.

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Now, so many companies, are reluctant to take any notice of this because they're in too much of a hurry and they want a sale today. They say, "What good is a sale in twelve months' time?" And yet you'll find loads of companies today where they seriously regret not recording that information that they knew about twelve months previously. So what you're doing today, you're building for the future with a reliable recording of the information in your CRM system.

It's a simple system where you record the information that happens between you and the prospect. You will initially, perhaps, in building your database send out some information for free to a cold list. And you'll find that some people will indicate an interest just in the information.

What you've now got is the beginning of your sales funnel. And you put this list into your sales funnel and you think, "One day I hope to sell to them." And over a period of time, you'll carry out all the steps in this simple prospecting method, and eventually, you'll convert them to a customer.

But to do that, you do need to record the steps that take place. You need to record and build the profile, build the information on this prospect that enables you to pounce when the time is ripe. Because there's a danger when the time is ripe that the same prospect might well be tempted to look at a competitor, and why wouldn't they?

There are companies today who will talk to a customer because they want to sell them, shall we say, car insurance; a very typical example. And the customer will say, "Yes, I do have a car, yes, it's insured, but I just insured it yesterday." And the salesman will say, "Oh, what a shame." Successful salesmen will say "This is very helpful, I know exactly when I will make you a sale next year".

This is what they'll do, they'll record that information and in ten months' time they have what they would call a "hot prospect" because their policy is due for renewal very shortly. And they will cause the prospect to wonder, "How did they know when to contact me?" Because you've held on to that information.

And it is very foolish not to have a system in place where you can record that.

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There are salespeople all over the world today being told, "Thank you for your offer, I am interested, but not at the moment." What they're saying is, "Yes, from time to time I do buy that product, from time to time I do buy that service, but not today." And the salesman considers, "Oh, it's a fob off, he was putting me off, he's just procrastinating," when in fact, what the customer is saying is, "Not today." And he says, "Call me in three months' time." And the salesman will think, "Maybe I won't be in business in three months." And of course, with an attitude like that, he probably won't be in business in three months' time.

So what I would say to that salesman, "You need to have a CRM system. You need to anticipate that selling is a long process and so is prospecting." And a CRM system is essential for you to have to record that information.

When a guy says, "Call me in three months," you've got to be thinking around about the two-month stage of making a gentle approach. And the customer will be flattered that you took a note of it. And you'll say, "When we spoke three months go" and he says, "I didn't think that three months has passed already." "and I'm calling you as promised." And when you do, give them more information, give them more educational stuff. And they'll think you seem like a nice company to do business with.

So a CRM system is a critically invaluable, efficient tool that, without it, we would say that you're crazily spending money on marketing and not building a pipeline business .

**DON'T FORGET TO WATCH THE "LEAD
GENERATION MADE SIMPLE RECORD"
VIDEO.**