

CONTACT LEARN WHEN TO CONTACT YOUR PROSPECTS



BONUS WORK BOOK SIX



COACHING **ACADEMY** SPECIALIST

Where Small Businesses Grow

Step 6

Lead Generation Made Simple

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

“In the end, a vision without the ability to execute it is probably an hallucination.”

Steve Case, co-founder AOL

You Must Call or telephone when appropriate and when the prospect is ready.

You must Leverage your advantage with follow-up and continuous Information and Education. You may not have made a sale yet and you must bear in mind that, “on average, it takes ten marketing-driven touches to progress a lead from the top of the funnel to revenue.

So you are encouraged to keep up the good work. You have secured the prospects hard earned interest. You must now continue to try and get the prospect to get to Know Like and Trust you.

Your marketing campaign should have a series of reports and information ready to go out to your interested prospect. Just because your prospect is not ready to buy should not be a good enough reason to ignore him. We have all noticed the approach from the smiling salesperson in the department store, as they say “May I help you?”, only to see the smile instantly disappear when we say that we are just looking.

We are in this for the long haul. Keep being kind and generous with what you can do for your prospects and it is a guarantee that you will be repaid in abundance.

The best sellers and entrepreneurs never rest on past success. They are constantly looking for ways to improve results, making a good thing better.

Step 6

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Continued....

Even if an advertorial works well, the seller may want to try to improve it with a stronger headline, by placing it in different publications, or by adapting it to different mediums. The seller can also try to make the content of the special report more compelling, prompting more people to make contact.

On the one hand, if the effort is producing all the leads one can handle, there is probably no reason to mess with success. On the other hand, having all the leads one needs places you in a position of strength and affords the luxury of some experimentation.

This lead Generation system can also be labelled as a sales funnel.

We've started at the top of the funnel with a large list of cold data and through the process of elimination identified and located some interested parties. Dependent upon the volume of data you have been working on and the nature of your product or service it is inevitable that you will in time make some sales.

You will have supplied numerous pieces of information about your product or service and in the process of doing so, you will have endeared yourself to your prospect.

You should be in no doubt about this.

Provided you have not tried to be too pushy or attempted the 'hard sell', you will have earned the prospects trust, they will have begun to feel comfortable with you and they will buy when they are ready to buy.

Throughout the campaign your prospect will always have had the opportunity to opt out by clicking the unsubscribe button, but alas they have decided not to do so.

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Continued....

Based on the material you have sent and the prospects response to them will enable you to make a sound judgement as to how far along the Lead Generator dial he has progressed.

You are entitled to form a view as to whether he is cold, warm, very warm or hot.

You can make a telephone call to check his temperature but once you have decided that he is "Hot" and a 1-2-1 meeting beckons, you must move very decisively and purposefully.

You have arrived at a critical and most important stage in the sales cycle and you mustn't blow the opportunity.

Bear in mind that if he is a hot prospect for your company, he is almost certainly also a 'Hot Prospect' for your competitor.

Life can sometimes be very sad, you might have done all the right things in getting the prospect to this stage only to lose out to a competitor who may have done very little if anything in this sales process.

The bottom line is, the P.E.R.F.E.C.T. Method works when executed correctly so don't quit.

So, if you think he is ready you must move like lightning.

The next stage is the 'Telesales Call' or more properly called the 'First Appointment Call' which is covered separately.

Step 6

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Success Story and Positive Mental Attitude

William Clement Stone

William Clement Stone's father died when he was 3, leaving the family impoverished because of his gambling losses. At the age of 6, he began hawking newspapers on Chicago's South Side, while his mother worked as a dressmaker.

At 13, he owned his own news stand.

At the age of 16, he went to Detroit to help his mother in the insurance agency she had opened there. He went from office to office, making cold calls (he called them gold calls) to sell casualty insurance, and he was soon making \$100 a week.

One of his favorite expressions when describing his cold calling and sales abilities was that he '...Mowed them down'. He devoured the Horatio Alger stories, where poor boys overcome adversity to make good.

Real Life Education Begins

Dropping out of high school to concentrate on selling insurance, he eventually received a diploma from the Young Men's Christian Association Central High School in Chicago. The remainder of his formal education consisted of a few courses at Detroit College of Law and Northwestern University.

Much of what is known about W. Clement Stone comes from his autobiography 'The Success System That Never Fails'.

Step 6

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Success Story and Positive Mental Attitude

William Clement Stone/Continued....

In that book, he tells of his early business life which started with the selling of newspapers in restaurants. At the time, this was a very novel thing to do, which deviated dramatically from the normal practice of young boys hawking newspapers on street corners.

At first, the managers of restaurants tried to discourage him from this practice, but he gradually won them over, due in part to his politeness, charm, persistence and the fact that by and large, the patrons of the restaurants had no objection to this new way of selling his newspapers.

From there he graduated to selling insurance policies very successfully in the offices of downtown businesses. His mother was the initiator of his new career, and together they did quite well, she as the manager of the business, and he as the salesperson.

W. Clement Stone turned his \$100 into millions of dollars with a strong desire to succeed and by putting into practice the principles in the book 'Think and Grow Rich' by Napoleon Hill. He was the living example of the proverbial rags-to-riches protagonist in Horatio Alger's stories he loved so much.

Eventually he became an 'angel' to others lifting some from the gutter, to incredible heights.

One of his great successes was one of my favourite authors, the famed Og Mandino, an alcoholic at the time whom Stone took under his wing. The relationship engendered a new life for Mandino who became the publisher of the monthly digest magazine founded by W. Clement Stone and Napoleon Hill called Success Unlimited.

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William Clement Stone/Continued....

The Building of an Empire

In 1919, W. Clement Stone built the Combined Insurance Company of America, and by 1930 he had over a thousand agents selling insurance for him across the United States. By 1979, his insurance company exceeded \$1 billion in assets. Combined Insurance later merged with the Patrick Ryan Group to form the Aon Corporation in 1987, and was sold to ACE Limited in April 2008 for \$2.56 billion.

A proponent of the motivational book 'Think and Grow Rich' by Napoleon Hill, he associated with Hill to teach the Philosophy of Personal Achievement 'Science of Success' course.

He also co-authored 'Success Through a Positive Mental Attitude' with Napoleon Hill and wrote: 'One of the most important days in my life was the day I began to read 'Think and Grow Rich' in 1937'. He also added that the Bible was 'the world's greatest self-help book'.

In his last interview, not long before his passing, he explained the importance of PMA (Positive Mental Attitude) and said: 'A positive mental attitude is necessary for achieving worthwhile success. We in America know what it is for us, for we have inherited the tenets of the Judeo-Christian faiths on which our Constitution, laws and customs have been based... Strive to understand and apply the Golden Rule... Believe that any goal that doesn't violate the laws of God or the rights of your fellow men can be achieved'.

Step 6

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William Clement Stone/Continued....

The Philanthropist

Throughout his life he gave over \$275 million to charity including civic groups, mental health and Christian organizations. He was once quoted as saying, 'All I want to do is change the world'.

Among his philanthropic activities was his long-time support of the Boys Clubs of America for over fifty years (now Boys and Girls Clubs of America).

He also donated one million dollars to Rev. Dr. Robert H. Schuller to begin construction on the Crystal Cathedral. The W. Clement and Jessie V. Stone Foundation was established by him and his wife to support humanitarian, mental health, religious and community causes.

In 2009 the Foundation gave \$3,805,625 to worthwhile causes.

A supporter of The Napoleon Hill Foundation, which he directed for forty years, and to which his estate contributes funding, he celebrated his 100th birthday with a gift of \$100,000 to the University of Illinois at Chicago.

W. Clement Stone once stated, '*Regardless of what you are or what you have been, you can still become what you may want to be.*'

DON'T FORGET TO WATCH THE "LEAD GENERATION MADE SIMPLE - CONTACT" VIDEO.