# *Make a Million With Your Mailing List*

## How To Sell More To Customers You Already Have Using Database Marketing

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*"The Database Diva"*

## *Got customers?*

Then you're perfectly positioned to grow your business with one of the easiest, low-cost, no-risk marketing strategies available—leveraging your customer database.

If you've ever said, "I wish I had 100 more customers just like X," then you intuitively understand the principle of **database marketing**.

Think about it:

■ Your customers listen to you, don't they? Prospects *start out* skeptical.

■ Customers regard you as an authority; prospects think you're "just a salesperson trying to sell something."

■ Customers return your phone calls; prospects...well you get the picture.

You've heard the truism that it's 10 times easier to sell an existing customer than to find a new one. And you know the Pareto Principle that says 20% of your clients are responsible for 80% of your sales. Then doesn't it make sense to do everything in your power to sell even more of your products and services to customers who already trust you, and then leverage their happiness into word-of-mouth referral business *that doesn't cost a dime?*
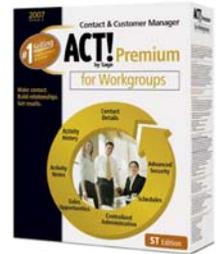
Besides increasing sales, selling more to customers you already have has other payoffs as well, such as

■ The opportunity to decrease overhead expenses by eliminating a low-performing sales rep or postponing or eliminating a new sales hire (while still keeping sales up)

■ Increasing job satisfaction of your current sales force because you're giving them an easy way to build stronger relationships with their customers with no extra effort on their part

■ Reducing the cost of unprofitable advertising expense

To make a million with your mailing list, several key ingredients are required. Here are The Database Diva's 12 steps to get you started.

## 1.  *Invest in a true marketing database, like ACT! Software,*

where you enter your "entire world". This includes customers, prospects, vendors, friends and family. Make it easy to find who you need when you need them.

Did you know that according to productivity experts, your IQ drops 10 points with multi-tasking! Worse, executives waste six weeks per year searching for lost documents.

With only one database, you instantly simplify your life because no matter what you want to find out, you've only got one place to look.  No more searching in Outlook folders, desktop piles, digging through your purse or briefcase or reading Post-It Notes plastered all over your monitor in order to find relevant customer data that all staff members need access to.  Now, with everyone in the company putting everything in a single database, you'll be able to transfer up-to-date database info daily to your handheld device, like a Palm Pilot or a Blackberry.

Imagine arriving at the office and having your day, your business, and your life under control…

- Your computer displays a list of your calls and to-dos scheduled for the day

- With a simple mouse click, you instantly see detailed information and notes about your first customer meeting and then…the computer dials the number for you!

- While you're on the phone, you make notes about your conversation and delegate a follow-up "to do" for your assistant. You're confident it will be done (and you have a way to verify that it has been).

- Next you click on a single icon and create a pre-written confirmation letter to the customer you just spoke with. Two more clicks, and you've faxed (or e-mailed) a letter to her, directly from your computer. (By the way, a record of your conversation has been automatically inserted in the client's record.)

- Your customer is amazed at how much you remembered about her (and her problem) from the last call, not to mention how impressed she is by how quickly you have followed up with her request.

- Next you send a personalized mail-merged email message to 15 new prospects and a separate V.I.P. pre-sale announcement to your top 10 customers.

Your first call has been made, you've scheduled your next action, sent out a confirmation letter and emailed 15 prospects—and your first cup of coffee isn't even cold yet. Now, that's profiting from your database!

- At 9:25, an alarm pops up on your screen to remind you about a scheduled phone call for 9:30. The call-back was scheduled for you by a co-worker who took the call while you were out. With one click she pulled up your quote and answered basic questions. Then she scheduled a follow-up call for you for this morning to negotiate the price changes they were looking for.

- With another click, you print out driving directions to your client's office for this afternoon's meeting.

- At the end of the month, you easily produce an activity report that shows exactly how you spent your time and the dollar amount of all your sales.

Finding information you need, when you need it, is just one of the signs of a successful sales organization. A longer-term indicator of sales accomplishment is the ability to build personal relationships with your customers so you can leverage referrals.

Let's move to **Step 2** where we'll start incorporating a method for segmenting your database to begin shifting your business from a "one-to-one selling paradigm" to a "one-to-many."

## 2. Add 3 critical data fields to your marketing database:

- **Referred By/Source** - To track successful advertising/networking strategies and identify how each contact got into your database

- **ID/Status** - To categorize contacts into marketing groups

- **Last Results** - To track the date each contact was talked to last. Now you have a way to query the database so  no contact is ever lost in your follow-up plan.



## 3. Clean it up!

You've imported "your world" from all your "list sources," such as your website inquiries, Outlook

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