



SMEI Dallas - Monthly Forum Roundtable

DATE: Friday, February 6, 2009

TIME: 7:30am to 9:00am CST

LOCATION: Grand Homes Building, Dallas, TX

FACILITATOR: Sean Piket, Founder & CEO, Sales Integrity

TOPIC: Demand Generation in Tough Economic Times

DISCUSSION NOTES:

BrightBlue Marketing lives by the 6+ touch philosophy. You must touch prospects and clients a minimum of 6+ times to keep top of mind. Below are examples of cost effective outreach activity that BrightBlue recommends to their clients to adhere to the 6+touch philosophy...

1. Ask for referrals instead of asking for their business.

Call up contacts and ask them if they know of anyone needing services like yours. It gets you farther many times.

2. Send monthly email bulletins with helpful tips or inspiring quotes

3. Send quarterly meatier bulletin with relevant information and success stories they can relate to. (Favorite book, articles, summary of a conference or valuable seminar presentation)

4. When attending a networking event, always invite and bring a hot prospect or top client

5. Volunteer on a committee of a relevant industry association. You get tons of exposure and potential clients can see your hard work instead of just hear you talk about it.

6. Set up a lunch or coffee and bring two of your contacts that would benefit from one another and ask that they continue the chain by setting up a lunch for two of their clients/prospects and from time to time make sure you are included.

Facilitated Discussion Notes with Input from All Participants:

- Have a contact database (e.g. Constant Contact, etc.).
- Incorporate a personal touch – write hand written notes or use “Send Out Cards” approach for follow up versus sending an email like everyone else.
- Have a weekly/monthly touch point (e.g. the “Friday Flash” email newsletter)
- Be Specific with your requests for what you need help with (i.e. “I am looking for an introduction to the CIO at Mary Kay” versus “I need new business”).

- Join associations with like-minded people – don't go to generic networking events – go to events that are specialized and narrowly focused – this will yield a higher quality audience thus yielding a better return on the time spent at such events.
- Be unique (e.g. new word of the day – “pizzled” – combination of puzzled and pissed off! Ok – I just wanted to see if you read this far and was paying attention! Besides, if you can't have fun then what can you have in life? ☺).
- Spoil your customer – and more importantly tell them you will spoil them up front – this forces you to follow through and live up to your word!
- Help people get jobs – it's the right thing to do no matter what the economy is like but even more important to lift others up in a time of need during difficult economic times. They will not forget this in the future and ultimately, when the economy gets better, they may be in a position to buy from you or help you in some form or fashion.
- Create your own associations/forums – find niche-oriented, like-minded professionals who are thought leaders and are “givers” – not the glad-handers looking to swap cards!
- Be a giver and pay it forward – do something nice for someone with no clear benefit in return for you – it's just good karma! And it will ultimately come back to you in the form of good fortune.
- Facilitate introductions for two people in your network who do not know each other but would benefit from knowing one another. You can do this via email or even invite them both to breakfast, lunch or coffee/tea, get them introduced, then keep quiet and let them get to know one another while you watch and learn.
- Use surveys (Survey Monkey, Survey Gismo, etc.) to find out what partners, prospects and customers are seeking.
- Ask for testimonials (tip – write the testimonial for your customer then have them review, approve and sign – this expedites the process versus asking your customer to think of a testimonial from scratch).
- Don't push people on something – educate them and help them buy. You should help people buy “what they want, what they need, and what benefits them”. For best results what you offer should incorporate all three concepts.
- Practice the “E-squared” approach – educate and evangelize – people will notice your passion for what you do and understand that you truly want to help them – they will then go out and act as a “surrogate” sales force for you in terms of educating contacts in their network on what you do, thus evangelizing you!
- Let people hear your passion, be a doer not just a talker – You were provided with two ears and one mouth – use in that proportion! ☺ Listening and then applying what you learned will demonstrate that you truly care. People want to help people who truly care and this will help drive more leads, opportunities and business your way.
- Back up your word, do what you say you will do – this defines integrity. Unlike the Super Bowl in NFL football where no one remembers who lost but only who won the big game in any given year, business is a contact sport played *every day* in the marketplace and people DO remember the people who DO NOT follow through and do what they say they will do. Guess what? Customers, prospects and partners avoid these people like the plague. Don't be one of those people! ☺
- Remember: “Your presence has a presence when you are not present” – people will talk about you when you are not in the room – what are they saying? Make sure you act with integrity and consistently follow through at all times so what they are saying is good!