

BONUS CONTENT:

THE POWER OF HUMAN CONNECTION
CHAPTERS 7-10

*Relationship Marketing
Best Practices*

This features 4 chapters from the book, Power of Human Connection – chapters 7 through 10. This discusses the relationship marketing way to Prospect, Present and Follow-up with potential clients and customers.

CHAPTER 7

Permission to Sell: The Marketing Side of Relationship Marketing

So far, we have discussed in detail the power of relationships and how to network with a focus on genuine human connection. You have learned from some of the best networkers and relationship marketers on the planet.

You may be saying, “OK great, I get all this. I love it all and I want to do it. However, I don’t have a network of people like a Jordan Adler. I’m brand new to the concept of BNI and other networking strategies.” Or, “I just opened the doors of my new business or started a new sales position. All of these strategies you have taught, so far, take time. I need to sell some stuff now so I can put food on the table.”

Don’t worry—I’ve got you covered!

PERMISSION TO SELL

You already have permission to go sell. In fact, you have a responsibility to sell. Everyone, regardless of what they do for a living, is in sales. Make no mistake about it. Nothing in any business, or in life, happens without someone making a sale. It’s what everyone does. It is also directly related

to how you make connection and establish relationship with others. Selling is how the world goes around: it's how you survive, it's how you thrive, it's how we all live.

Think about it. What are the first few questions asked when you meet someone for the first time? These topics usually come up in this order:

What's your name?

What do you do? Or, what business are you in?

Tell me about your family.

What do you like to do for fun?

What you do for a living is a big part of who you are, and it's a big part of the person you are making a connection with. It's at the center of every conversation we have with others.

So, if making a living is a big part of who everyone is, then why be shy about what we do and how we could be of service to others? Hopefully, you are in a line of work you are passionate about. If you are not, then you need to find your passion.

The first key to any kind of sales is to be sold yourself on what you do and what products or services you offer. If you are sold on the idea that your product or service will add immense value to the right people, then sharing your expertise is a primary way for you to add value and be of service to others.

The first time I took on a sales position I was 21 years old, and I was in between semesters in college. I had the opportunity to sell a new technology called “cellular phones” in the summer of 1985. Our flagship product was the brick phone. Remember how cool the brick phone was? It was portable—no cords or anything. It had a large battery block attached right to the phone and it worked everywhere.

I had three months before school started again and I needed to make \$3,000 to satisfy my schooling budget. About four weeks into it, I got really sick and had to stay in bed for about 10 days. At the time, I was staying at my parents’ house, and my room was next to the kitchen. With the door open, I could see the countertops and cabinets. I remember watching my mother opening those cabinets and pulling out food products, dishes, glasses, and utensils.

As I laid in bed watching this, I remember thinking, “If I don’t get better and get out of this bed, I won’t have the money to buy the food that needs to go in my cabinets at school.” That was the first time I realized that selling is what makes the world go around. Somebody sold the food products, dishes, glasses, and utensils my mom was pulling out of the cabinet. Someone sold the cabinets and countertops she was working from. Someone sold the bed I was laying in. And I needed to go sell some cellular phones or I was going to be hungry. You know how it is when you’re sick. Your imagination can get a little crazy when you’re running a fever. I will never forget this. I think of that moment all the time.

This early experience helped me realize selling really is the key to the entire economic flow of how we live our lives. To further explain this, I've written a "Networking Sales Flow Statement," which says,

"Whomever you end up selling to is directly or indirectly tied to selling something themselves. Because of this, people in your network either have a need for what you offer, or they know somebody who has a need. And you either have a need for what they offer or you know someone who has a need."

In the next three chapters, you will learn how to leverage this Networking Sales Flow Statement. It explains why you have a responsibility to sell things, to buy things and to provide referrals to others who sell things and buy things. This is what makes the networking sales flow work.

Let's learn from some of the best sales and marketing trainers and coaches out there, like Jordan Belfort, Grant Cardone, Tom Hopkins, Ryan Holiday, and Jeb Blount, to name a few. Obviously there are many more, and together we will share the time-tested fundamentals that will bring you massive success in sales.

One thing to keep in mind while we do this, though, is not to get too caught up in what I call "guruitis." With social media today, you see numerous posts on your newsfeed from yet another sales and marketing or network marketing guru. There is this five-step plan here and then an eight-step plan over there, and then a revolutionary three-secret formula that changes the game over there. My goodness, you can get 10 or more of these in one 10-minute scroll session on Facebook alone. Now don't

take this wrong; I am all for following sales and marketing experts who have actually been top producers and offer their expertise.

The problem is the myriad of people offering plans who have no real-world experience to speak of.

Here is another challenge: the single most important attribute to success in sales, or anything for that matter, is consistency. So many times, salespeople try one five-step plan for less than 30 days, and when they don't get immediate results, they go back to scrolling on Facebook. This is also one reason they don't get results, because several times every day they interrupt the sales-generating activities they are supposed to be doing to scroll Facebook.

And guess what they see on Facebook? You guessed it— another five-step plan that promises to be better than the one they are inconsistently trying to implement. If you can't tell, this kind of stuff drives me crazy.

At the end of the day, everything you will learn about sales has to do with three primary activities:

- 1) Prospecting
- 2) Presenting
- 3) Following up

The most important thing you can do is to be habitually consistent with your prospecting, presentation, and follow-up practices. The top authors

and trainers mentioned in this book are experts on the modern-day traditional delivery of those three things. We are going to explore those now and spice it up with our relationship marketing tactics. There is amazing information out there on this stuff. I do believe, however, that most of those traditional teachings are light in implementing relationship marketing tactics.

By the time you finish the next three chapters, you should have a good balance of traditional and relationship marketing practices. The goal is to make sure those practices are delivered throughout the prospecting, presenting, and following up process. There is a chapter on each of those disciplines; each one needs its own chapter, but keep in mind, all three are interconnected. You are prospecting through the entire process, you are presenting through the entire process, and you are certainly following up through the entire process.

Let's go to work!

CHAPTER 8

Prospect

As we begin this chapter, keep in mind it's not who you know that matters, it's what you do with who you know and who you get to know that matters. Your prospects are going to come from three primary areas:

1. **Your warm market:** These are people who already know, like and trust you.
2. **Your cool market:** These are people who know you, but you need to do some outreach to get them to like and trust you.
3. **Your cold market:** These are people who don't know you, so they can't like and trust you yet.

Your goal is to turn cold market into cool market, and cool market into warm market. Those who have mastered the art of selling are really good at converting cold to warm. Our relationship marketing practices dramatically enhance this process.

The first thing I would advise anyone to do, regardless of what niche you are selling in, is to make a list of everyone you know and then categorize them into a warm market and cool market list. You don't need a strong network of business people to do this. There are no excuses for anyone. No matter who you are or what stage of life you are in, you can and should do this.

Use the memory jogger below to help you compile this list. You will be surprised with how many people end up on this list. The average number of people on a list like this is around 250. You may end up with many more, but get those names on a list.

Immediate family members	Who do you get advice from	Who is your insurance agent
Your family relatives	Who is your broker	Belongs to Chamber of Commerce
Your spouses relatives	Who does your taxes	Who sells you clothes
Your other in-laws	Who is in the military	Who you meet through friends
Who's your doctor	Who works on your car	Who works at your bank
Your parents' friends	Who repairs your house	Your kids' bus driver
Who are your friends	Who cleans your carpet	Who photographs your family
Went to school with	Who delivers your paper	Friends on social networking sites
Who's your dentist	Who cuts your grass	Your college friends
Who watches your children	Who sells you gas	Repairs your house
Who cuts your hair	Who waits your table	People you work with
Who are your kids' teachers	Parents of your kids' friends	People you meet in forums
Who attends your church	Who reads your meter	You do volunteer work with
Your neighbors	Pest control person	People at networking meetings
Who sold you your car	Who have you met on a plane	Who delivers your pizza
Parents of kids' teammates	Who cuts your hair	Who dry cleans your clothes
Who you met at a party	Who sold you your home	Worked with in previous jobs
Who delivers your mail	Who is on your holiday card list	Manages your apartment
Works at the grocery store	Who did you meet on vacation	Manages homeowner assoc.
Owens a small business	Who are your customers / clients	Who works out at your gym

The next thing you want to do is get those names in an electronic contact manager of your choice. The evolution of contact lists has gone from the old school Rolodex and planner contact lists to computer-based programs like Act or Goldmine to today's SAAS (software as a service) programs that are hosted online with some kind of monthly fee. My companies have comprehensive contact management systems that are considered a SAAS at sendoutcards.com or sendogo.com. Sendogo is designed to integrate with a SAAS or CRM of your choice.

Whatever your system is, get these names in there with as much contact information as possible. Name, physical address, and email address are essential. Being able to add a phone number, birthdate, website, and social media info is ideal.

Most of today's contact managers will allow you to create groups. Make sure you have a warm market group, a cool market group, and a cold market group. Your cold market list will be created with the leads you generate from your cold market prospecting activity.

Prospecting is not just about finding people. It's about finding people and moving them from cold to warm. The warmer they are, the easier it is to close a sale. Chances are very good that right now ***you know a handful of people who would buy from you or refer a buyer to you today because they know, like, and trust you enough already. Start with those people.***

It's the standard for most to have far more people on the cool market list than on the warm market list. Again, these are people you know, but the "like and trust" part needs work. It's usually not that they don't like or trust you; it's only that you are not in contact with them enough to have the "like and trust" level where it needs to be. You want to reach out to them as well, but understand the prospecting and presentation process is different with this group. It takes more time. ***Start the process with these people while you are working with your warm market people.***

Then you get to your cold market. These are people who don't know you yet. How do you reach people you don't know yet? You implement a **Cold Market Prospecting Plan**. Traditional sales professionals break this down into an inbound and outbound lead-generation effort.

Inbound includes any activity that generates a lead. A lead is someone who might be interested in your product or service. The following list of inbound activities are listed in the order of most effective to least effective:

- 
- Referrals
 - Websites/Funnels
 - Social media
 - Paid search
 - Sales-generated
 - Trade shows
 - Partner
 - Webinar
 - LinkedIn
 - Email campaign
 - Events
 - Lead list

Outbound includes any activity that reaches out to the lead that has been generated, including:

- Phone calls
- Text messages
- Social media inbox messages
- Emails
- Greeting cards

**These activities are all to establish rapport and schedule an appointment for a presentation.*

- Electronic collateral
- Direct mail collateral
- Greeting cards

**These activities are all to provide information requested before the lead will commit to an appointment for a presentation.*

Up to this point, the only thing you should be doing is setting an appointment. You should never try to sell through any of this process. The only exception to that is if someone tells you they are ready to buy now. This does happen, but don't count on paying any bills with it. We recommend you **have a daily effort that includes inbound and outbound cold market prospecting activity.**

To recap, your immediate prospecting plan should include:

1. Warm market activity
2. Cool market activity
3. Cold market activity

I'm going to give you some highly effective activities you can do in each of these areas, but before I do that, I need to emphasize how important the prospecting activity is. In his book *Prospecting*, Jeb Blount says, "The brutal fact is, the number one reason for failure in sales is an empty pipeline, and the root cause of an empty pipeline is the failure to prospect." He continues, "It's far more important that you prospect consistently than you prospect using the best techniques. Prospecting consistently means every day."

The best way to do this is to create time blocks every day for prospecting. Anything you do in the warm, cool, and cold market activities count. The key is to always keep your pipeline full of people. The more you have in your warm market, the better. Those are the ones that buy from you and refer to you. So what is a time block? It's a time you set aside every day for prospecting activity. I would suggest at least an hour a day for full-time or even part-time salespeople. It's important that when you are in a time block, you alleviate any distractions. And the number one distraction is your smartphone.

Here is the challenge: you may be using your smartphone as a tool for your prospecting activity. If you are, then you have to be disciplined to stay off social media and resist the temptation to respond to any inbound texts or phone calls during this block. Don't cheat your time block. Give your prospecting effort the attention it deserves. What you give to it will come back to you tenfold.

If you create a daily time block and stick to the warm, cool and cold activities I'm about to spell out, you will almost certainly see massive success in any kind of sales. It doesn't matter if you are selling high-tech business-to-business, real estate, insurance, car sales, motorsports, retail, network marketing, consulting service, timeshare, hair salon, medical, dentistry, chiropractic, car repair, collision repair, health and wellness—you name it, this will provide massive results for you.

You don't even have to be good at it. You just need to be consistent at it. And guess what? The more consistent you are at it, the better you will get at it. So, stop complaining about your lack of success. Stop whining about what works and what doesn't. No more excuses. You don't need yet another five-step plan that will bring you success. What you do need is to be habitually consistent with your prospecting activities.

So, let's jump in.

WARM MARKET PROSPECTING ACTIVITIES

People do business with those they know, like, and trust. So start some activities with your warm market list. One excellent activity is **text prospecting**. The purpose of this activity is to set appointments with people on your warm market list. This works really well with people who already know, like, and trust you.

Don't do this until you know you are ready with whatever presentation you are going to make. Please remember, you are only setting an appointment for an online/phone or face-to-face meeting. There is a reason we suggest texting. Most people are used to using the phone to set an appointment. The problem with this is that it's not immediate. Most of your phone contacts go to voicemail and it takes too much time to connect. Texting is usually immediate. You can reach a lot of people and confirm appointments at a much faster pace.

The following is a texting script that is highly effective. This is used for a phone app service that's really good for business people:

Text one: ***“Hey John, I would like to set up a time to show you something really cool that I think has big potential.”***

The person you're texting usually will respond with something like, “Sure, what is it?”

Text two: ***“It's a new technology I need to show you on your phone. When can I catch you uninterrupted for 30 minutes?”***

Now, of course you may need to slightly edit this script to fit what you are offering. But please remember to keep your message short and only have messaging to set an appointment. If your recipient tries to get you to text more, and sometimes they will, do not take the bait. Don't even begin selling them in a text—only establish the appointment.

If you happen to have a short video (less than two minutes) they could watch as an overview, you could do this:

Text: *“If I were to send you a short two-minute video, would you watch it and tell me if you are interested in learning more?”*

On occasion, I have asked my friend Jordan Adler to conduct a texting exercise using this script at our live seminars. It's really fun to watch the process. Most of the time, people in the room don't believe they can schedule appointments on the spot.

Jordan takes them through the exercise where he challenges them to text 20 people in 20 minutes. Every time someone in the room confirms an appointment, he has them raise their hand and he rings a bell. I'm amazed at how many times he rings that bell within the 20 minutes. People usually set anywhere from three to 10 appointments or more within 20 minutes.

It's quick, it's easy, and it works. Keep in mind, your warm market contacts may or may not be in the market for what you have to offer, but chances are they know someone who is. If you do this correctly, you will not find that out until you go to the appointment. Remember, do not share, present, or sell in any way until you get to the appointment.

You can “text prospect” anywhere you can message someone. Texting to a phone is the obvious one, but you can also message people on Facebook, LinkedIn, or other social media platforms you use. I would not use more than one contact method per prospect. You don’t want to come across like you’re on the prowl. Choose the medium you feel works best for that contact and go for it.

COOL MARKET PROSPECTING ACTIVITIES

These are people who know you or know of you. Your activity with this group needs to include creating rapport or establishing relationship. **Your primary goal here is to move them from cool to warm.** That doesn’t mean you shouldn’t ask for an appointment. It’s just a different kind of appointment. This is an appointment to reconnect, not to sell. You can use a phone, Zoom, or live meeting to move people from cool to warm. In fact, I strongly recommend you do just that.

Through the process, they may ask you what you do and want to know more. If that happens, then set up a separate time to share your presentation. Generally speaking, you should not jump into sharing your sales presentation in this initial meeting. The reason for that is you never want them to hang up the phone wondering why you really wanted to make contact with them. Keeping these meetings separate is a great way to insure that.

It takes discipline to do this right. The best way is to create the mindset that you are truly seeking to establish relationship and not trying to make an immediate sale. You need to be genuinely interested in what they are doing and how you can establish relationship. Period.

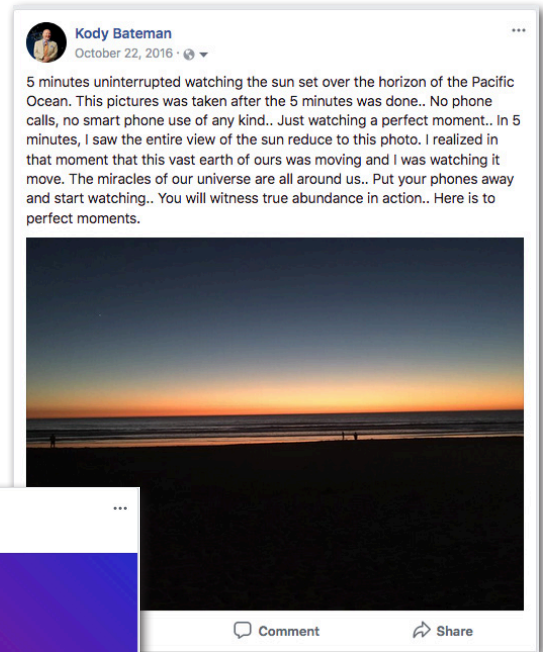
If at some point in this process they want to know more about your product or service, you set up a separate appointment. When you finally get to where you are making your sales presentation, you should still be in the “how can I serve you” mode. After all, one of the ways for you to provide value to others is to offer your expertise. Most of the time, that includes what you are selling. Just remember that when you get someone to listen to your presentation, you are there to serve them, not to go after the hard sell. (There is more about this in Chapter 9, Presentation.)

In today’s world, there are people you’re getting to know online and offline. Your online circle of cool market contacts can be large and there are ways to reach them quickly.

SOCIAL MEDIA POSTS

Be active on social media. Work on your social media friend lists, and make posts for people to respond to. Make sure your posts are fun or informative. You are simply sharing your life experiences, and your wisdom and humor. This should be done on the majority of your posts. Every once in a while offer informative posts, perhaps about your chosen field of work. Don’t try to sell anything, just be of service to your online friends.

As you know, I’m in the relationship marketing business. Here are some examples of some of my posts:



Kody Bateman
February 1 at 8:44am · 🌐

People will forget what you said
and what you did but they will
never forget how good the
brownies tasted!



You can see the flow of my posts. The first three are simple posts sharing my life. The fourth one is a quote that lightly plays around with what I do. (My system sends out greeting cards and gifts. Our number one gift people choose is a box of brownies. Our customers always comment on how good the brownies are.) The fifth one features me at one of my events. I'm never trying to sell—just having fun and informing. I'm being of service to those who view my posts. A great book on how you can do this right is *Jab, Jab, Jab, Right Hook* by Gary Vaynerchuk.

You also want to make comments on your friend's posts—not just likes, but comments as well. Simply be engaged with your friends on social media. These activities often turn into online discussions, as you probably know. There are times when those discussions transfer to a private message, and perhaps an invitation to connect by phone or in a face-to-face meeting.

ONLINE CONNECTIONS

This includes email and making connections on social media platforms such as LinkedIn. Again, the purpose of this is to get reconnected. A natural thing to ask in these messages would be, “I would like to call you to see what you are up to.” Unlike the warm market texting, you are not trying to set up an appointment to show them what you are selling; you are trying to reconnect only. If you set up a time to talk by phone, make sure that is your only intention. You are moving them from cool to warm. When you get them on the phone, use the following process under “phone calls.”

OFFLINE CONNECTIONS

Phone calls

The phone is your most powerful tool. You simply need to call people. If you want to get aggressive with your cool market prospecting, you need to pick up the phone. Call people. Talk to people on this list. Get authentic about creating relationships. The purpose of calling a cool market contact is to establish reconnection. You are moving them from cool to warm.

Some of you may think, why not skip this and just text them to get an appointment? The answer is, the person on this list is probably not warm enough yet for that. You may end up booking a sales appointment on these calls, but that's not your initial intent.

Again, you want to call these people to establish a reconnection. You don't know if you are going to ask them for an appointment yet. You need to reconnect first. Make the phone call about them. How are they doing? What's new? Ask about mutual acquaintances you have. Reconnect.

Remember, relationship at 80 percent and marketing at 20 percent. Always.

In this conversation, nine times out of 10 you will end up talking about their family, their line of work, and their hobbies, usually in that order. One of the first things you want to explore is this: see if you can send them a referral for whatever business they are in. This is the fastest way I know

to move a contact from cool to warm. Even if you end up not knowing someone who needs their products or services, just the thought and attempt alone lets them know you care about them.

In this conversation, it becomes natural for you to let them know what you are doing, and in fact, chances are they will ask you. And if you have already offered a referral, they will most likely have the mindset to reciprocate.

When you are finished, send them a greeting card in the mail. Thank them for their time. Let them know how nice it was to reconnect. Don't ask for anything in the card. You are moving them from cool to warm.

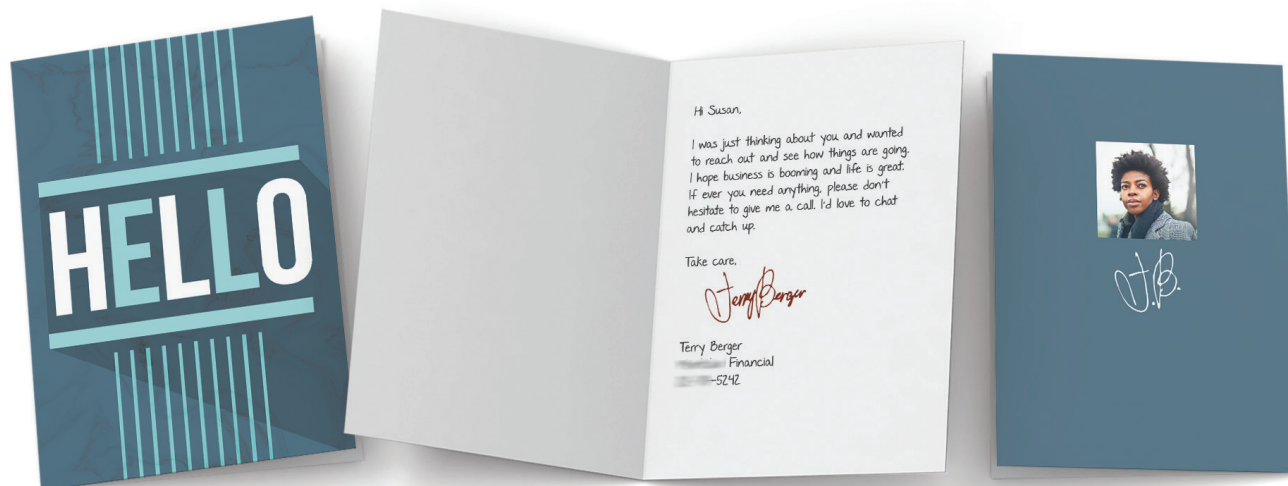
If you happened to set an appointment because they wanted to see what you are doing, wait until you've had the appointment before you send the card. But always send a real greeting card in the mail after this interaction. That advice is not coming from the traditional prospecting gurus out there. It's coming from me. This is where our relationship marketing tactics will really enhance the prospecting efforts that the professional sales coaches have established; relationship marketing should be sprinkled through the entire process.

Greeting Card Connections

As you look at your cool market list, you may decide that some are better to call on the phone, while others might be better to send greeting cards to in the mail. There are several opportunities to reach out to your cool market with greeting cards.

Thinking of you cards

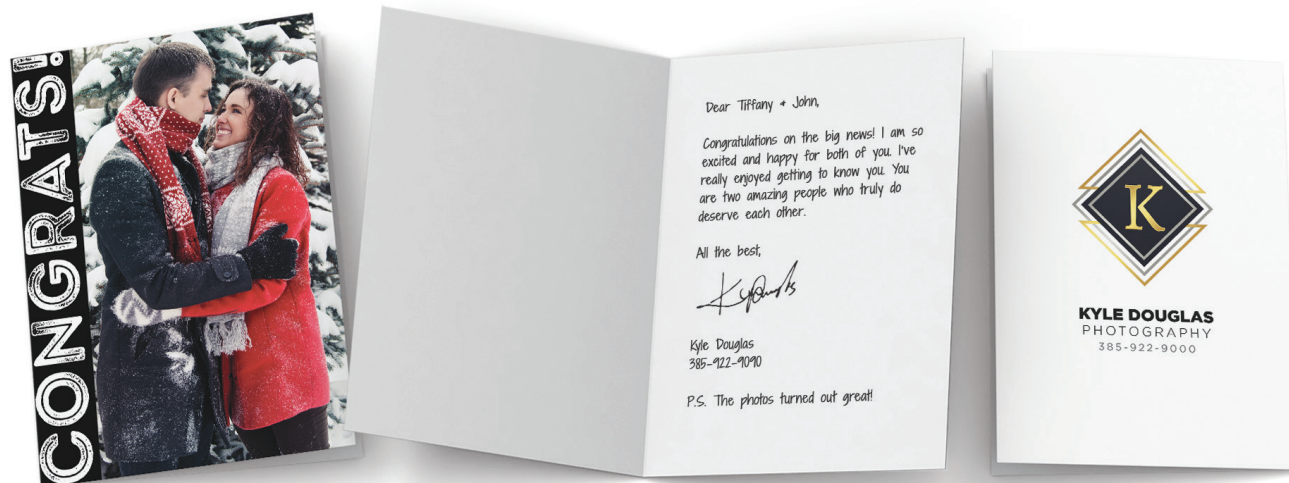
This card would look something like this:



You will notice the message is very short, simple, and to the point. Notice it has a picture of the sender on the back. This is part of the sender's personal branding and it makes you top of mind with the person you are sending to. It also has the sender's phone number underneath the signature. I highly recommend including this information, to make it easy for your recipient to contact you.

Lifestyle celebration cards

This card celebrates someone's accomplishment. Facebook and Instagram are great places to find posts where people are being celebrated, for anything from a new family addition to an anniversary to a business accomplishment. While it's great to comment on those posts, it's ten times better to send them a real greeting card of congratulations.



You can pull these photos right from the social media post and put them on a card. Again, sign your message with your name and phone number, and have your personal branding on the card.

Birthday cards

You would be amazed at how many people do not get greeting cards on their birthday. Almost nobody receives one in the mail, especially from someone they may not have heard from in a while.

Obviously, you need to know when their birthday is and be reminded of it in time to get a card to them. Again, you can look them up on social media, download or copy their pictures, and put them on a card. You need a system that will remind you to send them a card. Sendoutcards.com and sendogo.com are the two best services available that will allow you to do everything mentioned here.



In these cards you never try to sell anything, you never ask for an appointment, you never ask for a referral, and you don't even tell them what you are doing. You only say, "Thinking of you" or, "I'd like to reconnect!" or "Congratulations!" And if it's their birthday, you simply say "Happy Birthday!"

Your marketing is extremely subtle. It's your phone number below your signature and your picture and possibly the name of your business on the back of the card for your personal branding. That's it. A few of the cards pictured previously show this.

Let's recap the cool market prospecting process:

- Have a group list of cool market contacts.
- Focus on relationship only (getting them from cool to warm).
- Use online touches (social media, Messenger, email and

- LinkedIn to make contact and initiate a phone call).
- Use offline touches (greeting card connections to make
- contact and initiate a phone call).
- Make a phone call.
- Have a connection meeting.
- Deliver your sales presentation.

The phone call, Zoom, or live meeting you have arranged is for the purpose of establishing the relationship. Find out how you can serve them. Mutual acquaintances, family, occupation, and hobbies are some general topics you can use to start the conversation. See if you can offer a referral to them. If your conversations lead to you offering a presentation of your services, then establish a separate appointment to do this.

Online connections might be more efficient in terms of time taken and the number of people you contact. However, offline connections will always be more effective in terms of making impressions and creating meaningful relationships. The best prospecting plans include the combined use of online and offline tools. The quicker you get to the phone call, the better. You can easily conclude that you need to take copious notes on your contact all the way through the process. Make sure your contact manager has a good note system, complete with reminders on what the next steps with them should be.

In the process of warming up your cool market contact, chances are they have asked you about your business and may want to know more.

Because of this, setting your sales presentation appointment may come naturally.

In the event that opportunity has not surfaced, you can easily ask for it. If you have followed this process right, you have done nothing other than establishing the relationship up to this point. You have been in the service of your contact. This is the 80 percent relationship part.

Never be afraid or feel guilty sprinkling in the 20 percent marketing. After all, one of everyone's biggest life quests is to make a living. Chances are you have showed interest in or even helped them with their quest already. A big way for you to continue to be of service to them is to either offer them your expertise on your product or service, or offer that to someone they care about who needs it.

As Jeb Blount says, "Be assertive. ASK ASK ASK. Ask for the appointment, ask for information, ask for the decision-maker, ask for the next step, ask for the sale, ask for what you want...When sales people demonstrate confidence and ask assertively for what they want, prospects say yes about 70 percent of the time. Non-assertive requests have about a 30 percent success rate."

I strongly advise being assertive when the time is right, but do not rush or force this process. The relationship is the most important thing you will establish. It is far more important than any sale. Relationships last forever; a forced sale only lasts once, many times at the expense of the relationship.

If you jump into your marketing assertiveness while your contact is still cool, that definitely will not come across as cool. Make sure they are warm. Make sure they know you care about them and truly want to be of service. Make sure you have provided service to them. Make sure you have asked them lots of questions. Make sure you have been a great listener. Make sure your product or service is something they might need. Make sure you offer your knowledge to them. The warmer the contact is when you make your presentation, the less selling you will need to do. You see, they already know, like, and trust you. If they are also interested in your product, your sale is almost already made.

Many traditional sales coaches will tell you that your sales presentation is a place to establish rapport and get a contact to know, like, and trust you. Are you ready for this? I do not disagree with this idea. Ha! I probably caught you off guard with that because of how strong I am on first establishing relationship. I'm a relationship guy for sure, but I'm also a marketing guy. I believe in solid and assertive sales tactics. I believe the quicker you get to your sales presentation, the better. Just never get there at the expense of a relationship.

If you approach your presentation correctly, it can be a highly effective interaction to establish relationship. You can take a cool market contact into your sales presentation if they have asked for it or if you have invited them properly. What you have to remember, though, is they are still cool. You have to go through some extra steps to warm them up. The warmer they are going in, the fewer steps you need to take.

WHAT ABOUT COLD MARKET PROSPECTING?

You may have noticed that, so far, we have only talked about warm market and cool market prospecting. Traditional sales training usually talks about this process in the opposite order. They talk about cold market first and how to get a prospect from cold to warm, then to presentation and the close. Most of them do not define a cool market in between. They typically take you from cold straight to warm.

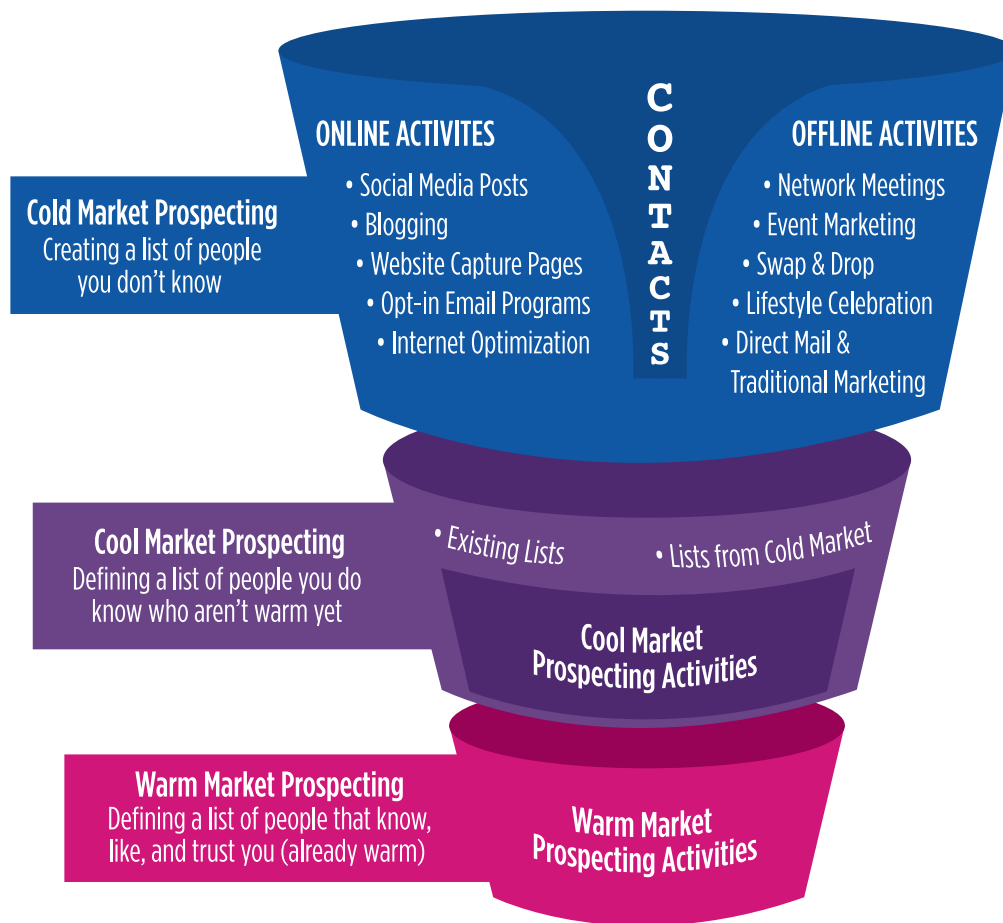
In my humble opinion, this type of training focuses far more on the marketing and sales side than it does on the relationship side. Their formula is more like 80 percent marketing and 20 percent relationship. It's all (or mostly) about the sale.

I present this in the opposite order because a relationship marketing expert will always start with their warm market. They will also have a defined list of a cool market and they will know the difference between the two. They will implement the things we have discussed so far. Their key focus will be on relationships; getting their contacts from cool to warm and always being in the mindset of serving people. Their lists are not just contacts—they are human beings.

Any cold market prospecting should have the objective of finding new people you can put into your list of contacts, and begin the process of moving them from cold to cool. Once they are in the cool market category, you simply plug them into your cool market prospecting process.

The entire process can be visualized in a funnel. You will notice in the illustration below, there are three entry points where contacts enter your

prospecting funnel. I teach you to work the bottom of your funnel first. Your warm market contacts will generate sales and referrals quickly. Their referrals plug into your cool market list where you simply work the process.



I know many people in sales who rarely have a need to work the top of this funnel. In other words, they remain so busy from what their warm and cool markets generate, they never have to go to the cold market activities. The most aggressive plan is to work all three entry points, and both online and offline activities. The plan that will generate massive results is the one that masters the cool and warm market prospecting process.

Here is the challenge with most people in sales: they think it is easier or more attractive to sell to people they don't know. This is because they don't understand or know how to leverage the Networking Sales Flow Statement introduced in Chapter 7.

Let me fill you in on something: it's not easier to work with a cold market. I'm sure you've seen a million social media posts that claim it is. You know the ones I'm talking about:

“Never approach your family or friends again!”

“Only contact people who already want your product!”

“Plug in the leads our system provides and let our system do the selling for you!”

This all sounds attractive, but the problem is, these programs don't work for 95 percent of the salespeople who invest in them. Just remember those posts and ads are coming from people who are trying to sell you leads, systems, training modules, or live seminars. Be careful.

Now some of you are saying, “Well, Kody, aren't you also trying to sell your relationship marketing system, books, and trainings?” Yes, of course! But I know the results relationship marketing offers. My first objective is to educate people on the power of relationships. I'm detached from the outcome of selling you anything. At the end of the day, if you never buy anything from my companies, but you have learned and you implement relationship marketing in your life, I am happy.

You want to know why? Because first of all, what you are reading in this book works, and you will get massive results. It's not my theories or even statistics that prove that to be true. It's the countless stories you are reading about. If you want results, do what others are doing that generates results. This book is full of those examples.

Second, most of those sales programs that play on your fears are promising you sales results. And even if what they offer does work for you, they are generating sales for you, but not necessarily relationships. I would rather see you master relationships, because if you do, then the referral-based sales faucet generated from those relationships will never shut off.

Having said that, there are legitimate and effective cold market systems out there that can provide you with great results. Just be careful with what you believe and what you purchase. I have learned a lot about cold market prospecting, lead generation, and contact funnel systems from Russell Brunson, an online marketing genius. He is the real deal. I've learned a tremendous amount from his books *Expert Secrets* and *Dotcom Secrets*. He also offers online systems. I haven't used those personally, but if you do buy one, do your due diligence and **STAY CONSISTENT** with the program.

If you refer back to the funnel chart you will see the suggested online and offline activities that will generate leads or a cold market list for you. The online side mentions social media posts, blogging, website capture pages, opt-in email programs, and search engine optimization (SEO).

We already discussed social media posts as part of your cool market activities. This would also count as a cold market activity, as your online friends might share your posts or video feeds with others.

COLD MARKET PROSPECTING OFFLINE ACTIVITIES

Networking Meetings

In Chapter 5, I shared some stories from the founder of BNI, Dr. Ivan Misner. He shared his Givers Gain philosophy, where you attend your weekly chapter meeting with the intent to give referrals rather than seek them out. BNI is the largest and most effective organized networking organization in the world. With more than 8,500 chapters around the world and growing daily, BNI generates millions of referrals a year for its members. You can also meet new people in other networking organizations, such as your local Chamber of Commerce, Kiwanis clubs, and other business and social gatherings.

Event Marketing

This would include industry trade shows and various events that you could host or sponsor. Typically, you would have booth or signage costs at these events. Make sure you have a solid follow-up system before you invest in a booth at a tradeshow or a sponsorship at other events. On the following page are some great examples of what you could do to sponsor, meet, and follow up with new people at events:



Rockstar Energy Racing,
Thank you so much for the partnership with us! We are stoked to be a part of the team for 2015! We couldn't be happier to be working with such a great group of people! Thanks for all each of you do.

-The Rockwell Watches Crew



"And in the end, it's not the years in your life that count. It's the life in your years."
-Abraham Lincoln

2014 UAMP Golf Tournament

It was great meeting you!

We had a great time sponsoring the 9th hole at the tournament!

In Gratitude,

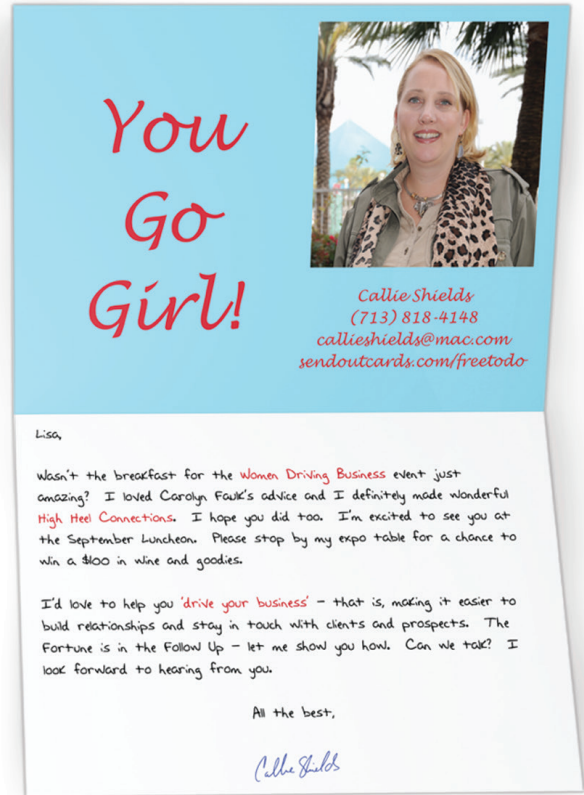
Mark Appelbaum,
Dave and Lori Smith

For more information about SentOutCards, call
Mark @ 801-390-7015

Swap and Drop

This is a simple concept where you swap business cards and drop a greeting card in the mail to a new person you have met. This is the perfect activity to do anywhere you meet someone new, at networking meetings and at trade shows or other events.





Lifestyle Celebrations

You have already seen several examples of this in action. In fact, already in this chapter, you read about this type of card as a cool market prospecting tool. Now I'm presenting it as a cold market prospecting tool.

The story I mentioned in an earlier chapter from Gayle Zientek was a lifestyle celebration to her cold market. She did not know the guy who won the cooking contest, but by following up with a "congratulations" card, she began a relationship that has lasted for years. The story about Hugh Thompson, the State Farm Insurance guy, was a lifestyle presentation card to his cool market. The coach of the girls' basketball team knew Hugh, and this became an opportunity for Hugh to build and maintain a quality connection.

This next example took place at a boat show in Salt Lake City, Utah. I attended this event with my close friends and business associates Dave and Lori Smith. We visited the Malibu and Cobalt booth hosted by Taylor Marine. We were interested in their boats and thought they might be interested in our follow-up system. After visiting the booth, we set up an appointment to visit with them at their dealership the next week to discuss the boats we liked and to show them our follow-up system. We sent them a greeting card congratulating them on a successful boat show.



Hey Taylor,

It was great seeing you at the boat show.

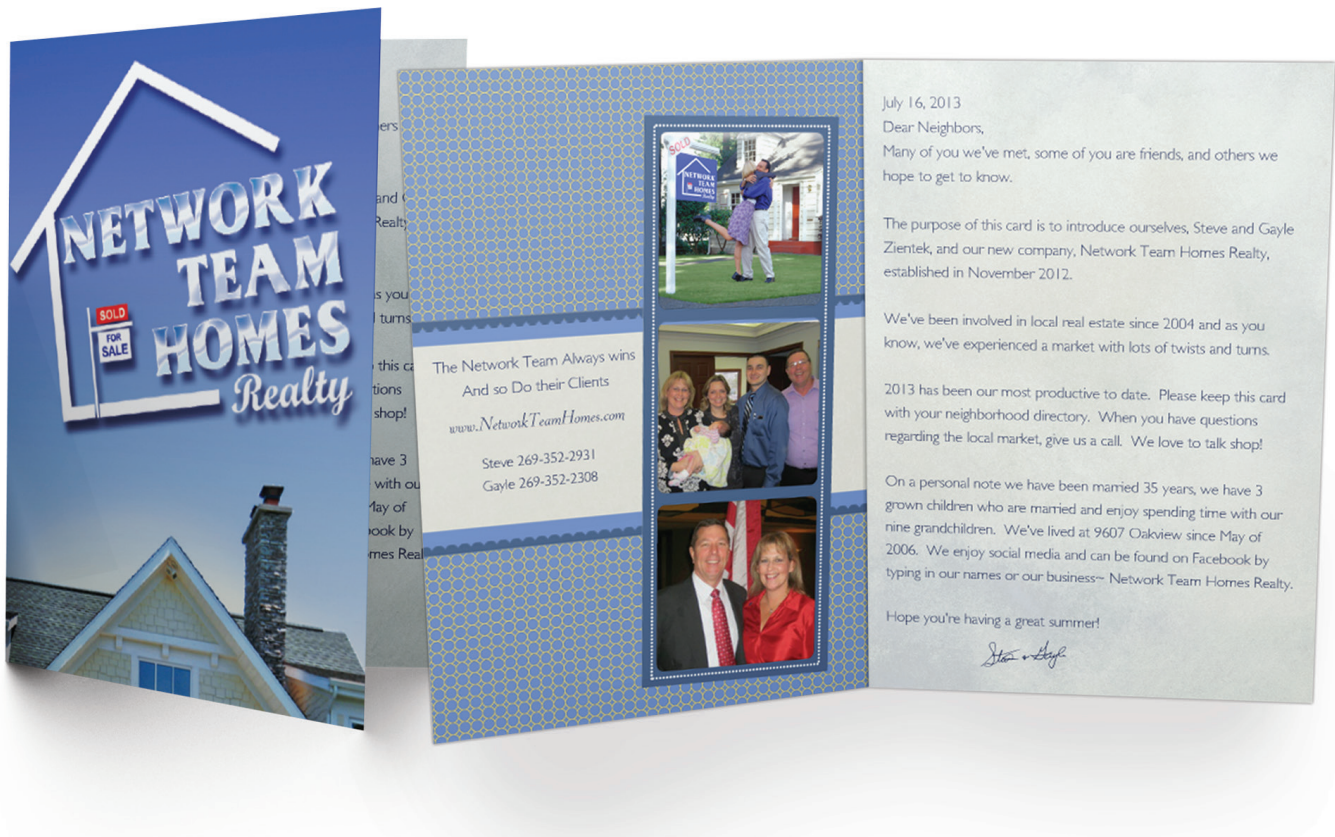
Looking forward to seeing you next week.

Your Friends,

Kody B, Dave and Lori Smith

Traditional Marketing

This includes any traditional advertising or marketing efforts, such as radio, television, newspaper or magazine advertising and numerous forms of direct mail. As an example, people in real estate are taught to “farm local neighborhoods,” where they choose a neighborhood and send a mail piece or place door hangers throughout the chosen neighborhood. The following is an example of a greeting card being used to farm a local neighborhood. This is an example of a direct-mail piece used to generate leads for their cold market list.



All of these activities are designed to meet people and move them from cold to cool to warm, and then on to presentation, to close, and to the ongoing relationship that generates referrals. The goal through all of this is to get them to a presentation of your offering. Let's move on and explore the dynamics of a relationship marketing style presentation.

CHAPTER 9

Present

Now it's time to present your product or service. This is where the rubber meets the road in your marketing and sales process. As I already mentioned, I'm going to give you the relationship marketing version of how to present your offering.

Rule number 1: When you get someone to listen to your presentation, you are there to serve that person, not to go after the hard sell. In your presentation, the more they talk the better. You want them to talk about their own pain, the pain your product or service has a solution for. And you want them to say the word “yes” to questions that validate the use of your product or service as much as possible.

How do you do this? You ask the right questions and listen closely to their answers. Unfortunately, most salespeople don't do this. They typically go into their feature pitch and explain everything their product and service can do. I will give you an example of this with the products and services that I offer.

I'm in the relationship marketing business. I offer products and services that help business people stay top of mind with their prospects and customers. We offer turnkey follow-up systems that deliver personalized tangible touches in the mail. We primarily deliver those touches with real greeting cards and gifts. We bridge the gap between high-tech and personal touch with modern technology.

With your smartphone, you can take a photo of a prospect or customer, load it onto a greeting card, type or voice into your phone the personal message you want to share, put your own branding on the back of the card, and click send. Our system will print the real greeting card, stuff it into an envelope with a first-class stamp, and send it for you in the mail. You can even add a gift to that card and pre-schedule campaigns to go out automatically. The system includes a contact manager that will store your contacts, remind you of upcoming birthdays and other occasions, and make it convenient and fast to follow up with your customers and help them feel appreciated. If you have your own CRM or contact manager, I have a separate company that will integrate your system with ours so you can apply our system from the convenience of your own.

So, there you go. That's what I do. That is what I offer. Now some of you might be thinking right now that I wrote this to pitch you on my products and services. Some of you are probably saying, "There it is, Kody finally pitched us and he wants us to buy something more than just this book." The reason that some of you might be thinking this is because even though what you just read is informative, it sounds like a pitch. It sounds like something you would read in a product brochure. It is feature-rich, not benefit-rich. This means I'm highlighting all the things my system can do. I'm not highlighting yet what it has done for the businesspeople who have used it. Also, novice salespeople typically learn the feature pitch and they verbally "throw up" on their prospects with it. We should all know features don't sell; benefits do. But that's not even the worst of it. By unloading the feature pitch, you make the presentation all about you. By doing this, you lose the caring connection you have, hopefully, worked so hard to build.

I wrote this only to explain what my business offering is. I want you to know that so you will understand what I'm about to share with you. I'm about to share how to present this information by asking and answering questions in my presentation. By doing this, I am continuing to build rapport and trust with you through the process. I am always in the mindset of moving you further into the warm category. Even in the presentation. I don't want to come across like I'm trying to sell you. I want to come across like I truly want to help you, because that is truly the goal when you're building relationships. Now you know what not to present and you know the elements that are needed for how you should present.

Here's how this works in action. I was recently in the office of a friend that I buy off-road vehicles from. His name is Paul Weller, of Weller Recreation in Kamas, Utah. My company had just developed a new service that I knew his dealership needed. I was meeting with him to discuss the possibilities.

I started asking Paul questions about his business. It started out simple. "How is business?" I asked. He had recently moved into a new and much larger facility, so he talked about the move and how he needed to manage a larger inventory of products.

This triggered my next question: "Does your new facility attract enough sales to offset increased overhead?" He laughed and answered, "That's what we ask ourselves every day around here." He said the new facility did generate more sales, but it was a bit more challenging to manage it all.

This triggered the next few questions: “How do you project sales when you go to order products from your manufacturers?” and, “What kind of CRM system do you use, and do you like it?”

These questions generated a discussion about the upside and downside of his business. Once he sensed that I was genuinely interested, he couldn't stop talking about his pain. His CRM did not allow him to do some of the things he needed to manage his customers. He figured he could generate more sales if he had better ways to follow up with his walk-in traffic. He also wanted to reach out more to his existing customers. He said his system triggered some decent email and social media touches, but he thought they could make improvements.

Being one of his loyal customers over the years, I had always reached out to and dealt with one of the three Weller brothers who own the dealership. I knew those three guys genuinely cared about me and their other customers.

So, I asked him, “With your expansion of sales reps and parts and service people, how do you create the same level of caring service that you and your brothers offer?”

“That's exactly what our issue is,” he answered. “We want our customers to know, like, and trust the other people that work here so we need ways to do that.”

This triggered my next line of questions:

Question: You mentioned that your CRM triggers email and social media touches to your customers. What other kind of follow-up communication do you do?

Answer: We don't.

Question: You mentioned foot traffic in your showroom. How do your salespeople follow up with those potential buyers?

Answer: They usually don't unless they get a phone number. If they do, it's usually a text or phone call.

Question: I know that you and your brothers get referral business all the time. How often do your other sales reps get referral business?

Answer: They don't.

Question: I gather you would like your new sales reps to generate more sales from walk-in business?

Answer: Of course.

Question: I'm sure you would like to see them generate their own referral base of business.

Answer: Yes.

Question: You want them to convey the same level of caring service that Weller's is known for?

Answer: Yes.

Paul knew I had a relationship marketing fulfillment service. In fact, he and his company had used our service in the past. The reason they did not keep using it is because they needed it to work within their CRM. With that in mind, the questions continued.

Question: Do you and your reps enter new prospects and customers into your CRM?

Answer: Either they do or our finance people do when a sale has been made.

Question: If you could trigger our follow-up card and gift campaigns within your CRM would you see that as a solution to your issues?

Answer: So, you are saying I can trigger your service in my CRM?

Notice what just happened. Paul is now starting to answer my questions with questions. This is when you know someone is really interested in what you are offering.

I answered, “Yes. We have been working on an integration service that triggers our card and gift campaigns to work within your system.”

“How do we get started?” he asked.

What I did was engage Paul with a carefully scripted list of questions that got him to talk about his pain. What I did not do was immediately start pitching him on my solution. I just kept asking him questions. Four of his answers acknowledged the pain he was feeling. The next four answers involved Paul saying yes to the solution I was offering. His final comment

was him literally asking for the order. I didn't discuss features at all. Those are things he and his team can learn after the order has been placed.

Let me pause here to explain something that's very important. I used this approach because I was genuinely intrigued with his business and really did want to know how I could help him. And, you know what? Paul felt that. Does it always run this smoothly? No, but the warmer they are when you start this process, the more likely it will run this smoothly.

In the case of this story, Paul already knew about my company and my offering. Because of that, the questions or the **what I ask** part of my script was enough to close the deal. Most of the time, I also need to use the presentation or the **what I say** AND **what I do** part of my script to close the deal. You'll notice I used the word "script." This word scares many people. It scared me for years. I didn't like scripts. I thought they took away from the authenticity of my sales presentations. I was wrong.

What I have learned over the years is that you cultivate authenticity when you carefully listen to people and respond to their pain. The feeling of authenticity is generated from what you hear, not from what you say. If I am thinking about what I'm going to say next in a presentation, chances are I don't fully hear what my prospect is saying.

If you fully script what you need to ask, say, and do, then you don't have to be consciously thinking about what you need to ask, say, and do. This gives you the freedom to stay conscious with what you need to hear. This is how you always keep the presentation about them instead of about you.

A good script will always include things you need to **ask**, things you need to **say**, and things you need to **do**. You want to be unconsciously competent with what you ask, say, and do, so you can stay conscious with what you hear.

Right this second you might be saying, “Wait a minute, did I just read that twice?” Yes you did, and if my editor would have allowed it, I would have written it maybe three more times. Why? Because repetition is how you move from conscious to unconscious. Be unconscious with what you ask, say, and do so you can stay conscious with what you hear. That is what a good script will do for you. This is the key to mastering relationship marketing style presentations. The better you get at it, the more you can focus on the needs of those you are presenting to.

If you are still not convinced that detailed scripts are essential to your presentation, consider this explanation offered by Jordan Belfort in his book *Way of the Wolf*: “Since the time that you were old enough to talk, every single movie or TV show that made you laugh or cry or scream or shout, or that got you so deeply invested in the characters that you ended up binge-watching the entire series in a single weekend; every last one of them was scripted. So if you want to hang on to the false belief that using a script is going to make you sound wooden and inauthentic, because sounding wooden and inauthentic is an inherent characteristic of using a script, then you need to ignore the fact that you have spent about half of your life being made to laugh and cry and scream and shout as a result of—yes, you got it: scripts.”

RELATIONSHIP MARKETING SALES SCRIPT FORMAT

I'm not going to write your script for you. That would not be possible because I don't know your business or offering the way you do. What I do know is you can follow a script format to formulate your own. And it works for any type of business you are in. It's as simple as this:

What I ask

1. Ask questions that get your prospect to feel the pain that your offering has a solution for.
2. Ask questions that get your prospect to say “yes” to things they need that you can offer.
3. Ask questions that get your prospect to say they need and want to order what you offer.

What I say

1. Say things in your presentation that highlight their pain and offer solutions to their pain.
2. Say things in your presentation that highlight you having an offering to what they have said “yes” to.
3. Ask for the order.

What I do

1. Discuss benefits: features tell, benefits sell. A feature is what your product or service does; a benefit is what your product or service delivers.

Feature: Our relationship marketing system reminds you of birthdays and special occasions.

Benefit: Simply by sending out birthday cards, we received a 50 percent increase in referral business in the last 12 months.

2. Tell stories that feature testimonials. The best way to present benefits is in a story. People love stories.

3. Be prepared for objections. Prepare a list of all the objections you have ever heard or you can think of about your product or service. Know what they are and be prepared when you are faced with them. A great solution to objections is the “feel, felt, found” approach. This is where you say, “I can relate with how you feel. I felt the same way when I first heard about this. This is what I found.” And then you finish that with an answer to the objection.

4. Ask for the order. Surprisingly, most salespeople make the mistake of not asking for the order. A number of studies conclude the optimum number of times a salesperson should ask for the order is somewhere between five and seven times. I believe if you master our relationship marketing version of prospect, present, and follow up, you will only need to ask for the order a few times. But you still need to ask for the order. This format will help you to dial in on exactly what you should have in your script.

Let me show you an example of this in action. Again, keep in mind I am in the relationship marketing business. I'm going to share how I have incorporated this to prepare a script for our sales presentations.

In using this script format, I started out with a challenge. It seemed difficult to highlight the pain someone felt by not having my product. Think about it: what is the pain in not sending greeting cards and gifts? There are other products and services where it's much easier to recognize the pain.

People feel the pain of being overweight, so they buy weight loss products.

People feel the pain of no energy, so they buy coffee or an energy drink.

People feel the pain of an unreliable vehicle, so they buy a new car. The list goes on and on:

Flabby muscles: gym membership

Fear of accidents, death, sickness: insurance policies

Need for affordable home: real estate agent

Properly fitted clothing: apparel store

Need for better income opportunities: education

Increase sales: sales education, sales tools

Keep track of business needs: computer, CRM service, management tools

My companies offer fulfillment of tangible touches featuring greeting cards and gifts. A mistake we made for years was branding ourselves as a greeting card and gift company, not as a relationship marketing system. We have since made that shift, but many of our sales reps continue to present us as a greeting card and gift solution.

Here is the challenge: how do you highlight the pain of not sending greeting cards and gifts? Individuals and companies, in their minds, don't need to send cards and gifts. In other words, they don't obviously see or feel the pain of not doing so. We needed to create a script that highlighted the pain and featured the increased sales, better retention, and relationship building benefits of using our service.

We always start by having people sample our service. We load our app onto their smartphone and have them send a card from their phone to someone who is close to them. We do this because this experience has an emotional impact on the person sending their first card. We also do this because they immediately see the value this tool could have in their personal and business life. We usually don't need to tell them this when they experience it for themselves.

After they have experienced our service we go into the scripting:

What I ask

How do you feel when you buy a product or service and you don't feel appreciated?

Does it affect the relationship you have with that person or company?

Do you wonder why they don't reach out more to you?

Are you prone to complain or desire to move your business? How often do you feel underappreciated in your personal relationships?

Here is the kicker: if someone asked those questions about

you, what would your customers or friends say? Now they are feeling the pain, but just to make sure the pain kicks in, we further highlight the pain.

What I say

How you make your customers feel is more important today than ever before. You want to know why? Because the Google and social media world has changed everything. People know about you, your product, and your service before you interact. They also comment on social media about you. And, they are 11 times more likely to post a negative experience than they are a positive one. Because of this, relationships today will make or break your business faster than anything. Then I go back to asking questions.

What I ask

With this in mind, do you see the value of making sure your prospects and customers feel appreciated?

If you had a system that was more effective than email and social media to stay top of mind with your customers, would you use it?

Would you benefit from more referral business?

If our system helped you increase sales, retain more customers, and strengthen relationships, would you purchase it?

Then, if needed, we use customized questions that pertain to the prospect's specific business.

You can see examples of this in the type of questions I asked Paul Weller in the story I just shared. If he didn't already know about our product and service, I would have used this scripting from the beginning to the end. But Paul was already sold on what I offered. He needed to learn the benefits of how we could integrate with his CRM. So I simply fast-forwarded to the customized questions that pertained to his dealership. He asked me for the order, so I did not need to continue with what you see below.

What I do

At this point, we share success stories of others using our service, including results they have received. We go into examples of how the product works. We go over options and pricing, and we ask for the order.

You don't need to use this script format in its exact order. Sometimes you don't even need to use certain parts of it. I showed you an example of that with the Paul Weller story.

The way you use your script will vary based on three things:

1. How warm your prospect is at the time of your presentations
2. How they respond to your questions.
3. How much you know about their specific needs.

If you have a well-written script created with this format you want to study and memorize it. Know your script inside and out. If you do, you can focus on listening and you can tailor your presentation to their needs with word-for-word scripted responses that get results.

Many sales organizations offer variations of this scripting within a carefully crafted presentation package. With today's technology, it's usually built in some kind of electronic sales deck (that's a fancy sales term for a Keynote or PowerPoint type of presentation tool). Sometimes, there is video embedded in these presentations. If these are done correctly, they are super cool. They are professional, colorful, and full of all the right selling points. They usually follow a specific script.

CHAPTER 10

Follow Up

We have been discussing the importance of follow-up throughout the networking and prospecting process. It's obvious how important it is after the presentation. We have already learned from Ivan Misner that follow-up is one of the keys to becoming a master at networking and he gave us one really cool strategy called the 24-7-30 Systems.

Now we are going to discuss follow-up as one of the keys to making money. And I'm going to share some interesting statistics, and strategies. This information will help you become a master at follow-up.

If the fortune is in the follow-up, then what is the best way to follow up? Everyone seems to know the fortune is in the follow-up, yet few people have a follow-up plan or system. In fact, 48 percent of salespeople **never** follow up and 90 percent of salespeople make fewer than three contacts. And here's the kicker: 80 percent of sales and referrals are made between the fifth and twelfth contact.

That means if you simply reach out to your prospects and customers more than five times, you will be in the top twentieth percentile of sales generation. Here are examples of what counts as a contact.

Digital:

- text
- inbox (email or personal message)
- social media
- phone call

Tangible:

- direct-mail collateral
- greeting cards
- greeting card/ gift combination
- meeting in person

WHAT ARE THE MOST IMPACTFUL TYPES OF CONTACTS?

Without even sharing statistics, you can put yourself in the shoes of the receiver and tell me which type of contact is most impactful. When we ask this question at our relationship marketing events around the world, we ask people to put themselves into two categories:

1. Prospect: someone is seeking to acquire you as a customer.
2. Customer: someone you do business with is staying in touch.

Under each of these scenarios, you have already been contacted by someone and they are following up with you or simply staying in touch. Think of a specific item you had interest in or purchased, such as a home, car, insurance, etc. What kind of contact has the most positive impact on you?

The top three answers vary depending on what you are buying and where you are in the decision-making process. However, they typically include these types of contacts:

Prospect

1. Text or inbox with personalized message and link to provide more information
2. Greeting card thank you
3. Phone call

Customer

1. Greeting card and gift thank you
2. Social media recognition
3. Phone call or text

This exercise shows that a thank you greeting card shows up as a top three impactful contact for both a prospect and a customer. To be more specific, it's a thank you greeting card for a prospect and a thank you greeting card with a gift for a new customer. What's interesting is that many studies indicated that as high as 97 percent of salespeople never send a thank you card to a customer, and almost nobody sends a thank you card to a prospect. This leads me to believe that if you simply mastered the activity of thank you cards, you would be part of the 3 percent using the most impactful follow-up contact. This is the single most important impression you can make on a prospect, a customer, or someone in your personal life. I realize you have read this over and over again in this book, but it can't be said enough.

So far, I have only discussed the initial follow-up contact. There have been numerous sales studies done by sales professionals showing that the majority of sales and referrals happen between the fifth to twelfth touch. That means you need to contact your prospect or customer anywhere from five to 12 times before any business transaction takes place. But I want to show you something interesting. Those studies typically give you examples of how those prospects or customers are being reached:

- Automated email (usually triggered by a CRM)
- Direct mail (surveys, collateral, postcards from a CRM)
- Social media (Facebook, Twitter, LinkedIn, Alignable)
- Phone calls (leaving voice messages)
- Face-to-face meetings
- Greeting cards
- Greeting cards with gifts

These touches are typically used in this order. The further down this list you go, the less likely that type of touch is used. What this means is that sales or referrals are generated between the fifth and twelfth touch, where the majority of those touches are the top four on this list.

So why do most people predominantly use the top four? Simple. There is usually some kind of system that automates those touches for them. If they don't have a system, they usually don't follow up at all.

We have already established that the most effective touch by far is an immediate follow-up thank you card to a prospect and a follow-up thank you card with a gift to a new customer. You make these even more effective when you:

1. Send them out immediately.
2. Make them personal with pictures or messages.
3. Only say thank you.

Just imagine, if you will, that your follow-up touches always included this type of initial thank you. How much more effective would your follow-up system be? Would it still take between five to 12 touches before any transaction took place? I haven't done that study and I can't find one that has been done. Someday I will have this study conducted just for fun even though I don't need to—I already know the result.

Again, put yourself on the receiving end of these touches. How much more quickly will you do business or give referrals to someone who starts their follow-up campaigns in this manner? I already shared with you my personal story of shopping for the Ford truck. If I had received a prospect thank you card with my picture next to the truck I'm interested in with a simple thank you message, there's absolutely no question I would be driving that new truck right now. I also would have referred three of my friends who were interested in the same truck.

I would love to do a study of several salespeople from any industry. For fun, let's just stick with the auto sales industry. This would be a side-

by-side study that compared a group of salespeople. The first group only does single touch follow-ups, a thank you card to a prospect, and a thank you card with a gift to the new buyer. The second group does the standard five- to 12-touch follow-up campaign using an automated system, which sends the auto-email, the direct-mail pieces, and social media touches; they also manually send texts and perhaps make phone calls.

After 12 months of consistent activity, which of these two groups do you think would generate the most sales and referral business? We can't know the answer for sure before that study is done. But I would bet your hypothesis is the same as mine: we believe the first group that sent the tangible touch follow-up would win.

I've already mentioned the only thing better than a thank you card is multiple cards and other forms of touches throughout the year. So, another study might look like this:

The first group—In addition to the prospect thank you card and new buyer card with gift, they add a birthday card and a holiday card. They also include email, social media, text, and phone call touches.

The second group—Just like the first group, they do the standard five- to 12-touch follow-up campaign using an automated system. That system sends the auto-email, the direct-mail pieces, social media touches, manually send texts, and perhaps add phone calls. So now, which group wins and by how far?

Recently, I interviewed Chris Kendall on my *Relationship Marketing Weekly* show. He is a second-generation 20-year car sales veteran based in Louisville, Kentucky. He has a rule that he lives by: after selling a car, before the taillights leave his lot, he sends his customer a thank you card with a box of brownies. The card has a picture of the car buyer next to the car they just purchased, a short but personal thank you message, and his picture on the back of the card.



He also captures his customer's birthday at the time of purchase. With our system, he builds a birthday card and adds a picture of the customer's car along with a quick happy birthday message. Again, he puts his own picture on the back of the card, saves it in our system, and the system automatically sends that birthday card seven days before the customer's birthday.



This will look good in your driveway Shonessi!

WISHING YOU ALL THE BEST
ON YOUR SPECIAL DAY!

Dear Shonessi,
I wanted to send this out to say thanks again for thinking
of me, it really meant a lot!
Hope you have a great Birthday Shonessi!
Your favorite car salesman:)

Chris. *Ps. enjoy the brownies!*

He also has the system automatically send a Christmas card to that buyer.



Dear Owens family,

I want to take this opportunity to let you know how much I
appreciate you and thank you for the role you play in my life.

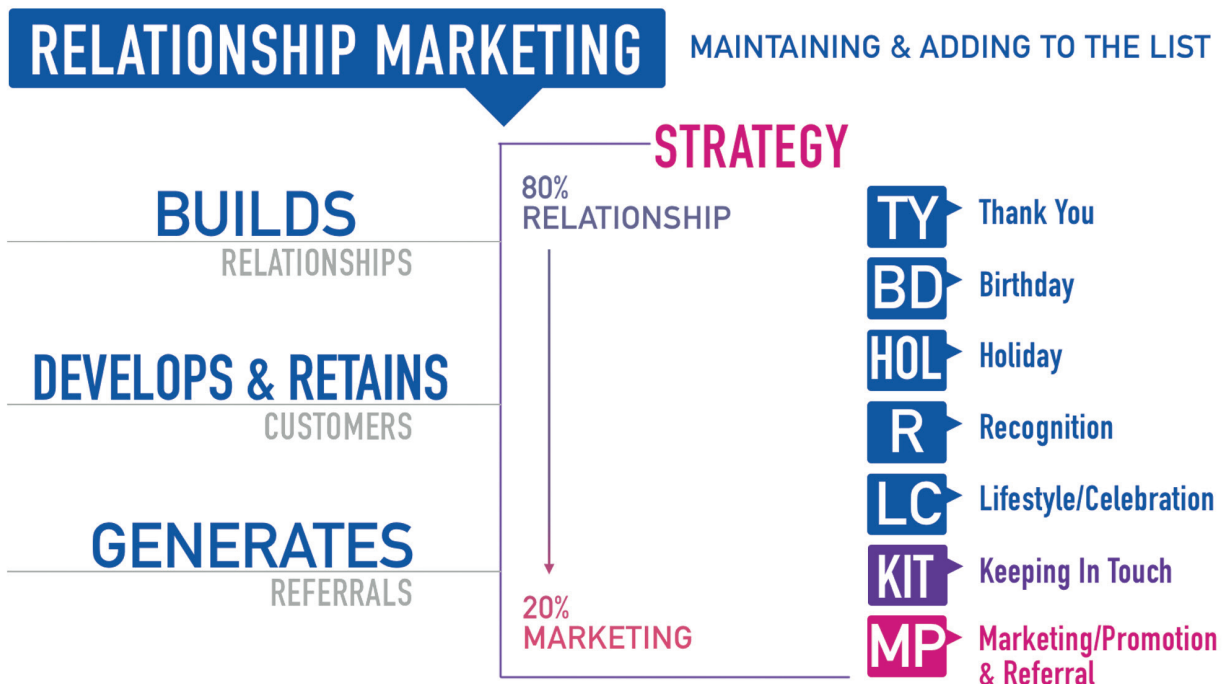
Merry Christmas to you and your family & wishing you all a healthy,
happy & prosperous 2018.

Your favorite card sending car salesman,

Chris

Here is what’s interesting. Chris started using our system early in November. He started implementing everything you just read. Part of that activity included creating a group list of previous buyers that he sent a Christmas card out to, and birthday cards to those whose birthdays he had captured. He said after 20 years of selling cars, he had his single biggest car sales month in January, only two months after starting this practice. And January is typically the slowest sales month of the year.

I want to reference again our company’s method of implementing a relationship marketing program (see the chart on the opposite page). Most of this is done within the follow-up campaign activity. Notice we have the thank you, birthday, and holiday as the hub of the activity. We recommend those touches to be tangible, personalized, and sent with appreciation only—without asking for anything. The example we just gave of Chris Kendall utilizes only the thank you, birthday, and holiday. He currently doesn’t use any of the other touch suggestions, and yet he is getting phenomenal results.



This chart will remind you of all the possibilities you have to build the perfect follow-up campaign for your own business. As a reminder, lifestyle celebration touches, though they may take a little more effort, have an enormous effect. The keep in touch and marketing touches can be with greeting cards or more of the standard methods such as email, social media inbox, texting, phone calls and face-to-face meetings.

Remember, people like to be appreciated, but they also like to be informed. If your specialty is car sales, real estate, insurance, car repair, business-to-business sales, or something similar, then follow up as the professional informant to your prospect. Again, the more you're informing and not selling, the better.

The better you get at follow-up, the more your contacts will reach out to you themselves or send a referral to you when they are ready to buy. You really don't need to be the pitcher. You can be the catcher.

In some of my live events, I tell a story about my dogs, Gus and Ruger. Both dogs love to fetch tennis balls. But they do it differently.

Gus gets so excited to fetch the ball that he takes off running before I even release the ball. The ball will land out in front of him and he will chase it until he can grab it in his mouth. When Gus returns with the ball he does not want to let it go.

Ruger, on the other hand, keeps his eye on the ball. He waits until I throw the ball and he gets underneath it and catches it in midair. When he returns the ball, he immediately releases it. He is ready to go again.

There are many metaphors in this story. The sales metaphor is that Gus sees the ball as a sale. Ruger sees the ball as a person. Gus is on the chase; he takes his focus off the person and chases the sale. When he catches it, he mauls it to death and doesn't want to let it go. In other words, he keeps selling; he is focused on what he can get from the catch.

Ruger keeps his focus on the person. He has fun, creates a connection, keeps eye contact and nourishes the relationship. He simply waits for the sale to come to him. When it gets there, he doesn't have to chase it, he catches it. When he brings it in he releases it. In other words, he stops selling and begins nourishing relationship again. He just wants the ball back up in the air so he can have fun with his new friend. He is focused on what he can give to the person. He doesn't see it as a sale at all.

Let's relate this to my story about looking at the new Ford truck. The sales guy viewed me as a sale. He was only interested in chasing the sale. The only time he followed up with me was to try to sell me at a higher price than I was willing to pay.

Even when his year-end offers made his pitch more attractive, he continued to chase the sale. His two methods of communication were text and voicemail. In each, he only talked generalities about the deal itself. He never asked how I was doing, and he didn't even say the words "thank you" at any time. Not once. He was chasing the sale. He mauled me to death and, frankly, ticked me off. That's like Gus chasing the ball and mauling it to death.

If he would have sent the thank you card after the initial meeting, and then again after the next interaction via text and voicemail, he would have made the sale. That is like Ruger keeping his eye on the ball and having fun with it. If the ball is a person and not a sale, you can get up under it and wait for the sale to come to you.

If your follow up is to a potential sale and that is your mindset, you will get moderate results with low referral business. If your follow up is to a person and that is your mindset, you will get massive results with high referral business.

I want to go back to the story of Chris Kendall. When he was on my show he talked about his father. Chris is a second-generation car salesman and he learned a lot from his dad. He shared with us that when his father passed away, more than 100 people at his wake were customers who had purchased cars from him over the years. I was so impressed with this. What kind of salesperson do you need to be to get your customers to attend your wake?

Chris told us a heartfelt story about his dad that transformed his sales career. Chris went to his dad's home one evening. His dad, who was getting on in years, was working with large stacks of paper files. Chris asked what he was doing. His dad said, "These files are of all my customers that I have worked with over the years. I want to make sure these people are taken care of." His dad was putting the customers' files into piles and assigning each pile to a salesperson he thought would best match the personality of the people in those files.

Chris was emotional as he told us how impressed he was with this. Here was his dad, no longer actively working, but wanting to make sure his customers were taken care of. There was no monetary gain for his father in doing this. To his dad, Chris said, those files represented people: they were not prospects or customers—they were friends. Chris's father was still following up with his customers even after he wasn't selling cars anymore. He is still following up with those people through others today. This, my friends, is the power of human connection. This is what genuine follow-up is all about.

**[This bonus content is a four chapter excerpt from
The Power of Human Connection by Kody Bateman.
Click here to view/purchase any of Kody's books.](#)**

[Watch the Relationship Marketing 80/20 Rule video here.](#)

ABOUT THE AUTHOR



Kody Bateman is the founder of the modern-day Promptings Movement. His mission is to bring the world together by helping people act on their Promptings to create genuine human connection.

His multi-faceted approach to pairing Relationship Marketing with the Promptings Process has resulted in world-renowned results for millions of people.

By first helping you create a personal development plan, he helps you transform your mindset and nourish the unique genius within you. Working with the subconscious mind, his philosophy teaches that “the stories you put in your mind become the stories in your life.” Once you build that strong foundation, he helps you discover the reciprocity in what you send out in life is what you get back.

Not only does he teach you how to do this in your personal life and your business, he also has daily tools and mechanisms you can use to do it. Those systems have transpired into the best personal development and relationship marketing tools in the world today.

His systems have been used by over 1 million people with over 200 million greeting cards and 13 million gifts sent to people’s friends, customers, clients and family members all at the perfect time. No more birthdays are forgotten, appreciation is shared when needed, and automated pre-set messages with gifts are sent over an extended period so businesses can stay in touch with their clients. This activity has generated over 20 million referrals and \$100s of millions of dollars in incremental business to his users.

Kody is the founder and Chief Visionary Officer of an international relationship development company that utilizes the affiliate and network marketing business model. In addition to customers using his services to enhance relationships, independent Affiliates use it to create lucrative income streams by sharing his amazing programs.

He offers countless free tips and trainings via online and social media streams and he offers life-altering and business-generating events around the world.

His passion for showing people the power in a prompting goes unmatched. As more and more people act on their promptings, kindness and appreciation ripples out into the world connecting us together again. His dedication to this mission is creating a community centered around promptings, and he loves to see that community make a lasting difference in the world.