

How to Get Big Companies to Call, Buy and Beg for Your Products and Services

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For as long as there have been big corporations, marketers have been trying to crack the code of how to penetrate the walls of large companies. There are so many benefits to selling to big companies.

Here are some valuable reasons for selling to the big guys:

- ?? One sale to a big company could double or triple your revenue overnight.
- ?? It's easier to get big companies to pay you because they have the money to do it.
- ?? There are always follow on opportunities in other areas of the company that you can profit from as you penetrate the organization.
- ?? Executives in large corporations talk to each other and so you have the opportunity to be referred to other big companies.

Too many people are afraid of selling to big companies because they think that they can't get to the "big guys." That's simply not true.

You see, those "big guys" are people just like you and me. They have problems that they need solved. They worry, they get frustrated, and they even get scared sometimes about the same things you and I get scared about.

Remember, companies don't do business with companies....people do business with people. They just happen to belong to a big company. Remember that, because it's the key to getting your foot in the door and getting the "big guys" to listen to your marketing message.

In this special report, I've laid out a high level overview of a nine-step system that I've used over and over again to penetrate large corporations using "Education-Based Marketing." New technology has evolved recently that makes it easier than ever to put this "Corporate Penetration System" on autopilot.

So take a moment, close your door, kick up your feet, print this report out and absorb this system. It's only 10 pages long.

This may very well be the most important download of your business career.

David Frey



STEP 1 - Create a Hit List.



Create a target list of prospects that you want to have call you. Your prospects should have decision making power.

These people are usually the ones who own the purse strings. In the auto dealership world, this would probably be the General Manager or the owner.

This will be your "**hit list.**"

You should keep close track of the "penetration rate" of your hit list. Penetration rate should be a key metric of your marketing program.

STEP 2 - Discover Your Prospect's Problems.

Knowing what keeps your prospect up at night is the key to creating a message that really gets their attention.

The best way to find out your prospects problems is to ask them. Sounds simple but it works.

For instance, some problems that auto dealer GM's might face are:

1. Highly under motivated sales people.
2. Insurance liability when performing demo test drives.
3. Slow floor traffic.
4. Inventory staying on the showroom floor too long.
5. Finding, hiring, and keeping top salespeople.



These are all common problems that GM's face on a daily basis. They cause GM's a lot of anxiety and stress.

Strangely enough, these problems are the secret key to getting your prospect's attention.

Lastly, you'll want to list the consequences of each problem.

For instance, having old inventory on the floor results in having to sell the car at a breakeven or a loss. Or slow floor traffic causes slow sales and unmotivated and unproductive sales people.

We'll use this information to create a powerful marketing message.

STEP 3 - Create Problem Solving Special Reports.

In the B-to-B world they call these "white papers."

But they are simply a 5 - 12 page explanation of how to solve a specific problem or set of problems. Here are some elements that will make your special report compelling.

1. Start out by talking about your prospect's problems. Make the problem sound as bad as it really is. Talk about the consequences of each problem. This prepares your prospect to "want" to know what your solution is (rather than forcing the solution down your prospect's throat).
2. Give the solution to your prospect's problem. This is your opportunity to introduce your product or service. And it's your chance to tell your prospect why your solution is different.

In the case of this automotive marketing company, they really do have a great story to tell. They are the best at what they do and they have the numbers to prove it.



2. Use case studies to make your solution come alive for your prospect. Nothing is more powerful than a real story of how you solved a problem for a similar client. Case studies also provide "proof" that what you're saying really is true.

When developing case studies, use the P-S-R formula. "P" stands for "Problem." State the problem that the company was experiencing and what was happening as a result of the problem. "S" stands for "Solution." Introduce your solution, what is unique about it and how you applied it to your client. And "R" stands for "Results." Explain the results that your client is now enjoying because of your solution. Sprinkle case studies throughout your special report.

3. Use the "three-decision close" to give some perspective your prospect's predicament. The three-decision close reminds your prospect that they have a choice of three decisions.

Decision 1 - You can do nothing and keep getting the same results you're getting.

Decision 2 - You can try to do it yourself, but isn't that what you're already been trying to do.

Decision 3 - You can hire a professional and get real, tangible results.

4. A soft invitation to take the "next step." Your next step could be any one of a number of things. But more than likely it will simply be a casual conversation on the phone to explore if there is a good fit between your solution and the prospect's problem.

It could also be some type of complimentary assessment. Of course, the outcome of the assessment will be the beginnings of a proposal for ongoing work.

5. Create a compelling title for your special report. This might just be the most important aspect of your whole marketing system. I cannot stress the importance of a compelling title for your special report. It's the key to getting your prospect's to request it.

So you could use some titles such as...

a. "Four Simple Steps to Tripling Your Auto Dealership's Floor Traffic In Less than 90 Days"

b. "A Little Known Technique that One Firm Used to Consistently Reduce Floor Time to Less than 30 Days."

c. "How to Easily Win New Customers During the Slowest Season of the Year."

Again, I cannot overemphasize how important compelling titles are in your marketing efforts. It's the single biggest factor to getting your prospect to request your information.

Why do you think that the magazines that you see at the check out counter have such bodacious headlines? It's because they only have a split second to capture your attention and get you to buy.

The same goes with the title for your audio product.

STEP 4 - Turn Your Special Reports Into an Audio Program.

This step is optional in that you can simply offer your special reports. However, I like offering audio products for several reasons:

Reason 1 - Your voice will make a deeper connection with your prospect. It's one thing to read someone's writings and it's another thing to hear a person's voice. It helps to conjure up images of the person in their mind, which only serves to increase the relationship.



Reason 2 - A lot of business people drive their car to work and have time to listen to audio products. Imagine having the opportunity to have a one-on-one conversation with your best prospects in a silent place with no distractions. That's what can happen inside of your prospect's car when they are listening to your audio program.

Reason 3 - Audio programs are easy to create. With a simple microphone, some audio editing software, and audio CD disc burning software and hardware, you can create your own audio products with reasonable high quality.

Reason 4 - Most people perceive audio products to have a higher value than a written document. It's strange, but true. Infomarketers know that audio products can be sold for 3-4 times more money than a regular written product.

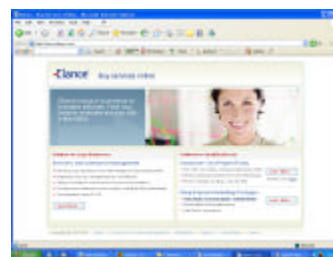
So all you have to do is take your special report and record it onto an audio CD. You can do some fancy stuff with it like add music to open and close the program or start the CD with another voice introducing you as the speaker. But these are all just bells and whistles and aren't really necessary.

Step 5 - Create a Set of Custom Cards to Offer Your Information Product.

In this step you're going to create a custom greeting card that includes a compelling cover, some sales copy, and a picture of the CD that includes ordering instructions.

There are several ways you can do this. You can...

1. Sketch your design out on a piece of paper and fax it to a graphic designer at Elance.com to



develop it for you.

2. You can create the card yourself in any regular graphics program such as Adobe Photo Effects, Microsoft Picture It, or Paint Shop Pro. (This is how I create all my cards.

Learning to use one of these products has paid off for me in so many different ways.)

3. Pay a graphics designer to do the concept, copy, and design for you. This is the least desirable because YOU really need to write the copy.



Make sure you offer an easy way for people to order your audio product. I usually have people call an automated hotline phone system to leave their contact information. Here are a few options:

Option 1 - Have a live phone answering service receive your orders. This is the most expensive but you'll get a higher call capture and people like talking to people when they call in.

Option 2 - Have your prospects fax in their request. You can use a service like www.j2.com to get a free fax phone number to receive your faxes that are then sent to you via email as graphic attachments.

Option 3 - Have an automated phone line capture your orders. This will allow you to capture people's calls 24 hours a day. This service will usually transcribe your call in orders for you and send you an excel spreadsheet in the morning with all your orders.

Note: I personally use <http://www.AutoMS.com> If you sign up for their service give them my name and they will drop the set up charges. That will save you some money.

Option 4 - Have them go to a website with one page that is used exclusively to capture people's contact information.



The next thing you'll want to do is write a special note to go into the card. Use bullet points to describe what prospects will discover when they order your audio program. Make the bullets very curiosity driven. For instance, you can say...

- a. "The single most important factor when setting up an autopilot referral system. (Don't even think of setting up your referral system without knowing this most important factor!)"
- b. Three words that will immediately kill your referral system that you should avoid like the plague (sadly, 95% of all businesses use these three words over and over again and wonder why they don't get results.)
- c. The little known-secret to putting your referral system on 100%, hands-free, complete autopilot. (Only a handful of people know this secret!).

Notice how I've injected a lot of curiosity into these bullet points. Always remember, "curiosity" is the number one driver of response in marketing. Use it.

Step 6 - Set Up a Fulfillment System.

Develop a way for your orders to get filled. Because once you start getting a ton of orders, you'll be swamped and you really need to get your CD's out on time. I fill my orders in house, but there are several very good fulfillment houses that can help you.

- ?? SpeakerFulfillmentServices.com
- ?? eFulfillmentService.com

When I send out my audio programs I have a special red stamp that says, "Here is the Information You Requested." Sometimes I use special envelopes like the ones that www.ResponseMail.com offers. Other times I'll simply use a regular padded yellow envelope to send the CD's.



I also use the Dymo labeling system. That little thing is worth it's weight in gold. It prints perfect labels every time. You can buy one at your local office supply store.

Step 7 - Set Your Cards Up in the www.SendReferralCards.com System.

Now that your cards developed and you have a system for filling your orders, the next step is to set up your cards in the SendReferralCards.com system.

This system is an extremely powerful tool and something that EVERY coach, consultant, and small business owner should be using. It's a breakthrough for follow up marketing.

If you're going to be sending a very low volume of cards, you can get a retail account for only \$25.

However, if you're going to be sending a higher volume of cards (which you WILL be doing with this system) you'll want to get a wholesale account. This will lower the price per sent card to under \$1.00.

Once your cards are set up in the SendReferralCards.com system, you'll be ready to launch the most powerful lead generation and follow up marketing system ever invented.



Step 8 - Upload Your "Hit List" Into the SendReferralCards.com System.

Once your account has been set up and activated you can now upload your list of prospects into the system. It's a very simple process. You can see how it's done by watching this video.

<http://www.SendReferralCards.com/training.htm>

Step 9 - Attach Your Hit List to Your Card Campaign and Hit the "Send" Button.

That's all you have to do. Once you activate your campaign with your hit list, your cards will start going out in a sequential order at the right time, hands free to all your hit list prospects.

It works like poetry in motion.

You're sitting on the beach while your prospects are receiving your best educational sales message. All you have to do is "set it and forget it."

Your prospect will receive an offer for a new educational audio product every month, without you having to do any work other than sending out your CD's.

I've hired a young high school worker to fill all my orders so it really is hands free for me.

In the old days I used ACT to manage my follow up systems. No more! I now do all my following up using SendRefferalCards.com. No mess. No work.

Conclusion

This is the most powerful business-to-business lead generation and follow up marketing program that I have ever seen or used.

It flat out works!

It has all the elements of a winning marketing system.

1. It's extremely simple to use.
2. It gets people to fall in love with you.
3. It can be put on 100% AUTOPILOT! (I love this part)

4. It works for ANY business you can think of.
5. You can completely personalize and customize it.
6. And it's very inexpensive!

Of course, there are many ways to penetrate the corporate market. You can make phone calls all day long and try and get past the “rejectionist” (every executive has one) or you can implement this system and get executives to call you.

It's your choice.

To your success.



David Frey

A handwritten signature in black ink that reads "David Frey". The signature is written in a cursive style with a horizontal line underneath the name.