

Capture Every Contact!



As a business development coach, I'm finding more and more businesses who do not take the time to capture every single person they contact or who contacts them. This happens on their website and with their person to person contacts in their market. This one simple marketing gem can transform into a huge marketing asset for your business.

If you spend time, energy and money to acquire a prospect or lead you must capture it. If a person comes to you or listens past the first three seconds of a cold call, they must have some interest in what you do. If you have made any investment to capture their interest, then you should never let that person slip through your fingers.

It all starts with doing your marketing and advertising in a way that elicits a direct response from interested parties. You will need to contact us or wait for a different article to explain the last sentence in more detail. For now let's just address the need to capture every contact that you make.

The contact might come in many different ways. You could have a sales person prospect for them or have Internet advertising drive them to your website. It might be the potential customer walking into a retail store or restaurant. Maybe they call you on the phone to inquire about your business.

The point is, if they came into contact with your business in any way, shape or form, there is some remote chance that they may purchase a product or service similar to yours some day in the near future. If the prior statement has any bit of truth to it, then it would be a great idea to not just get their information but also follow up with them on a regular basis.

This one asset has created a windfall of additional profits for many companies who don't just agree but actually put together a powerful system and execute on it. As a business development coach, this is one of the first things I help businesses execute on. Many of the other assets we discover and execute on will depend on this one simple key.

Often I have business owners tell me that it is impossible for them to capture contacts information on the first contact. This is simply not true. It might be more challenging with a retail store or restaurant but, not impossible. There are many businesses in these two industries that use this idea very well by offering a drawing or discount in exchange for contact information.

Take a moment and brain storm some ways you can give an interested contact something of value that will motivate them to give you at least some basic information. On a website this might be a free report in exchange for a first name and their email address.

There is some great marketing being done now with email and also text messaging. You could acquire email and cell phone numbers with their name. In person to person contacts it is easier to acquire more information like mailing address. Whatever might work best for you is better than doing nothing at all. Take a moment right now at put together your plan and take action today!

For More Information

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