



*Increasing Your Business is Our Business*

**WAYNE HURON**  
AND PARTNERS

## Target Marketing

Your **Mission** is to continue to grow your business, ***in spite of recessions or downturns in the economy***, by targeting your competitor's customers.

The following slides establish a simple foundation to assist you in developing a sound target marketing campaign



## Define Your Dream Team

- Your best potential customers buy more and buy faster than any other potential buyers.
- These are your potential ideal clients
- No matter what else you will do, you should give additional effort to capture these ideal clients.
- These are your “**Dream Team**” accounts that, if you are successful in converting to your products/services, will increase your financials dramatically.
- The strategy of your Dream Team focus is to take your potentially ideal customers from: ***I never heard of this company to... Who is this company I keep hearing about to... I think I have heard of this company to... Yes, I do business with this company.***



*Increasing Your Business is Our Business*

**WAYNE HURON**  
AND PARTNERS

## Target Your Market

- In Wayne Huron and Partners free download presentation ***“How To Develop A Prospect List”*** you found a simple method to create your prospect list.
- Take a look at these again! This is your starting point to create your **“Dream Team”** target list.
- Make sure you are clear on what makes up the profile for your **“Dream Team.”**
- If you manufacture products or provide services to the healthcare industry, you may want to go after the largest hospitals. If you are in real estate, you would want to target the neighborhoods with the most expensive homes. For companies that sell to B2B (business-to-business) like manufacturing products or office supplies, you may want to choose criteria such as number of employees, geographical location, sales volume, etc.



## Market Prospector

*Increasing Your Business is Our Business*

WAYNE HURON  
AND PARTNERS

# Create A Market Prospect List

- The most important ingredient in any target marketing campaign is to create a database of potentially ideal customers to pursue.
- The more you know about your dream clients, the more successful you will be able to target them.
- If you do sell business-to-business, you must decide who at each dream company will be your ideal prospect.
- Rule of thumb is approach the individual at the dream company who has the authority to say yes.



*Increasing Your Business is Our Business*

**WAYNE HURON**  
AND PARTNERS

## Make them aware of your company?

We have found that one of the best and most economical ways to get noticed by your “**Dream Team**” clients is to send them small inexpensive gifts each month, for a series of six months, that tie into a message you want them to remember about your company.

An example would be to communicate to the decision maker at your “**Dream Team**” prospects the top three benefits or qualities that you would like for them to be aware of about your products/services:

- 1.) Exceptional quality
- 2.) On time delivery
- 3.) Competitive prices

Your monthly communications should reinforce these standards in your message and in the small gift you send with the ***communication***.



*Increasing Your Business is Our Business*

**WAYNE HURON**  
AND PARTNERS

## Gifts Should Tie To Your Message

The gifts should be useful, things that they will want to keep, use or take home to a family member.

An example, and a few we have used is as follows:

**Message:** Are your present suppliers delivering on time?

We take pride in 98.6% on time performance.

**Gift:** Small desktop clock/calendar with your logo.

There are several messages/gift ideas you can come up with.

Some that come to mind are:

- 1.) Puzzled about your present supplier? - small puzzle with photo of your product.
- 2.) Does your current supplier measure up to your expectations? - small tape measure ?

Let your creative juices flow and you will think of many tie-ins.



## Define The Time Frame!

We mentioned earlier that we have had success in developing six month programs. You can develop programs with less or more mailings. There is no correct number of months used. The most important item is the list of key contacts you mail the messages and gifts to.

A letter or some form of short communication should accompany every gift. The message in your communication should tie to the gift in some clever way.

Here are some inexpensive gifts we have used, with example messages:

Magnifying glass	Want to magnify your profits, margins?
Flashlight	Are you in the dark in regards to your present supplier?
Stress Ball	Are your current suppliers' deliveries keeping you up at night?
Calculator	Calculate how much you can save using our products/services.
Tape Measure	Does your current supplier measure up to your expectations?
Stop Watch	Every second that you wait to call may cost you.
Desktop Clock	Does your current supplier's performance keep you up at night?



*Increasing Your Business is Our Business*

**WAYNE HURON**  
AND PARTNERS

## Timely Follow up

Okay now that your ideal clients have heard from you – how do you know if they got the message. You must follow up with either your salesman, or customer service person within a week of mailing out the letter and gift and ask the individual if there is any additional information he may want to know about your company.

Beginning a live dialog with this potential client is very important. He or she may state they really don't need your services at the time, so be polite in being turned down, knowing you will send them a new message next month.

You continue this for six month.

In most cases the individual will like the little trinkets they receive from you and most likely will remember your company, and the products/services you provide for the future.





*Increasing Your Business is Our Business*

**WAYNE HURON**  
AND PARTNERS

## In Summary

- Continue to target five new customers per month per salesman.
- Develop your target customer profile packets to hone in on your competitor's existing accounts.
  - Develop a “**Dream Team**” target account list.
  - Identify those key decision makers within your Dream Team.
  - Create a direct mailer / email marketing campaign.
  - Establish a communication metric to continuously follow up and measure your sales teams performance in pursuing these accounts.

***If there is any way we can assist you in developing or refining your target marketing campaign, please give us a call.***