

Build A Sales Pipeline For The Long Haul

Print
www.websites
Radio
Direct Mail
Brochures

Now And Future Buyers

Stop Ignoring 94% Of Your Prospects

“**M**ost Advertisements, Brochures, Websites and other Marketing Tools must be pulling in profits hand over fist.” Why do I say that?

How else can you explain the fact that these same marketing pieces ignore 94% of their prospects? They must be making so much cash they simply don't care.

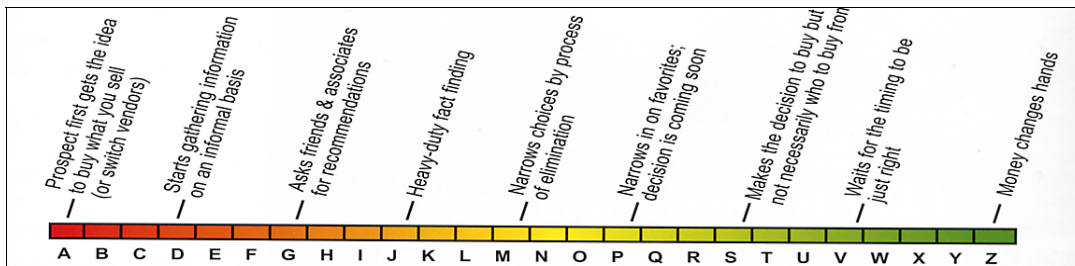
Many will include an offer or coupon of some kind in their ads or brochures. These offers are aimed almost exclusively at prospects who are ready to buy at that moment—the “Now” Buyers. (10% Discount, Free [Blank] With Purchase, Buy One - Get One Free, 0% Financing, etc.)

this huge section of your prospects.

But how? One proven way is to develop an offer that will help the Future Buyer gather the facts, and decide on what he wants to buy and from whom. Help them whether they end up buying from you or not. For instance you could offer a free report, check-list, industry evaluation, or buyers guide (on paper, e-mail, the web, CD or Video).

Here are some examples from our own experience:

- “The Arizona Pure Water Buyers Guide”
- “The Savvy Consumers Guide To Auto Repair”



What about those prospects who are not quite ready to pull the trigger this very minute? Does your ad help them with their decision making process? Does it position your company to be their choice when they become Now Buyers? Probably not. Would it shock you to know that these “Future” Buyers make up about 94% of your prospect base? And yet, you're doing nothing to serve them.

The Educational Spectrum (Insert), developed by Rich Harshaw, is an easy-to-grasp graphic depiction of the decision making process. The “Now” Buyers are found in the V-Z zone. The rest are in various stages of decision-making. To make your marketing more productive and increase your ROI, you must address

- “10 Landmines Employers Must Avoid At All Costs”
- “The Roofers Code of Ethics”
- “Replacement Windows—Which Ones Are Right For Your Home and Climate”
- “Ranking Kid Friendly Communities—How They Stack Up and What To Look For”
- “Landscaping Idea Book and Care Guide”

So make sure you communicate with your Future Buyers as well as with your Now Buyers. It will educate your prospects, keep you in front of them and, as a result, **more of them will choose you** when their time to buy rolls around.

Alan Tarr



(480) 854-7374

www.MarketingAssociatesAZ.com