FlyingVee
digital marketing ltd

Getting hotter prospects

Prospects come in all shapes and sizes but have in common a desire to find a solution to a pressing problem - but will they pick you to supply that solution?

You've heard terms like ideal customers, prospects, and suspects but within these definitions are more subtle shades of prospect and what differentiates them is how well they know you. The challenge is to convert the doubters into clients.

1: Ideal customers

Know all they need to know about you and want to buy now.
Marketing to this group is about respect. It's about rewarding loyalty. These are the people who say good things about you. They will expect frequent contact, occasional stroking to strengthen the special relationship. Keeping them means making a fuss over them.

They are your most cost effective group, so manage them in a highly personalised manner involving frequent phone calls, socialising, regular emails and articles, RSS links, planned visits, social network messaging. It's your professionalism that determines how ideal this relationship is maintained.

2. Hot prospects

They like what they see - now it's all about the offer.
How far are you prepared to go to deliver an offer they value? Sort this out and you have a sale. Assuming you want their business, convince them your offer represents the best value through a level of personal connection but not reward. Emails, articles, are more informative, case studies and testimonials all add to decision process but many a slip between cup and lip describes the dynamics of this relationship. You equally could lose them or make a sale. What will it take?

3. Warm prospects

Similar to group 2, they just aren't ready to buy now.
They like what they see but 3 months time is better for them. You must keep on their radar and identify when they are likely to buy to save yourself the cost of pushing when they're not ready..

So make sure you're ready in 3 months and extra sure they know you are. In the interim contact should be regular rather than frequent building gradually to their decision day using useful articles, informative email, occasional phone calls, brochures, Don't wait until the end. They forget. This group are worth the effort.

4. Cool prospects

They know about you but aren't sure you're the answer.

Unless you can convince them then you're a risk they won't take. They need more information than just being kept up to speed. Use case studies pertinent to their needs and testimonials are very powerful. They want you to make this effort. Show them the weakness in their perception of you is not only misguided but easily surmountable. The sales conversion costs need careful consideration – are they worth your effort?

5. Suspects

They know nothing about you and what you offer.

The big decision here is – are they worth the effort? If you are interested in attracting them, somehow you've got to get on the radar of suspects who aren't looking or aren't interested in dealing with companies as small / large as yours. This is resource wasteful. It's sales not traffic you want.

But some may just not have heard about you, like new companies coming onto the market and this is where testing the market with short, sharp Adwords campaigns can unearth those suspects who can convert rapidly into ideal customers.

6. Ignorant

They don't know they have a problem

This term is not disrespectful. It merely states that some people aren't aware of a problem so they aren't looking for a solution. In some ways they are stronger than suspects in that once the light is turned on – by you – then they too can convert rapidly to a sale.
Case studies are great for this group as they build your credibility and you'll find you're pushing on an opening door.

All the above groups require different levels of your attention.

It has to be of the right type – interesting, useful, timely and appreciated. It has to work on the right people in a format they're most receptive to. It has to go at the right time of the day and switch on the right buttons It has to identify the help you can give and your ability to give it.

These are your potential customers and being more proactive than your competitors can get you the pole position but remember, you organise your marketing strategy and aim it at the group who will bring you the greatest or most effective return on your investment.

If you want to warm up your customers and make it happen call: **0800 86 202 86** or simply email me at: **gerryw@flyingveemgt.co.uk**