

**AUTOMATED RELATIONSHIP MARKETING PLAN**  
 BASED ON WORKING 6,000 ACCOUNTS PER YEAR

- Each account in your database will receive an average of 3 phone calls, 3 personal letters and 6 personal emails, for an average of 1 contact every month for 12 months.
- The average investment to make sure that every account in your database is contacted once every month is around \$6.00 per year, or \$.50 per month per account.
- \$36,000 is less than the cost of 1 sales rep, but how many sales rep will make 12,000 calls on 6,000 business, send 1,500 letters, 15,000 email and sell \$720,000 this year?

**RELATIONSHIP MARKETING PLAN**

<b>INVESTMENT</b> \$36,000	<b>SUSPECTS</b> 6,000	<b>CONTACTS</b> 60% = 3,600	<b>PROSPECTS</b> 15% = 540	<b>LEADS</b> 20% = 108	<b>SALES</b> 33% = 36	<b>REVENUE</b> @\$20,000 = \$720,000
<b>MONTHLY</b> \$3,000	<b>SUSPECTS = 500</b> 1,200 calls (60 hrs)	<b>CONTACTS = 300</b> 60% of Suspects	<b>PROSPECTS = 45</b> 15% of Contacts	<b>LEADS = 9</b> 20% of Prospects	<b>SALES = 3</b> 33% of Leads	<b>REVENUE = \$60,000</b> \$20,000 per sale

**RELATIONSHIP MARKETING PROCESS**

<b>MARKETING</b> <i>(Telemarketing - Qualification – Database Mgmt - Lead Generation - Relationship Mgmt)</i>			<b>SELLING</b> <i>(Sales Reps meeting with interested &amp; qualified Decision Makers)</i>			
We will make an average of 3 calls to each account to; 1) introduce your company, 2) identify decision makers and ask to speak with them, 3) ask about their equipment, problems, leases and plans to replace, 4) update their contact record, and 5) assign them to an appropriate sales track.			Leads are emailed to the sales manager or sales administrator, who logs and distributes to the sale reps. Sales reps make the calls, complete the follow up questions on the lead notification email, returns to the sales manager or administrator, who updates the contact record in the database and assigns the contact to the next appropriate sales track.			
<b>NO CONTACT</b>	<b>CONTACT/NO PROSPECT</b>	<b>CONTACT/PROSPECT</b>	<b>NO CONTACT</b>	<b>NOT INT.</b>	<b>INTERESTED</b>	<b>SALE</b>
If after 3 attempts, we are unable to reach the decision maker, or if we don't have enough information to qualify a sales opportunity, we will schedule a call back in 1-3 months, or stop calling if we don't think they could become a prospect	If we are able to reach the decision-maker or someone else, and we determine that they are not a good prospect right now, we will assign them to a "not interested" sales track, which will send them 1 email each quarter and we will call them back every 6 months in case their needs change.	If we are able to reach the decision-maker and determine that they are a good prospect, we will try to set an appointment, but if unsuccessful, assign them to the <i>Executive Introduction Sales Track</i> and send them 1-3 letters to; introduce yourself, educate them on a potential problem and your solution and ask for an appt.	If the meeting didn't occur, the sales rep can reschedule the appt or send it back to us and we will send a "Sorry we missed you" email and call to reschedule	If they are not interested now, assign to a "Not Interested Now" Sales Track with 3 letters/email and calls over the next 12 months	Sales rep manages the process until a sales is won, lost, or delayed. If won, see new customer track. If lost, assign to lost sale track. If delayed assign to follow up track	Assign to ;"New Customer Celebration" Sales Track. 1. Letter/email from Sales Rep 2. Letter/email from Owner 3. Letter/email from Serv. Mgr. 4. Letter/email from Supply Rep. 5. Letter/email from Cust. Sup. 6. Letter/email Request Referral

**This sample Marketing Plan doesn't guarantee results, but it is a common sense sales process that works well, when executed and managed properly by an experienced marketing partner like Market Mentor Online. Results will vary based upon;**

1. Database: Quantity and quality of your database (*accurate – complete - appropriate*)
2. Telemarketing: Quantity, quality and timing of prospecting calls.
3. Decision Makers: Availability and interest of the decision makers in what you are selling.
4. Sales Reps: Proficiency of your sales force (*sales knowledge, selling skills, attitude, creativity, persistence, patience*)
5. Management: Commitment, faith and patience in an annual marketing plan to achieve the benefits of drip marketing compounding.
6. Collaboration: Realizing that we're all seeking the same results and that the sales process requires hard work, communication, cooperation and trust.

**RELATIONSHIP MARKETING PARTNER**