



iPhone App User Series

Show Date
November 15, 2010



If We Were You

- [1] READ 3 BLOGS EVERY DAY.**
Successful people keep their personal growth moving by seeing how experts in their field of study are thinking. I would subscribe to several blogs in your business that would help me know things to write content about (below).
- [2] WRITE 6 ARTICLES.** I would pick the 6-12 most common problems OUR CUSTOMERS have in this business and I would write one article on each. Better yet, I would have someone interview me so I could talk them thru and then get it transcribed and turned into articles. I might even pay \$300 for someone to write all 6. Then, I would distribute them as I traveled the territory or as people came into my orbit who had those problems.
- [3] CREATE A PODCAST.** That's the future of how to communicate with clients. I would not do this the first week...too busy. But within 90 days, I would have a podcast on iTunes that I could refer people to.
- [4] HIRE AN INTERN.** I would go my local high school and talk to the broadcast/tech teacher. I would find three high school kids who wanted to work and have them compete for the job by creating something similar to the work I'd have them do. Probably video editing of some type. I would pay them \$10-12/hour and commit to 20 hours/month. Then, they would do ALL my technical stuff.
- [5] START AN EMAIL NEWSLETTER.**
Start a list. This would be a "first week" task for me. I would get an email service and begin collecting names and put out a monthly e-newsletter – I would limit it to ONE ARTICLE per month. That's it. It should take me no longer than 15 minutes to come up with the idea and the content.



If We Were You....

- ❑ **[6] GET A YOUTUBE CHANNEL.** I would sign up for a free youtube.com channel so I could do videos and “Favorite” other videos. Then, when I sent out my newsletter, I would send people to my channel page. I would also spend \$100 and have a design built for this channel page. It would have my cell phone number and other contact information. HS intern would manage.
- ❑ **[7] CREATE A STORY.** I would create my story of how I would position the company when I call on new people. How did we come to be? Why do we do the things we do? What is our process to do business with us? What is our philosophy? I would probably put this in a Keynote or PowerPoint presentation although I would rarely use it for that.
- ❑ **[8] CREATE AN EDUCATIONAL EVENT.** My belief is that the more you educate your prospects, the more sophisticated buyers they become. This could be a physical event that is held a few times per year at your location. Or, it could be a web event. (I prefer the former since you can create better bonding). You can hire an outside firm to help you plan it. But it **MUST** be educational. It cannot be a 4-hour pitch for your product. It must **WOW** them!
- ❑ **[9] BUY A VIDEO CAMERA AND MICROPHONE.** A Kodak Z18 would do. (\$150) I would take it with me and commit to doing one video a week. It could be a customer video of them looking into the camera talking about how we solved a problem. Or, it might be me doing a little tutoring session of some kind. My mic would be a wireless lavalier mic. I would hand the camera to my HS intern and they would produce the result and upload it to YouTube so I could link in my newsletter.
- ❑ **[10] CREATE A SURVEY.** I would create a simple survey for me to use with people who I speak with on the phone. This survey would be nothing more than a “Pain Survey” so I could determine if they were a prospect worth calling on. I might send it to them to fill out or I might fill it out for them. But it would have the 10-12 key questions that I would ask.



If We Were You....

[11] CREATE A REFERRAL PROGRAM.

I would purchase John Jantsch's program called Referral Flood and do everything he says in it to generate referrals. That would be my main business development program. I would never make a cold call.

- [12] BUY A LIST. I would purchase a list of all people who matched my D&B parameters based on whom I think is a good profile of client. I would get the names of the Executive and Senior exec team. That would cost me about \$250 but I would have pertinent names. Then, I would hire my high school intern to call every one of these and make sure the name is correct and get an email if we can. In other words, I would start with a Clean List before I began mailing/emailing them.

About The Hosts

The Advanced Selling Podcast is a production of Caskey, a sales and leadership development company in Indianapolis.

Bill Caskey and Bryan Neale host each episode released weekly.

You can contact them with questions or comments at

www.askbillandbryan.com or go to www.advancedsellingpodcast.com

They are each available for speeches, trainings, breakouts or other events. Call Kathy Macaluso at 317.575.0057 for more information on how they can work with your group.

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