

# Sales Tip: My Great Little Lead Generator

By John W David

Sales Tip: My Great Little Lead Generator

John W David  
jdavidppl@yahoo.com

ProShop - Learning Center <http://internetmarketing-proshop.com>

## My Great Little Lead Generator

What I am going to share with you today relates to any business, trade, or profession without exception.

It's a subject we've all done and something too many of us continue to do that rarely ever results in a positive net gain either in the short term or, worse, in the longer term. For this example, we will use what a car dealer sales pro might do and as I used to do.

We have all placed those little ads offering our excellent product at great prices. Then, we wait for the phone to ring. Sound familiar? Of course.

The accepted response rate is normally four calls on the first day, two on the next then two or three more sometime in the next few day.

If you're really good, you'll convert one or two of those calls into something or other and maybe even a sale. That's just a very expensive and frustrating way to do things.

If we spread the same little messages to enough places to reach enough people, the response rate may be enough to bring us business or even to make a profit.

The difficulty is that this approach connects almost 95% only with that one person who actually has an urgent situation at that very moment. So, talk about hit-n-miss.

However, there's a better way that is far more productive and that will keep converting into real sales for a lot longer period of time all from the same ad space and cost.

It was about the same time that I started writing ad and sales presentation copy for myself and others that the idea of connecting with a larger audience while staying within the focus of those who had the immediate need came to be.

I also discovered as you will, that changing the approach even made those with that immediate need much easier to convert. So, let's have some fun with this.

You should be able to increase your response rate by up to six times with a close ratio five times better immediately with future sales of four to five times with no additional cost.

We're just going to change the focus of your ad message.

If I were that car dealer or real estate agent or yellow pages sales pro or whatever else, instead of offering my products or services at great prices then sitting by the phone hoping for a reply, I would go onto the internet and look for "used car buying tips".

Similarly, if I were in dentistry, I would type in "dental hygiene tips". What about a pizza parlor? Why wouldn't they type in "pizza healthy eating tips". They might just look up "healthy eating tips" until they found a few that promote pizza as a healthy food. Hair dressers, cosmetics, health and wellness, fitness, consultants, musical instrument dealer people, and on and on can do the exact same thing.

Then, I would take all the tips and compile a list of 10 reasons that, in the case of the used car dealer, would read: "Free Report" (as the header), "How to Buy a Used Car" (would be the sub-header). The only other text in the ad would be: "Consumer Report shows you how to...". "Call Now for your Free Report".

By using something like: "Consumer Reports show..." the reader is more likely to find value and interest than if I were to write "Come by and I'll show..." Right? Of course.

Then, I would shrink it down to reduce the words and cost while increasing the impact.

This is exactly the same approach I use when people ask me to write their ad and promotional copy. Do you know, for instance, that most outside consultants haven't got a clue of the benefits to hiring them instead of sourcing the same services in-house?

Now, a simple question: Which one of the following ads do you think would pull better?

The spray and pray "buy me", "buy me" one you do now that really tells them nothing about you... or... the more open-ended approach that displays your care, credibility, authority, and willingness to help with valuable free information? Of course.

People always respond to a free something or other... especially free information.

1) You will convert the one with the immediate problem. And, s/he will be easier to deal with.

What's really exciting, this approach will still get that one potential client who has an immediate used car buying problem. However and better, this approach will pre-qualify you as that worthy, caring, willing, authoritative source of remedy.

Isn't this the kind of car dealer you would most want to deal with? Of course!

One important caution: Make sure that the free report, while being free of direct advertising for you and your service, still targets your company's or product / service's unique strengths that provides exceptional benefit value to your customers while also being a distinct advantage over your competitors. You can slip something into your P/S under your name.

However, here's where it gets to be fun.

2) You will earn and begin a new list of potentials for your tickler file.

When some other phone-in who doesn't have an immediate need is quizzed properly, s/he may still be a potential client if not now then somewhere soon down the road.

Usually, this person either has just bought a new car and wants to protect themselves from a future nasty surprise or it is someone whose car is showing signs of serious deterioration and is looking for ways to extend its life while saving up for the eventual replacement.

After all, why are they calling in? This opens a whole bunch of doors of new opportunity for you and your business.

3) You could open a whole new world of income opportunities.

For example, you could build in a new service like an annual safety inspection for \$50 plus \$25 for quick but quality band-aid work, etc.

One person could easily do ten of those on just one really slow day and earn a decent income. And, it could even likely lead to some repair work or a new sale.

You see: You open doors to open more doors.

Best still, here's where it gets thrilling for you as it always does for me.

4) You will instantly add a whole lot of new names to the most important pursuit of your every day life for your business and for your career... your list.

They get the free report only by email and only if they allow you to send them "free valuable car buying and maintenance tips and important product updates from time to time". That's fair.

Important Note: You can send anything to anybody only if you have their permission. Having them in your database is not the same thing.

Done properly, what this means to you is a life-time of on-growing business opportunity.

Not only can you communicate your specials for as long as you don't abuse this privilege, you will open a whole world of new opportunity doors for your business.

Imagine if you opened a new line of car care products or just made a special volume purchase at a tremendous discount or just did a joint venture that you could promote through your new list.

So, now you have a whole new bunch of opportunities while placing this prospect into your tickler file. Really! The range of opportunity is limited only to your imagination.

Bonus: Imagine if you had to start your career over. This would be one way to do it. And, if you start the process now and grow your contact base, starting over would be just a matter of injecting the new whatever business you were into and, if you have respected them, the majority of your members would just make the change with you.

5) You will get referrals both immediately as well as with every issuance of your "free valuable information and important product updates".

Free money!

The person you are sending it to is likely to need your services soon anyway... and... is likely to recommend your services to their neighbors, friends, and relatives consistent with the value and quality of your "free valuable car buying tips and important product updates".

Remember, this technique applies to absolutely any business and any body.

Now, one caution in all this, do not offer free car inspections or free anything that consumes your time, effort, or money.

While there are exceptions, they are rare and the payback on this approach is not worth the result. And, it sends a really bad message.

Dear reader, next time you think of running an ad and hoping for something good to happen, why not give this approach a try.

Your response rate will zoom. And, not only will you get the immediate jobs, you will start a whole new marketing response rate beginning now and continuing as long as you want or need it to... even forever.

Ciao for now.

John W David  
Master Sales & Business Trainer / Keynote Speaker

<http://trade-show-secrets.com>

<http://internetmarketing-proshop.com>

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)