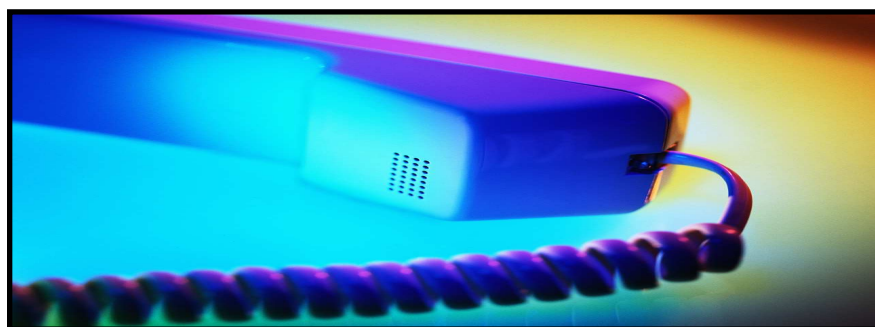


How to Create a Complete Mini-Sales and Marketing Strategy for Business

Special Report by Dan Cavalli of
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About This Report

You may use this report in any way you wish including publishing this article on your website and in your newsletter or ezine as long as it remains intact and in its present format.

You can get more advanced advice about lead building systems for your website business by getting my 5 part mini-course at
<http://www.leadbuildingsystems.com>

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Creating a mini Sales and Marketing Ideas Plan in less than 90 minutes

Times have changed. Old ways of survival were slow. Initially, we had the bow and arrow. Then we moved to rifles and guns. Later, we introduced chemical and nuclear arms.

In the same way travel used to be limited to how far you could go on a horse. The automobile, trains and aircraft was next, all of which helped people communicate better.

Even the methods of learning were slow and the results were even slower. People would normally consult local chiefs or priests for advice, usually one on one. Then we moved to formalized schooling and universities.

The most common method used in the past when growing a business was face to face cold calling. Then we took advantage of the latest inventions like the telephone and that expanded the cold calling spectrum.

Times changed again and we started to use newspaper advertising more effectively, radio and TV advertising and these days we can reach people via the Internet and email.

It is all relative to the time in which we live and the personal and business development we have achieved. Times change still and we must keep abreast of new ideas. We have to research the alternatives to ensure we are utilizing what is available effectively.

There are so many options to choose from and many are not relevant. How do you sort through it all? Here's a quick way to get started.

Do it by starting with what you want to find out.

Step 1: Take an A4 sheet of paper and title it "Marketing Ideas".

Then rule it with two horizontal lines about one inch from the top and two vertical lines to form three equal columns. Title these columns: Learn, Sources and Methods.

Step 2: Under the heading in the first column write what you want to learn. For example, let's say we want to learn more about sales and marketing. Write this down. Break this very broad topic down further by writing underneath it in the same column:

Presentation, Selling Skills, Closing, Referrals.

Step 3: In the middle column under the heading sources, write down at least four sources by which you can do research for each learning topic. For example, opposite "Presentation" you could write:

Role play, Books, Videos, Internet.

Do this for each topic under Learn and you should have 16 sources – 4 for each topic under Learn.

Step 4: Under method, write down at least four strategies for each source. For example, for the source "Internet", you could write:

Newsletters, Chat rooms, Articles, Subscribe to tips and ebooks on marketing.

Do this for each source.

This will create 64 different methods that will assist you in learning more. The real secret to remember is to have these ideas self generating.

In fact, on a daily basis evaluate and discard the ideas at leisure making sure the methods you use are the most effective.

Realise that it will take a little effort. Frustration may set in after a while if you don't seem to be getting the "Know How". Don't give in. You are almost there and have nearly accomplished your task. You will be well rewarded once you have finished.

Remember, don't expect such a wonderful outcome without spending 100 – 200 hours completing a fully fledged business plan. It is a small price to pay for having a tool as effective as this.

Creating a mini Sales and Marketing Strategy Plan in less than three hours

Start by ensuring you have enough information and data available at your fingertips. That's the secret. If you don't have this, refer back to "More Sales and Marketing Ideas in Less Than Ninety Minutes".

Here are the steps to Creating a Sales and Marketing Strategy quickly and effectively:

Take an A4 size of paper and title it Sales and Marketing Strategy.

Then rule it with two horizontal lines across about one inch down from top and two vertical lines to form three equal columns. Title these columns, Channels, Strategy, How often.

Step 2: Under Channels write down as many strategies that you can think of for contacting. Write down (in this exercise) a minimum of 4. Let's say one of those channels is "Contacting prospects." Under Strategy write down at least four strategies you could use to contact prospects. For example:

Internet, Advertising, Letters, Telephone calling.

Write four strategies for each of the channels so you should have a minimum of 16 strategies.

Step 3: Under "how often" enter how often you will practice the particular strategy.

For example, if one of the strategies in the middle column is letters, you may enter "once a week for two months" or whatever the time period is that you work out as being effective for you.

Realise that frustration may set in after a while if you don't concentrate but don't give in. You are almost there and have nearly accomplished your task. You will be well rewarded once you have finished.

Again, the real secret is to have self generating strategies going out the door, so that your methods are automated to ensure a continual source of leads.

Creating a mini Lead Generation System in Less than 24 Hours

As mentioned in my previous articles, it's essential that you have enough information and data to draw upon. If you don't have this, see my previous articles on these related topics.

At this stage you should be drawing information from newsletters in your field, joined discussion forums, read articles and subscribed to tips and e books on your particular product or service.

Let's get started and design a Lead Generation System.

Step 1: Take an A4 sheet of paper and title it "Lead Generation System."

Rule it with two parallel lines, about one inch from the top and two vertical lines to form three equal columns. Title these columns:

Category, Specifics, How Often.

Step 2: Write out as many categories of contacting that you can think of (minimum of four) to source prospects. Break each category into five parts. For example, you may have Internet as a category. The five parts may be:

Joint Ventures, E zines, link partners, purchased lists, Blogs,

From the 5 categories you should have 20 sub categories.

Step 3: Under Specifics, write four specifics for each sub category. For example, under the category of Joint Ventures, your strategies could be:

Article directories, White papers, Articles, Reports or reviews.

This should create 80 specifics for you when you write down 4 specifics for each of the 20 sub categories.

Step 4: Under the heading of How Often, enter how often for each item. For example, if one of the specifics in the middle column is white papers, you may write Once a Week or Once a Month or Once Every Quarter.

The real secret is to have self generating strategies happening automatically, so automate your methods and systems to ensure you're using them to your best advantage.

This exercise is a big ask for the beginner. Frustration may set in after a while if you don't seem to be getting the knack of how to do it. Don't give in, you are almost there and have nearly accomplished your task. You will be well rewarded once you have finished.

Remember, the alternative, write a business plan. You can expect a great outcome by spending 100 – 200 hours completing a fully fledged business plan. However this idea is a small price to pay for having a tool as effective as this.

Creating a mini Lead Nurturing System in Less than Thirty Six Hours

Formulating a lead nurturing system is important because this can be used to gradually turn around leads that have not done business with you in the past, but have not said, "Don't call me again."

Or, you might have a joint venture list that you have permission to use. It would be best to build up a Lead Nurturing System (or relationship) with the people on this list before you offer them anything to buy.

This system is all done the same way as all my other mini systems.

Step 1: Take an A4 sheet of paper and title it "Lead Nurturing Strategy."

Rule it with two horizontal lines, about one inch from the top and two vertical lines to form three equal columns. Title these columns:

Category, Specifics, How Often.

Step 2: Under Category, write out as many tools of contacting that you can think of (minimum of four) to contact prospects. Break each category up into five parts. For example, you may have a category "customer offers", so the five parts may be:

Questionnaires, Invitations, Surveys, Freebies, Bonuses.

Do this for each of the four categories. You will then have 20 ways of contacting. As for all of this process it requires concentration and focus.

Step 3: Under "Specifics", write four specifics for each of these 20. For example, if the sub category is questionnaires, your specifics may be:

What They Want, Opinions, Choices, Likes and Dislikes.

From the 20 sub categories you should have 80 specifics.

Step 4: Under "How Often", enter how often for each specific.

For example, next to questionnaires you could write once a month, twice a month, or any specific time you feel is enough.

The real secret is to have self generating strategies going out the door to generate leads, so automate your methods and systems to make sure you have this.

Realise that it will take a little effort. Frustration may set in after a while if you don't seem to be getting the "Know How". Don't give in. You are almost there and have nearly accomplished your task. You will be well rewarded once you have finished.

Remember, don't expect such a wonderful outcome without spending 100 – 200 hours completing a fully fledged business plan. It is a small price to pay for having a tool as effective as this.

What to Do Next

Do you want to know more about:

- Automated sales lead generation systems.
- How to generate sales leads for almost no cost.
- How to be in total control of the amount of leads generated.
- Be able to have Sales Leads automatically emailed to you.
- Establish higher quality leads.

Find the answers to these and more in-depth questions into the lead generation process by going to:

<http://www.leadbuildingsystems.com>