

## Short N Sweet

There is always something going on in your customer or prospect's business. It is up to you to know and understand what it might be. Acknowledging an existing situation, upcoming event, or just showing them you care will go a long way in solidifying your relationship with the customer or prospect.

There are many ways to find out what is going on in your clients business. News articles are written daily about local things going on in your community. Google the internet and you'll get all kinds of things about folks. Facebook, Spoke, Myspace, and Linkdin are just some of the Worldwide Web's information sources that you can check and see what interests your customers. Know the team members that work at your client's office or business. Who was the employee of the month last month? Hey, they may become your client someday.

Recently I noticed an article written about a company that was not on my radar screen. In reading this article, I figured I'd send it out to them and let them know I'm watching and impressed with what they are doing with their brand. At this time this company has very few locations that are within reach of my company. However they seem to be turning some heads in the markets they serve. Low and behold, the president of that company sent me a quick note thanking me for noticing and offered me some information that may be helpful in the future, if they start branching into my area.

A simple note can be powerful. People don't care about your brochures unless something on them really separates you from your competitor. Just think if on the brochure, you wrote a personalized note to the receiver that says "John, on page 3 you will notice that we offer a service agreement "free of charge" for the first year after date of purchase on all equipment and parts." You know that is powerful because John had told you that he was upset with his current supplier when his piece of equipment was only under warranty from the vendor for 90 days. You are offering him a "value solution" that separates you from your competitor. Without the note, John may have either filed your brochure in the can or in the cabinet. He would have not noticed the service agreement incentive.

You may have noticed on our website a company called SendOutCards or SOC. Kim had signed up for this several years ago. The nice thing about SOC is how easily you can send a quick note in the mail to your customer or prospect. People like and appreciate when you take some time out of your day and send a card or note to them. Email has its place, but can be over used. A personalized note is much more effective when trying to get someone's attention.

There are so many ways to get a customer or prospects attention. Staying in touch with what is happening in their business will help you become either their favorite vendor or the future "go to" vendor when the customer is ready to buy.

Great Selling!

Mike Popella