

Are You Making This Dangerous Sales Mistake?

I worked in the crazy, energizing and highly creative industry of Canadian advertising for 15 years and something that applied THEN to my customers still applies today.

It was something I showed them how to do - so they could attract more customers CONSISTENTLY.

In fact - it is EVEN MORE IMPORTANT today than it was 15 years ago.

What is it?

Staying In The 4 Week Radar

Hate to break it to you but most people DON'T KNOW YOU.

Which means there are hundreds and thousands of potential customers who don't have a CLUE what you do.

If they don't know who you are and how you can help them....the phones don't ring. Period.

Why?

Because you're completely OFF their radar!

Bottomline: that is simply **dangerous** to your sales.

When I worked in television advertising – the Golden Rule was creating Top of Mind awareness.

So if I say ketchup...you think Heinz.

If I say peanut butter...you think Kraft.

If I say clothing...you think Gap.

If I say sales expert extraordinaire....you think Sales Divas!

Get the picture?

Right now - how many people are thinking of YOUR product or service INSTANTLY when they're looking for what you sell?

You're living dangerously lady - if you're not IN FRONT of your customers and potential customers on a regular basis and with relevancy.

Hmmmm. I have good news and bad news for you.

Here's the good news.

You don't require a multi-million dollar advertising budget to create Top of Mind Awareness with your customers. (I spend less than \$1,000 a year on advertising)

It can be achieved with a small investment of money and a larger investment of time and creativity.

The bad news?

If you're staying out of your customer's RADAR for more than 4 weeks - you are forgotten.

So where do you start?

3 Radical Ways To Stay On Your Customers Radar

1. Stay Within The 4-Week Radar! What is your strategy for staying in front of your customers and potential customers? Do you even HAVE a strategy? Sending out a newsletter or e-zine 2x per month, taking your client for breakfast, thank you cards, articles in the mail, picking up the phone - what are you doing?
2. Don't Contact Them Without Added Value. Never - and I mean NEVER - call someone and say " Oh hi - I was just calling to touch base." Gag. That is so lame lady! Instead - call them and say " James - I ran across something on the week-end and it gave me a wonderful idea for you!" - Make people curious - instead of bored!
3. Get On The News! I can hear it now "The media wouldn't want me." 2 Words for you - "WHO SAID?" It will give you a reason to contact clients and let them know you're in the news - you can send them a copy of the article etc....it creates interest and also VALIDATES that you're the right choice for them. The best part? It is no-charge. (Go to www.publicityhound.com and sign up for Joan's free newsletter on PR - tell her I sent you!)

Question for you.

Who has fallen off your radar? Someone really important to your business but life has gotten in the way of staying in touch?

My Diva Dare To You?

Contact them within the next 2 days and surprise them with something! Get moving!

Kim Duke, The Sales Diva, provides savvy, sassy **sales training** for **women small biz owners** and **entrepreneurs**. Kim works with clients internationally, showing them The Sales Diva secrets to success! Sign up for her saucy and smart FREE e-zine and receive her **FREE Bonus** Report "**The 5 Biggest Sales Mistakes Women Make**" at www.salesdivas.com