

## *Are You Making This Dangerous Sales Mistake?*

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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.*

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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*

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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](http://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](http://www.salesdivas.com)