



## 4 Sure-Fire Ways to Get a New Client

By [Sandy Cahill](#)

### **Tactic 1. Tell Prospects Your Specialty (and make it succinct!)**

No one wants to hear you say, "I can do anything." Prospects want to feel like they are choosing a true specialist. And, the more you specialize, the more likely it is that your current clients will think about your specialty during business discussions and remember to tell their colleagues about you.

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### **Tactic 2. Try a direct postal mail campaign**

Try sending a one-page letter a list of 500 targeted companies in an industry you've targeted. Offer a way to easily get back in touch, such as a postcard that can be sent back, noting what type of services they need.

After two weeks, call everyone who returned the postcard and follow up. You'll

probably convert between one and three out of ten of these qualified prospects.

### **Tactic 3. Keep following up**

The key to conversion is follow-up. But don't just call them til they're sick of listening to your voicemail. Here are three methods of follow up:

#### *Phone calls*

Use a contact-management program, so when a lead says they don't have a need at the moment, you can ask: "When do you think you might?" If the prospect is aiming for the beginning June, tell them you'll call in the last week of May. Then, put the contact into your management program so that in the last week of May, the window pops up and tells you to call him.

#### *Industry articles*

I subscribe to a lot of newsletters and magazines. Whenever I see an article of interest to any one of my clients or prospects, I forward it. This unscheduled follow-up is enormously effective and it really sets you apart.

#### *Newsletters*

Ask every prospect if you can put them on your in house list – they always say yes (Note: Do *\*not\** put prospects on the list just because you've had contact with them. Make sure you ask first.)

Doing these three things consistently will convert the maximum amount to sales. Any one will work, but together they are extremely effective.

#### **Tactic 4. Offer giveaways in your email newsletter**

Build a more interactive relationship with your in-house newsletter list.

Perhaps you should run a topical survey and report results in the next issue. Or regularly offer giveaways. If you do a presentation of any kind, burn it onto a CD and offer it to your list, letting readers know that if they were in your targeted industry and wanted a copy, you'd send them a free CD.

Test discounts. For example, if you want to do some market research or run a survey to your list, offer a 30% discount for those that answer your survey. Or, offer that discount for those who respond within a certain timeframe.

Anything you do to 'touch' your prospect base is great. The key is to be consistent, offer valuable information and use a variety of media as your 'touch' vehicle.

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