

DIY Marketing – Building Relationships

How Do You Build A Strong Relationship?

Building strong, lasting relationships with important people, without bothering them, is an art. To help, here is a checklist you can use to make sure that you record the information you need. The details can be put into a spreadsheet or a database, allowing you to record all your marketing and make your efforts far more effective.

1. Who are your contacts?

- Name
- Job title
- E-mail address
- Phone number – office, direct line and mobile
- Personal details – birthday, religion, spouse's name etc
- What do you send them? Christmas card, newsletter, thank you card etc
- When did you send any of these?

2. Where do they work?

- Company name
- Postal address
- Directions to the office
- Website address
- Type of business
- Status – top client or occasional buyer?
- Prospect or client?
- Ranking – hot, warm, or cool prospect?

3. Marketing Information

- How did they hear about you?
- When?
- Who is their current/past supplier and why do/did they use them?
- If they were recommended, who by?
- How many staff do they have?

4. Sales Information

- What do they buy?
- How often?
- At what price?
- When did you last contact them?
- What was said?
- When will you contact them again?

The more details you record for each prospect and client, the more use that information has. For instance you can find out where most of your clients come from and what sort of businesses they run. You can plan when to next contact someone and not forget about it.

Remember that any information you store has to be made available to any of your clients and prospects on request – so make sure you only write what you would want someone else to read!

For more advice on using databases to promote your business, contact Appletree by calling 01635 578 500 or e-mailing Chantal@Appletreeuk.com

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