



MDRT The Premier Association of
Financial Professionals®

MDRT Minute

Simple Strategies for Marketing Success

You don't have to spend \$10,000, or invest in any brochures or marketing collateral to close more sales, bigger sales and close them more effectively. By following a few simple strategies, you can begin improving your bottom line now.

Market to Your Clients

Though this strategy might at first seem counterintuitive, the results can be significant. Start by writing letters to your client base for no other reason than to keep in touch. If you host seminars, include topics that some of your current clients would find beneficial and invite them to come. Send clients birthday cards, or call them to wish them well on their special day.

These simple strategies work because clients want to hear from you more than you might think. By staying in touch with them throughout the year, you are giving them what they want from a financial advisor: You are engaging them in a personal way and creating a real experience.

Effective Communication

One of the easiest ways to achieve effective communication is to approach it systematically. We developed a strategy we call the Client Delight System.

The first phase of this approach involves making phone contact with your clients — on a regular basis in a systematic way. Select 20 clients and commit to calling them during the next two weeks to let them know you are thinking about them, and that you care. Ask them how they are doing, and if there is anything else your company can provide them. You aren't trying to make a sale — yet. You're looking to develop and strengthen the relationship you already have.

Get creative regarding follow up. Too many professionals complete one transaction and forget to follow through with other sales. Instead of writing a note in a client's folder to be forgotten until you see them for their yearly review, schedule this activity in your database, or in your calendar.

When calling for an appointment, don't ask your clients if they want to see you; tell them you need to meet with them. Or, have your clients set up their next appointment at the end of the first meeting. My dentist asks me to write my name and address on one side of a postcard before leaving an appointment. On the other side, they print the date of my next appointment. Two weeks before I am scheduled to come back, the office sends me the postcard.

Incorporate some of what you know about your clients into your communications with them. One advisor keeps track of his clients' interests in his database. Each spring, he sends out a letter to all of his clients who enjoy camping with a list of the top-rated campgrounds. This simple gesture lets his clients know that he pays attention when they talk to him.

These simple, common sense strategies will separate you from your competitors and get you more referrals and sales — and a better bottom line.

Maribeth Kuzmeski, MBA, RFC is president of Red Zone Marketing. She is the author of four books. Her entire 2006 Annual Meeting presentation, "Generating Extraordinary Sales Through Simple, Inexpensive Marketing," is available from the MDRT Power Center (www.mdrtpowercenter.org).