

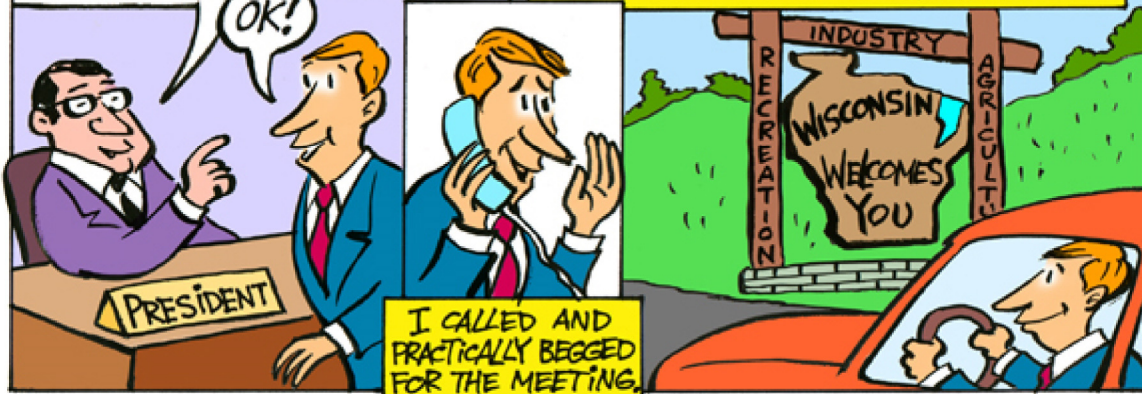
EXCAVATING CLIENTS

MARK ATTEMPTS TO CONSTRUCT A BIG SALE

FROM SALESAUTOPSY.COM

I HEARD THAT A MILWAUKEE-BASED CRANE ASSOCIATION IS REVIEWING THEIR PROGRAMS. CALL THEM AND ASK FOR AN APPOINTMENT TODAY—BEFORE THEY FINALIZE ANY DECISIONS.

OUR CHICAGO AGENCY HANDLED LOADS OF CONSTRUCTION COMPANIES. I BROUGHT CUSTOM FLYERS AND TONS OF TESTIMONIALS WITH IMPRESSIVE PICTURES OF EARTH-MOVING EQUIPMENT. I DROVE THE TWO HOURS UP I-94 COMPLETELY CONFIDENT THAT WE STILL HAD A GREAT SHOT AT LANDING THE BUSINESS.



I CALLED AND PRACTICALLY BEGGED FOR THE MEETING.

COOL IDEA. SOME NON-PROFIT ORGANIZATIONS REALLY MARKET THEMSELVES WELL.

THE RECEPTION AREA WAS QUIET AND BEAUTIFULLY DECORATED.

I MET THE DECISION-MAKER AND PRESENTED OUR COMPANY'S OFFERINGS, BUT I WAS REALLY RATTLED BY OUR MISTAKE.



I LEFT THE ASSOCIATION EMPTY-HANDED. NOW, EVEN IF I'M IN A HURRY, I DO SOME HOMEWORK ON ALL MY PROSPECTS.

POSTMORTEM:

"Mark's mistake is pretty funny.

But there is an outstanding lesson in his situation. He was well-niched in the construction business. Great marketers find a niche and saturate it. Their name becomes the brand of that mini-marketplace. And therein do they own the mindshare of clients and potential clients. Where are your best customers entrenched? Build on existing successes and you'll spend less time and money marketing to an audience that is too broad." Dan

