20 Effective Marketing Strategies for 2016

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Winning Mind Share
Successful Salesperson’s Mindset

1) Optimistic and Enthusiastic
2) Competitive
3) Confident and Expect to Win
4) Relentless
5) Thirst for Knowledge
6) Systematic and Efficient
7) Adaptive and Flexible
Paralysis
READY
SET
GOAL
1) Financial
2) # of Closed Transactions
3) # of Listings
4) New Territory
5) Designation
Specific: What do you want to accomplish.

Measureable: Can determine progress.

Achievable: Ability to overcome.

Relevant: How it is aligned to objectives.

Time: Target dates to complete.
1. Become a Refer Hub
2. Lunch & Learns
3. One Hand Written Note Per Day
4. Social Media
5. Offer Free or Complimentary
6. Endorsement Letter
7. Drip Campaigns
8. Build Relationships
9. Conduct Speaking Engagements
10. Collaborative Groups
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8. Build Relationships
9. Conduct Speaking Engagements
10. Collaborative Groups
11. YouTube
12. Tie Your Hobby to Your Business
13. Email Marketing
14. Website
15. Call 5 People You Know Every Day
16. Voicemail and Email Commercials
17. Cold Calls
18. Sponsor a Community Event
19. Trade Groups
20. Promotional Items
11. YouTube
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20. Promotional Items
1. Research
2. Marketing
3. Busy Doing Deals. No Marketing
4. No Deals. No Marketing
Drip Campaigns
27 Touch Program
&
8 Touch Program
27 Touch Program

- 12 Email
- 12 Postcards
- 1 Door Knock
- 2 Phone Calls
Email – 12 Per Year

Buzz Target
Email – 12 Per Year

- 1763 Sent
- 367 Open
- 32 Clicks
Is your warehouse TOO BIG for your needs?

Call Us Today!
281-766-4352

TheCommercialProfessionals.com

We Want to Work with a Professional!
Door Knock – 1 Per Year
Santa Fe Springs, California, United States
Phone Calls – 2 Per Year
Time

- Email – Varies
- Postcards – Varies
- Door Knock – 8 per hour
- Phone Calls – 25 per hour
8 Touch Program

- Meeting and Timeline
- Phone Call
- Visit Promotional Item
- Update Content
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