



8 golden Rules

For sustainable success in Sales & Marketing

Introduction

These simple rules show you some tips and tricks for a sustainable marketing and sales concept. Whatever you sell, remember who buys from you? People!! As long as you sell to people, these rules apply to you which you can transfer with your common sense to yourself. Your customers are people like you and me and therefore these rules working accordingly

Rule No. 1

- It is 5 times easier and faster to sell something to your existing customers than to win a new customer
- Keep in touch with your customers and intensify the relationship
- Always ask them what else you can sell to them
- Always send special offers to your existing customers before publishing them in advertisements etc.
- Develop new products in collaboration with your customers

Rule No. 2

- If your business is established and you have an existing customer base, invest 70% of your marketing fees into your existing customers
- Send letters / email to your customers and inquire about your business relationship
- Let him know that you want to intensify the relationship
- Inform your customers about the extent of your business relationship (sales information)
- Please follow up regularly by phone or mail

Rule No. 3

- When you advertise your products, speak with the right sales arguments
- The right argument involves the benefit in a drastic manner and must be absolutely clear
- Ask your customers why they buy from you
- Also discuss with your best sales people what benefits they/you have and why customers buy from them



Rule No. 4

- When you publish ads let them editorial designing
- Editorial-designed ads are much more frequently read than normal commercials
- The customer buys a journal to read it, not because of the colourful pictures in ads

Rule No. 5

- Always measure the success rate of your marketing campaign
- Make sure that your marketing really sells, or else they leave it
- If your campaign turns out to be successful, pursue it in the long term
- Do not let your so-called experts excuse your successful campaign
- Follow your common sense
- Record the results of your campaigns

Rule No. 6

- Creativity and originality are not always helpful
- It is of no use if your campaign brings you awards, but no customers
- Use positive fonts (black on white)
- Test every ad, commercial, etc. before you start the campaign
- Test them locally or in small target groups
- If they do not succeed, test them further
- If they succeed, roll out the campaign in a bigger way

Rule No. 7

- Let your customers recommend you
- Customer recommendations increase the credibility and thus your success
- Use your clients' recommendations in all your campaigns
- Let your customers test and report your new products
- Give free samples to genuine prospects

Rule No. 8

- If you need more support, call us
- Together with you, we are developing ideas and strategies that can lead your company to the front
- Simply call +49 221 4006830