



Location: Sales Support/Campaigns

10 basic systems to work a contact with. Select the proper campaign for the state of the ongoing relationship with the contact and follow the steps. Alter the specifics where it seems appropriate. There are 4 levels within each campaign, for 4 different sizes of company. These levels have not been defined, so the definitions are up to the salesman.

Company Ratings

Select the appropriate amount of marketing materials for the contact.

Big Dogs

These are the largest companies we do business with. We want these customers, we want them to want to do business with us, so we will do whatever it takes for this campaign to succeed. Few companies should be given this level of treatment.

Medium Dogs

Larger companies that do not show great potential as a customer should probably get this level of treatment, as well as smaller companies with a good chance of repeat business.

Little Dogs

Companies that have some potential for repeat business, or that somehow impresses the salesman as someone we want to do more for than in the puppies category can go into this category.

Puppies

This is for the smallest customers. End Users who are interested only in a few small units, or someone considering the purchase of flat pavers only would fit into this category

(Campaigns listed on next page)

Campaigns List

Campaign A: Initiate Relationship

To begin an association with a person the company would like to do business with

Campaign B: Building Relationship

To develop an association with a prospective customer further

Campaign C: Maintaining Relationship

To keep an association with a person the company wants to maintain contact with growing

Campaign D: Repairing Relationship

To fix a broken association with a person the company wants to continue contact with

Campaign E: Create an opportunity

To turn a relationship that has soured or become lax, and to create some chance for marketing from nothing.

Campaign F: Open Project

To find a desirable person to associate with and entice them into allowing us to make them an bid

Campaign G: Working Project

To convince a customer with a ongoing project that we are interested in their satisfaction

Campaign H: Closing Project

To convince a customer that we are concerned with their satisfaction after the project is completed, suggesting to them that they will want our product on their next project.

Campaign I: Manage Project

To convince a customer with a prospective project that we are the best option for their stone manufacturing needs

Campaign J: Customer Satisfaction

To convince a former customer that we are still interested in their satisfaction, even if no repeat business is forthcoming,