



# 7 Proactive-Passive Marketing Strategies to Win More Business.

by David Penglase  
B.Bus(HRD), MBA, MProfEthics, MScAPP  
[www.davidpenglase.com](http://www.davidpenglase.com)

Note:

The information provided in this special report is of a general nature and is in no way a guarantee of specific results. Application of the information should be considered in alignment with your personal contexts and individual industry, client situation, marketing, and sales environment.

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### The Power Of Proactive Passive Marketing

One of the most common questions, more than any other, that I am asked by sales managers and their salespeople, is how to find more new and profitable clients.

In this Sales Mastery Special Report I will be outlining exactly what is meant by proactive passive marketing.

When you learn or relearn these seven key strategies to immediately apply, they will help you increase the number of new clients, referral clients and as a very positive by-product, you'll increase the potential for more repeat business as well.

Now while you may look at these seven key proactive-passive marketing strategies and potentially say to yourself, 'That's not rocket science', the reality is they're not.

However, my experience in working with sales managers and their sales teams for the past three decades has proven to me that knowing what to do to find, win and retain clients, is a far cry from actually implementing the strategies that will achieve that goal.

So let me provide you with these 7 strategies and in the remainder of this Special Report I will discuss each strategy and just how you can implement them more easily and effectively to reach the sales targets you aspire to.

#### 1. Do outstanding work.

This separates the magnificent from the mediocre and reduces one of the major blockages to long term success in sales – Client Value Apathy.

Of course, the concept of doing outstanding work to attract repeat and referral business is nothing new, and yet, consumer research (wholesale, retail and business to business) constantly reports that many consumers rarely experience 'exceptional' service.

There are three main barriers to doing outstanding work?

One of the main barriers is a lack of time.

What an excuse!

Unless you're in a low margin volume type business, using an excuse that "I just don't have time to do outstanding work" is an attitude of mediocrity that builds client value apathy.

Outstanding client service starts with an outstanding attitude.

Have you checked your attitude lately?

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The second main barrier is a lack of belief in the products and services being sold.

This is more serious.

In highly competitive markets, salespeople need to have a solid belief in the value that they can create when clients buy their products and services.

Without this firm belief in the value of their products and services, their attitude to wanting to do outstanding work is greatly and negatively affected..



### Have you checked your belief lately?

The third main barrier to doing outstanding work is a lack of recognition that I refer to as the Client Recognition Void.

A client recognition void occurs when clients have potentially received the value they expected, but are not consciously aware of the value they've received.

The solution to removing this client recognition void (which if left alone for too long creates client value apathy), is to adopt a 'Stay In Touch' program.

A Stay in Touch program is one that seeks to remind clients of the value they have received, that thanks clients for their business and in some way, creates additional value that they did not expect, nor have to pay for.

You might be asking yourself at this moment, what does a Stay in Touch program have to do with doing outstanding work?

And that's a good question.

I firmly believe that the Stay In Touch program is the key to doing outstanding work.

It creates an extra-mile and additional value opportunity for salespeople and their clients, and more importantly, keeps clients reminded (in a non intrusive way) of the value that they're receiving.

All of which results in outstanding work being done, delivered, valued and at top of mind of the client - which is a foundation platform for repeat and referral business to occur.

## 2. Set and manage expectations of seeking referrals.

We get the number of referrals we deserve.

Setting and managing the expectation of seeking referrals is a process that cannot be left to chance.

I'm often asked "How do I get more referrals to new business?"

My answer always starts with a question.

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The question is:

“To what extent do you believe your clients know that you want them to refer others to you?”

Depending on what your answer is, I now have a second question for you.

To what extent do you make it easy and comfortable for your clients to refer others to you?”

Both of these questions are extremely important to answer if you want to increase your new business sales.



### 3 ways to set and manage expectations of seeking referrals.

1. The first is that you include the expectation of referrals in your general conversation.

Whenever you're with existing or potential clients, as you're discussing the way that you work, mention something like “We're proud to say that much of our business is built on warm referrals from our clients.”

Now, this is not a script that I'm recommending you use, it's a principle or concept that I'm recommending that you decide on for yourself how and when you would like to say it.

What I am recommending however is that you definitely do say something like this to help set and manage the expectation of clients that referrals are a part of your business growth strategy.

2. The second is to have referrals as an agenda item whenever you meet with clients.

Our financial adviser for example, uses an agenda in every meeting we have.

One of the agenda items is a simple topic heading that says “Referrals”.

As he introduces the agenda that we're going to go through, and steps through each of the topic headings, when he gets to “Referrals”, he says something like “And of course we know that clients only ever refer their friends, family or colleagues when they've received the value they're after, so when we get to this point in the agenda, we'll just check in with you as to how we're going in delivering on your expectations.”

3. A third way for you to set and manage expectations of seeking referrals is to have it in your marketing material.

Again, this might be a simple line that reads like the sample I provided earlier - “We're proud to say that much of our business is built on warm referrals from our clients.”

Setting and managing expectations of seeking referrals helps to make it easier and more comfortable for you to ask for referrals.

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It also makes it easier and more comfortable for your clients to refer their friends, family and colleagues to you.

It takes away the element of surprise.

It takes away that awkward moment that almost seems like you're setting a trap to corner a client into giving you referral - it's part of your business process - the clients are aware of it, and it's not pushy or intrusive.

Knowing that your clients understand that asking for referrals is part of your business process, it's then just a matter of asking for referrals.

Two typical ways to actually ask for the referrals is either in one on one conversation or through an email or letter sent to the client.

The key here is to ask for the referral when you're comfortable and confident that you have delivered value to the client.

Set and manage the expectation of seeking referrals, and remember, we get the referrals we deserve.

We deserve referrals when we have delivered value at least to the level of expectation of the client and wherever possible, to a level that has positively exceeded their expectations.

### 3. Always thank and create value when given referrals.

Behaviour that gets rewarded gets repeated.

I am personally not an advocate of advertised and formal 'reward for referrals' schemes, unless it is organised on a transparent platform of complete disclosure and consistency.

The biggest problem that I've seen with these types of schemes is that although it can increase the quantity of referrals and leads, unfortunately, it's the quality of the referrals and leads that causes most of the problem - especially for salespeople.

What this means is that to shield the salespeople from poor quality referrals and leads that sap their valuable time from productive sales and marketing activity, there needs to be in place a Referral Qualifying Program.

So, this all equates to, if you've got the resources to set something like this up, it can be beneficial when done well.

But if you don't have the resources, you need to have a more personal approach to thanking and demonstrating value for those clients who send you referrals.

The better you know your clients, the more personal you can be in the way that you say thank you for their referral.

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Maybe it's simply a personal handwritten note or card from you.

Maybe it's a gift of some kind that you know will be of value for the client: a bottle of their favourite wine; an inspirational book that you believe they will value.

Be creative, and remember, the more genuine and confident that you are that your choice of gift will be a welcome surprise for the client (should you decide that a gift is appropriate), the more likelihood for reciprocal value to be achieved.

### 4. Identify and clarify your 'ideal client', and the influencers of your ideal client.

To attract more new clients, you have to first of all be clear in your mind just which type of clients you are wanting to attract.

When you have clarity around the type of client you want to work with, your conversations, your qualifying, your marketing materials, your website, should all reflect a strong message to your potential market that you are the person and/or company that they ought to be buying from.



How clear are you about your ideal client?

How does your marketing activities, materials, website and conversations inform these potential ideal clients that they ought to be buying from you?

How easy are you making it for them to find you and contact you?

### 5. Provide a snapshot in your marketing material who you 'typically' work with.

The principles of repetition and reinforcement give clear direction to the value you can create in a potential client's mind and tap into their dominant deciding values which will drive their ultimate reasons for wanting to choose to do business with you.

This builds on the fourth proactive passive marketing strategy.

When you provide a snapshot in your marketing material who you 'typically' work with, you're making it easier for your potential ideal clients to qualify themselves and realise that you're the salesperson they need to be talking to.

You can further help them realise that they need to be talking with you by including a Problem-Value Association Checklist.

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### A Problem-Value Association Checklist

This is where you start with each of the five dominant deciding values of clients and construct a checklist of questions that get potential ideal clients to discover for themselves just why they need to contact you.

I've covered the dominant deciding values in another Sales Mastery Special Report and as a reminder in case you're not familiar with them, the five dominant deciding values that most clients will base their buying decisions on will be:

- Economics or price
- Ease or comfort
- Ego or importance
- Evidence or validation and
- Enjoyment or experience

As an example, you could start with the dominant deciding value of Ego, and have on your marketing material something like "Are you looking for a brand of product that is contemporary and takes advantage of the latest technology available?"

So the problem-value association is made through the question, and by default because it is your marketing material, and by default because you have provided a snapshot of the typical clients with whom you work, any potential new 'ideal client' can better qualify themselves and make the decision that you're the salesperson and/or company they need to buy from.

6. Target specific ways to be 'seen' by these people and undertake specific actions to be positively remembered.

If a potential client wakes up and makes a decision that they need to purchase a product, buy a service, solve a problem, satisfy a need or want that you can help them with, and if they don't think of you and your company first, then there is a recognition void that you will need to fill and keep filled for long term success in building new business.

Targeting specific ways to be seen by your potential new 'ideal clients' is a process of asking yourself and answering these two questions:



The first question is:

Where can I be seen by these potential new clients that's easy for them to see me?

Now your answers will depend on the type of business you're in.

It could be that your answers include at your office; at the client's office; at association events; at networking events; in newspaper articles or magazines; in letters that you send out; on the radio or television.

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The list is as long as the potential for you to think about where these potential new clients might listen, read or be attending.

Now the key here is that this is a strategy of proactive passive marketing and not direct advertising. And the way to differentiate between proactive passive marketing and proactive aggressive marketing is to focus your attention on delivering value early and often, and not on just blatant capability advertising.

The way to do this is to ask and answer this second question.



What can I do to help me deliver value early and be remembered positively by these potential new clients?

Once again, depending on your business, your list of answers here are only as long as your creative imagination.

The problem that many salespeople face here is that they come up with the "same old same old" and do what their competitors are doing.

One way to beat this **sameness syndrome** problem is to look outside of your own industry.

What are other industry salespeople doing to create value early for potential buyers?

What have been some things that you've experienced in your own buying experiences (or those of your family and friends that you've heard about) that have been 'wow' buying experiences where some kind of value was delivered early, and caused you to make your buying decision.

Delivering value early can be in the questions you ask.

It can be in something that you provide as a pre-purchase experience - with no obligation or cost.

It can be your personal attention to detail and ability to tailor your presentation to each individual client.

It could be a pre-purchase gift, again that is offered whether the client chooses to buy or not.

How well do you deliver value early and without obligation to your potential new clients?

## 7. Become the Guru

The final of our seven proactive passive marketing strategies is about a personal decision to rise above the pack.



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Having a mindset and following through on that mindset to become the 'thought leader' or expert in your field is a brave decision that will bring immediate value to your own self worth and create a magnetic attraction for potential clients to gravitate toward wanting to deal with the best and to leave or avoid the rest.

Maybe you'll read more about your industry and the future of your industry than your colleagues and competitors.

Maybe you'll gain additional education above and beyond your colleagues and competitors.

Maybe you'll become more involved in your industry association.

Whatever you choose, the difference between mediocrity and stepping ahead of the pack can sometimes be as simple as choosing to do so and starting.



### Summarizing the Proactive Passive Marketing Process

You will notice that each of these strategies does not involve traditional advertising. They all however require proactive commitment to action and none of them are aggressive in their approach to winning new business.

Proactive-Passive marketing is a business process that will inspire you into adopting and adapting the types of activity that you will enjoy implementing, your potential and existing clients will gain value from.

Most importantly, these strategies will result in you achieving higher levels of new client sales.

I welcome any comments or feedback that you might have on this or any Sales Mastery Special Reports you might access.

Drop me an email – [david@davidpenglase.com](mailto:david@davidpenglase.com)

If you've got a Conference, Professional Learning & Development day scheduled, give me a call on +61 0418 400 369 to explore topics I could present to help you achieve your goals.

Until next time.....my very best to you.



David Penglase  
B.Bus(HRD), MBA, MProfEthics, MScApp.