



CUT TO A FLIP CHART BEING TURNED TO REVEAL A “LEADS CONVERTED TO SALES” CHART WITH A HAND POINTING TO FIGURES AND DIAGRAMS.

MATCH CUT TO:

INT: MAC AT FLIP CHART, TALKING TO GROUP

Mac McIntosh knows how. Mac is one of the country’s leading authorities on sales lead generation and management. He is a lecturer, columnist, and consultant who has helped more than 230 business-to-business firms — large and small — develop better ways to convert sales leads into closed sales.

ADD ON: SUPERS — Lecturer / Columnist / Consultant / Business-to-business

MATCH CUT TO:

INT: CU HAND REACHING FOR AND FLIPPING THROUGH GORDON MAGAZINE ON TABLE FULL OF GORDON PUBS

That’s why Gordon Publications, whose leading trade periodicals in the [list industries] industries have made it the Unifying Force Between Buyers and Suppliers, invited Mac to share his expertise with you — the professionals responsible for generating leads and sales.

CUT TO:

INT: MS MAC AND BOB AT TABLE. MAC IS SHOWING BOB FEATURES OF AN AD IN THE MAGAZINE

It’s knowledge that can help you generate *more* and *better* sales leads, put your sales force in touch with your prospects more *quickly*, convert more of your *prospects* into *customers*, improve the return on your advertising *investment*, and establish a *direct* correlation between that advertising investment and *sales*. Mac will be talking with television host...

CUT TO:

INT: REACTION SHOT OF BOB CHESNEY INTERACTING WITH MAC

ANNOUNCER (V.O)

... Bob Chesney about how to advertise for new business... and *get* it... while maintaining full accountability — by documenting your advertising ROI. In the next XX minutes...

CUT TO:

INT: 2/S FS OF MAC AND BOB, TALKING

... you’ll learn how to make even *good* advertising work better, discover

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potential sales in supposedly *cold* leads, turn *more* of those leads into *sales*, and keep the *competition* from *getting* your sales... *and* your customers.

CUT TO:

INT: MS BOB (INTERCUT WITH MAC)

BOB

Mac, let me jump right into this and ask you, point blank, what are sales leads *worth*?

MAC

They're worth your *time*, *that's* for sure, because when you follow up sales leads the way you *should*, it really is possible to convert as many as 60% of them into sales.

BOB

Sixty percent?

MAC

Yep. A company I work with tracks every single sales lead they get, and they really do trace 6 out of every 10 back to advertising. I'll admit, though, that they're the exception. Most companies handle sales leads more like this. Let's say you run an ad that pulls in a hundred leads, and those leads tell you the prospects' purchasing plans. Let's say that 15 are ready to buy *right away*, 50'll be ready within a *year*, and the other 35 say they have no immediate plans to buy. If you're a sales rep with a quota to meet every *quarter*, which leads would *you* follow up?

BOB

The 15 who are ready to buy right away. Of *course*.

MAC

So, you'll be going after 15% of the leads and putting the other 85% aside in a drawer somewhere and, when *next* month's leads come in, you'll add *another* 85 people to that drawer while you go after what *you* consider the *hot* or, at least, *warm* prospects. You know *what*? That's pretty normal. But let's take a look at some numbers.

SUPER: SALES LEAD STATISTICS

Gordon Publications underwrote a *research* study (which viewers can get

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from their Gordon *reps*, by the way), and they contacted readers who responded to ads in their business-to-business magazines. One goal was to find out about the sales lead and follow-up processes used by the companies who *ran* those ads. The *good* news is that the companies did a *very* good job of sending out literature.

**ADD ON: LITERATURE FULFILLMENT 94%**

In fact, 94% of the people who *requested* information *got* what they asked for, but only a *quarter* of the total got a follow-up call from a sales rep.

**ADD ON: SALES FOLLOW UP 24%**

*Now*, though, things get interesting. The research found that, in the *short* term, the first 180 days, 8% of the prospects usually buy from the advertiser...

**ADD ON: PURCHASED FROM ADVERTISER 8%**

and another 7% buy from the advertiser's competitors.

**ADD ON: PURCHASED FROM COMPETITOR 7%**

So out of a hundred leads, 15 people buy something in the first 180 days — the 7 percent plus the 8 percent. That's 15% of *all* the sales leads, by the way. *Not* just the people who said they were ready to buy right *now*. If sales reps know their *territory*, they'll *cherry* pick leads, no matter *what* prospects say about their buying plans.

**HOLD BACKGROUND; FADE OUT SUPERS**

But that's *good* news in a way because, as an *advertiser*, you get more than half of the sales that are actually *made* — 8 out of 15 in the short term. But look at *this*.

**SUPER: STILL LIKELY TO BUY 51%**

*Half* of all the respondents were *still* in the market *after* that time. So what do you *have*? There's an upside potential of 66 total sales — the initial 15 plus the other 51. That's a lot of leads still waiting to be turned into gold, and that's where the alchemy comes in — in making sure that you get the majority of those sales. If you can get the same percentage with this group as you did with the short term buyers, which is roughly half, you could wind up with 25 additional sales... and that's just from the first group of leads... but you have to work some alchemy.

**BOB**

Wait a minute, wait a minute. Are you talking about something real or some kind of number-cooking, smoke-and-mirrors quick step?

**MAC**

Oh, it's very real. It's why they pay me the big bucks... except for today when I'm giving this stuff away for free. Why is that?

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BOB

Because you're a nice guy?

MAC

That must be it. O.K., so in order to *get* those additional sales, you have to do a *lot* of upfront work and combine a lot of *interrelated* components. It *starts* with the advertising or marketing people, the folks who take care of...

**SUPER: DEVELOP & PLACE ADS**

developing and placing the advertising, *usually* handle...

**ADD ON: ENTER/SORT LEADS**

the incoming sales leads...

**ADD ON: FULFILL REQUESTS**

and fulfill the literature requests. *Then* it progresses to Sales...

**ADD ON: FOLLOW-UP**

and the follow-up process, which is *usually* handled by Marketing, and *that* includes...

**ADD ON: RELATIONSHIP MARKETING**

developing a *relationship* with prospects and customers. That's the real alchemy. That's how you get your share of those extra sales. I'll talk about relationship building in a minute *and* who should pay for it. Now... where was I? Oh, yeah, the process goes *on* to include a *really* important part of the whole procedure, and that's...

**ADD ON: LEADS-TO-SALES CONVERSION**

*documenting* exactly how many leads turned into sales, how much it cost...

**ADD ON: COST OF SALES**

to *get* those sales, and how to use those statistics to show upper *management* how *vital* it is...

**ADD ON: ADS-TO-LEADS-TO-SALES RATIO**

to use advertising and marketing communications to increase annual revenues.

BOB

Time out, Mac. Take me through these one at a time.

**FADE OUT SUPERS**

How can marketing communications and advertising, which are *usually* management's *favorite* target for budget cuts, even *get* to measuring leads-to-sales conversions if their budgets are slim in the *first* place.

MAC

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I'm glad you asked, but let me put you off for about two minutes. I want to get back to Relationship Marketing because *that's* the alchemy that turns leads into gold. Remember when I talked about contacting and staying in touch with those *other* 51% of the prospects who responded to ads? The ones who bought *more* than 180 days after they first made an inquiry.

BOB

My short term memory's not *that* bad, Mac.

MAC

Short term memory about what? Just kidding. No, I pointed out that, if you worked the leads who *weren't* planning to buy right away, you could *increase* total sales. Here. Look at it using the classic *funnel* diagram.

**SUPER: FADE ON FUNNEL DIAGRAM**

You fill the funnel with a bunch of leads at the *wide* end, select the ones you want to follow up, *work* those leads as they move through the funnel and, at the *narrow* end, turn a percentage of them into sales. Now, assuming that *everyone* has a quarterly goal, and I'm including *literally* everyone — from the marcom people who have to get the ad placed in time to *generate* the sales leads, send out the *literature*, and forward the leads to the salespeople *themselves* who have to follow up and *close* the sales before the bell rings at the end of 3 months — *everyone* has a short term objective. So let's call this the *Q* Funnel...

**ADD ON: TITLE "Q FUNNEL"**

for "quarterly." In the example we *used*, where there were *25 additional* sales, the *narrow* end of the funnel would be quite a bit *wider*.

**ADD ON: FADE IN SECOND FUNNEL, LABELED "Y FUNNEL"**

That funnel's the "*year*" funnel, the *Y* Funnel. What makes the *difference*?

BOB

Staying in *touch*, *being* there when the customer is ready to take the next step in the *buying* process...

MAC  
(INTERRUPTING)

Exactly! What if you called one of those four prospects and learned that the *main* obstacle to a sale was that they couldn't make commitments to *any*

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supplier until the start of their new fiscal *year*, which is 4 months down the road? What would you *do*?

BOB

Is this a *trick* question?

MAC

Yeah, but it's a pretty *neat* trick. It's the alchemy of relationship marketing. What you *should* do is keep them *thinking* about you.

**ADD ON: AN OPEN MAGAZINE OVER Y FUNNEL**

Keep up your *advertising* presence...

**ADD ON: ICONS OF POSTAGE STAMP, COMPUTER, AND FAX MACHINE OVER Y FUNNEL**

put them on your *mailing* or *e-mail* list, send *faxes*...

**ADD ON: TRADESHOW BADGE OVER Y FUNNEL**

invite them to *trade* shows. That's *Marketing's* job. *Salespeople* can alert them to new *pricing*, new *services*, *case* studies...

**ADD ON: TELEPHONE OVER Y FUNNEL**

*anything* that builds a relationship between you and the prospect — that keeps your products and services in mind when they're ready to buy. The *flip* side is that, if you *don't* do it, someone else *will*. I *guarantee* it. I've seen it *dozens* of times at the companies I've consulted for. If you wait a full 4 months before you call a prospect back, you *could* learn that they made a commitment a month early so they could lock in a special deal with a competitor who did what you *didn't* do — built top-of-mind *awareness*. I'll show you how this works out *numerically*.

CUT TO:

SLIDE: CALCULATING LEAD-TO-SALE CONVERSION (ONLY COMPANY A FIGURES ARE ONSCREEN, CENTERED)

MAC  
(V.O.)

If you start with the same hundred leads, 66% of whom are *buyers* — that's the 15% that buy within the first 180 days *plus* the 51% that is still in the market after that — *cherry* pick *another* 15% and win half of *them*, and your average sale is a thousand *dollars*, you wind up with sales potential of \$12,000. *However*, if you follow up on a *hundred* percent of the possible buyers, you get...

**ADD ON: COMPANY B FIGURES (SCREEN LEFT)**

a potential \$66,000 in sales. I know which figure *I'd* want if *I* were the VP of Marketing or Sales or the President/CEO. The formula is *easy*.

**ADD ON: "Projection of Promotional Performance" FORMULA (SCREEN RIGHT)**

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It's the number of leads times 66% — the percentage of buyers — times the percentage of follow up, all multiplied by the dollar value of the average sale.

CUT TO:

INT: MAC ON CAMERA (INTERCUT WITH BOB)

MAC

Here's a quick, *real-life* example of this. I have a client in San Diego, a division of a Fortune 100 corporation, that asked for some suggestions in managing their leads. Their *salespeople*, like the *majority* of salespeople, cherry picked prospects off the top and completely *ignored* the rest. *I* suggested that they hire a *telemarketer* and just have her follow up on the salespeople's castoffs. In the *first* year, she uncovered additional prospects that she turned over to the sales force and that they turned into an additional *2.3 million dollars* in revenue. Her *salary*, by the way, was about \$30,000 a year. No commissions. Is *that* a good return on investment?

BOB

Oh, I'd say so.

MAC

Year two was a little bit better. *How* much extra income would you guess she *found*?

BOB

Well, if she was *really* aggressive, maybe 3.5, 4 million.

MAC

*Double* it. She uncovered *8.6 million dollars* in incremental sales — sales from prospects who were previously ignored by salespeople — *just* by following up on *every* lead. Now, *that's* relationship marketing. That's the *alchemy* that turns *leads* into *sales*.

BOB

Anyone who can find *that* much money is *worth* having a relationship with. Is she married?

MAC

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Hey, I'm the guy who's single here!

BOB

I meant to the company, Mac.

MAC

Why? You wanna make her a better offer? Just kidding. Of course, this person digging up 8.6 million dollars is *definitely* valuable, *no question*, and I'll come back to this again in a couple of minutes when we talk about proving the return on a company's investment in marketing communications, but I want to address the *other* part of your question about getting more leads when your ad and promotional budget is being *squeezed*. Am I *remembering* it right?

BOB

Uh-huh. I've heard *countless* stories about marketing employees who are practically *dared* to justify why they need so much for advertising or direct mail or tradeshow or *whatever* falls under marcom, or they're simply given a management *ultimatum* to cut the staff or budget.

MAC

Let me give you a recent example of something that happened to *me*. I was planning to recarpet my house, and I spent *weeks* looking through carpet ads in the newspaper. I figured out the *brand* I wanted, called the *dealers*, negotiated a good *price*, had the carpeting *installed and*, for the next several weeks, was *convinced* that *every* ad I saw had a *much* better price. At least it *seemed* that way. I was *really* into carpeting. *Now* I can pick up the very same newspaper, and there's not a *single* ad for carpeting *anywhere*.

BOB

You're *kidding*.

MAC

Oh, they're still *there*. It's just that I don't *see* them anymore. I'm not in the *market*. But if a company wasn't there when I *was* in the market, it wouldn't have had a shot at my *business*.

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BOB

But, Mac, isn't consumer advertising is *quite* a bit different than business-to-business.

MAC

Yes and no. The kind of *image* advertising used by consumer products companies *does* have a role in B-to-B. It's just not a role for getting *sales leads*. It's also *not* the approach to take when you have a limited *budget* because *image* advertising builds preference over *time*, and *that* means you have to be able to afford a *long-term* commitment. *Lead-generating* ads, though, have the potential to put prospects in the pipeline right *away*. This is a scenario I've seen in, literally, *hundreds* of companies. I get called in to find out how they can get more out of the leads they *are* generating and, *most* of the time, I can see they're not getting *enough* leads or the right *kind* of leads because their advertising isn't *lead-generating* advertising.

Look at *this*.

[HOLDS UP MAGAZINE AD]

CUT TO:

INT: CU MAGAZINE AD

MAC  
(V.O.)

This is a really nice ad. It gives you a sense of *who* the company is, *what* they do, and *probably* gives most readers a sense that the company is *stable*, that it's doing well because it can *afford* to run an ad like this, and maybe even that it's a *safe* company to do business with. But tell me what's missing.

BOB  
(V.O.)

Is there any way to get in *touch* with them?

MAC  
(V.O.)

*Nope*, and that's a *big* problem if they expect to get leads. They *do* have a line about contacting their local distributor so they obviously want to drive sales through the channel, but there's *no* way to find out who that channel is.

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INT: MAC HOLDING MAGAZINE (INTERCUT WITH BOB)

MAC

There's *also* no focus on a *specific* product or *how* that product can help a solve a *particular* problem.

BOB

It's an *image* ad.

MAC

Exactly. It says, "*Hey*, we're good guys, we know what we're talking about, and we want you to remember us when you think about the kind of products we sell." That's valid strategy, but *not* for getting leads. Let me run through a quick check list of proven lead-generating ad techniques. *These* are the things that make a difference between getting too *few* leads or too many *bad* ones and getting a high number of really *qualified* leads. The *first* thing on the list takes us back a couple of minutes to my carpeting story. You have to *be* there...

CUT TO:

SLIDE: TITLE: "Be there when they're looking for solutions"

MAC  
(V.O.)

when prospects are looking for a solution to their problem — when they're ready to take the next step in the *buying* process. If you can't afford to run full page, 4-color ads in every *issue*, run black and *white* ads...

ADD ON: (BULLET) "Black & white"  
or run fractionals.

ADD ON: (BULLET) "Fractionals"  
If you sell *multiple* products...

ADD ON: "Gang up your products"  
consider what are called *tab wrap*- or multi-product ads.

ADD ON: (BULLET) "Tab wrap or multi-product ads"  
*Tab wraps* and multi-product ads have a large *central* ad, which could be an image ad just as easily as a product ad, and that's surrounded by several *fractionals* that look like *product* announcements. It's even better if those fractionals can all be *related*, either by product *category* or by a specific *application* that utilizes those kinds of products. It's also a great approach for generating multiple leads from a single insertion.

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INT: MAC HOLDING MAGAZINE

MAC

Here's a typical tab wrap. It's got 5 fractional product ads around a central one that's *actually* an *image* ad. In *combination*, they work very *well*. They *reinforce* one another in a *complementary* way — on *one* level there's a *strong, positive* impression of the company, and that carries over to the *products*. The *best* news is that multi-image ads outpull *single* product ads — in terms of *leads* — 300 to 400%, and those leads, according to Gordon's research, are just as high quality as the leads you get from single product ads. *Next* on the list...

CUT TO:

SLIDE: ADD ON: "ANSWER 'WHAT'S IN IT FOR ME?'"

MAC  
(V.O.)

is to make sure that you provide customer *benefits* and *not* just product features. *Everybody* wants to know how your product will...

ADD ON: (BULLET) "SAVE TIME OR MONEY"

save them time or *money*. You can use actual percentages or dollar amounts, based on your customers' results, and put them right in the headline...

ADD ON: (BULLET) "Improve performance"

Prospects also want to know how your product can help them be more *productive* — how much more can you do in the same time...

ADD ON: (BULLET) "Reduce risk"

or how it reduces or eliminates *risk*, which is a great opportunity to use testimonials or the results from independent studies...

ADD ON: (BULLET) "Make the buyer a hero"

Ads also need to make your prospects *look* good, and that's both literal *and* figurative. Show someone *using* your product in a *positive* situation or tell prospects *explicitly* how their decision to buy your product can save the company *money* or improve *margins* or *whatever* reflects on the buyer in a positive way. The lead-generating ads that *work* are the ads that focus on the needs of the *buyer*...

ADD ON: (BULLET) "Solve the buyer's problem"

*not* the ones that emphasize what the *company* thinks is really neat about *itself* or its *products*. Think of it *this* way.

CUT TO:

INT: MS MAC

MAC

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If your boss or your colleagues at work are the *only* market for your products, then it's O.K. to do ads that focus on the company. But if you want *other* people to buy your products, give them a *reasons* to buy that are meaningful to *them*. If your product can test 7 circuits in a minute instead of 3 or has fewer moving parts that can break down so it can operate *twice* as long between *maintenance* checks, then *say* that. People *respond* to that, and it pulls *much* better than announcing a new product by showing a *rocket* blasting off.

BOB

Unless you make *rockets*.

MAC

True. But if you want *leads*, the ad *still* has to emphasize what's *special* about that rocket. That brings me to the *next* step — the use of *power* words.

CUT TO:

SLIDE: TITLE: "USE POWER WORDS"

MAC  
(V.O.)

There have been *dozens* of research studies about this, and every *one* indicates that readers respond to words like...

ADD ON: (BULLET) "You"  
"you" and...

ADD ON: (BULLET) "New"  
"new" and...

ADD ON: (BULLET) "Free"  
"free." Just make sure that the product really *is* new and that the offer really *is* free, not like those consumer ads that say "free" in big letters and then, in *small* letters *underneath*, say "with purchase of 10 *dollars* or more." That's a sure way to turn leads into lead or turn off your prospects completely. There are other approaches that prospects *also* respond better to...

ADD ON: (BULLET) "Provocative descriptions"  
such as more appealing or provocative *descriptions*, like a "product *selection* guide" instead of a "catalog" or a "detailed, 24-page, full color *application* booklet with complete product *use* recommendations and *installation* requirements" instead of a "brochure." *Another* strong lure is...

ADD ON: "Testimonials"  
*testimonials*, but they *have* to come from *real* people...

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ADD ON: (BULLET) "Real people/Real companies"  
at *real* companies. Stay away from putting headlines in quotes...

CUT TO:

INT: 2/S MAC AND BOB

MAC

if there's no reference *anywhere* to who said it or if you only use somebody's *initials*, like V.R. in Peoria.

BOB

But what if they're *legitimate*? What if the company got permission to use the quote, but not the *person's* name or the *company's* name?

CUT TO:

INT: CU MAC (INTERCUT WITH BOB)

MAC

It kinda defeats the *purpose*. If your customers aren't confident enough to endorse your products or services, there's probably a *reason*.

BOB

You mean, *besides* the lawyers?

MAC

Yeah, *besides* the lawyers. But if you can create an ad that makes your *customer* look as good as *you* look, you can *probably* get more cooperation.

BOB

What do you *mean*?

MAC

I mean put the customer in a *really* good light. Connect their use of your product or service to how they improved their *own* operation in a way that benefitted *its* own customers. *That* way, *you're* getting a testimonial, and *they're* getting free advertising that might attract more business to *them*. The good thing about *this* kind of approach is that it reflects how a customer *benefitted* from *using* your product, and *that* brings me to the *next* point.

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SLIDE: TITLE: "SHOW THE PRODUCT IN USE"

MAC  
(V.O.)

Try to show somebody *using* the product. That goes for *any* ad, as a matter of fact. Show the product in *use*. Give the prospective buyer a *verbal* message in the copy and a *visual* message that adds an extra layer of *understanding*. Use...

ADD ON: (BULLET) "Photographs"

*photographs* when it's possible to show the product in *action* or...

ADD ON: (BULLET) "Illustrations"

*illustrations* when you're dealing with something more *abstract*, like the volume of *fluid* through a *valve* or the routing of *electrical signals*. This makes it easier for prospects to match *your* product to *their* need. You can *also* use...

ADD ON: (BULLET) "Icons"

icons to quickly *telegraph* ideas. If your product gives a sample's *weight* or determines what *chemicals* it contains, and it uses buttons with little pictures of *scales* for *weight* and a *pie chart* for chemical *make-up*, consider using them in the *ad*. Each one can say a *lot* in a single image. And...

ADD ON: (BULLET) "People"

people *always* add interest because it helps prospects see *themselves* in relation to the product, plus it also gives them a sense of *scale*, so they know how *big* the product is.

CUT TO:

INT: MS MAC

MAC

O.K. So far, we've got 7 elements of good lead-generating advertising. First, if you want to generate *leads*, *don't* do image ads...

SUPER: TITLE: "Product and application, not image, ads"

do product and application ads because they pull better. Then, be in *every* issue you can...

ADD ON: "Be there when they're looking for solutions"

combine *multiple* products in *multi-product* or *tab wrap* formats...

ADD ON: "Gang up your products"

That's especially true if you're running an image ad as part of the layout. Next, make the information relevant to the *buyer*...

ADD ON: "Answer 'What's in it for me?'"

use words that get readers' *attention*...

ADD ON: "Use power words"

let your *customers* say how good you are...

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ADD ON: “Testimonials”

and use photos, illustrations, icons, or people —

ADD ON: “Reach both sides of the brain”

as well as text — to bring your message to life. All 7 help get a reader’s attention, and some help *qualify* those readers so that the *right* prospects realize that the information is meant for *them*. But... there’s *always* a “but”...

CUT TO:

INT: 2/S MAC AND BOB

MAC

you have to do what they did in “The Godfather.”

BOB

The *movie* “The Godfather”?

MAC

The *book*, the *movie*, either one.

BOB

Ah, *yes*. You’ve gotta *make* ’em an offer they can’t refuse.

MAC

Absolutely right. You have to start with the *benefits* — answering “what’s in it for *me*” — but *then* you have to give the reader a compelling reason to *respond*. You have to make them an offer they can’t refuse, and let them know *exactly* what they’ll get if they inquire.

CUT TO:

INT: MS MAC

MAC

It could be useful information...

SUPER: TITLE: “An offer they can’t refuse” WITH THE BULLET “Information kit” about your product or service, anything from a printed pamphlet to a CD-ROM...

ADD ON: (BULLET) “Samples”

samples of the actual *product*, so they can “try before they buy”...

ADD ON: (BULLET) “Specialties”

*specialty* items like a really unique coffee mug or pen or a desktop *model* of the product like this mini-forklift...

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**ADD ON: (BULLET)** “Success stories”

or *case* studies or *application* notes detailing how *other* customers met their needs or exceeded their expectations by using your product or service.

**FADE OUT SUPERS**

If you can get them interested in contacting you, the *next* step is to get them to act right *away*, and here are 3 ways to *do* that. You can...

**SUPER: TITLE:** “Act now!” WITH THE BULLET “Cost of delay”

explain how much *money* they stand to lose by waiting, make a...

**ADD ON: (BULLET)** “Special offer”

special *offer*, such as a low introductory price or a 2-for-1 deal, *or*...

**ADD ON: (BULLET)** “Limited offer”

you can put a *time* limit on the offer and state the *cutoff* date. I think *airlines* do this more than anyone else and, as long as people still want to *travel*, it *always* works. But you can't *stop* there. You have to...

**ADD ON:** “Strong call to action”

make a strong call to *action* that tells the prospect...

**ADD ON: (BULLET)** “Tell them what to do next”

exactly what to do *next* — *call today*, return the completed *form*, *whatever* the response mechanism is...

**FADE OUT SUPERS**

and you should give them as *many* choices as possible so that they can reply in the way *they* like best.

**SUPER: TITLE:** “Make it easy to respond” WITH THE BULLET “Reader service cards”

For millions of readers, and this has been true for years, those publisher-sponsored reader service or “bingo” cards are the preferred response mechanism, so don't ignore it. Another thing to consider is...

**ADD ON: (BULLET)** “Duo reader service numbers”

*duo* reader service numbers. That's when you make two *different* offers, like “circle *74* to receive a free engineering guide or circle *75* to have an engineering consultant call you.” It just gives you more chances to capture that lead. In fact, you should *always*...

**ADD ON: (BULLET)** “Make multiple offers”

make multiple offers. It helps you fit into the prospect's current place in their *buying* cycle. If you offer a free information kit *and* an onsite demo *and* a chance to speak with a salesperson, you stand a better chance of meeting the reader's immediate needs.

**ADD ON: (BULLET)** “800 numbers”

Of course, some people, especially if their need is immediate, like to just pick up the *phone*, though you should be the *first* one to do it.

**BOB**

You who?

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MAC

You the *marketing communications* person. *Before* you send the *ad* out, dial the *number*. Make sure it *works* right. Make sure the number *itself* is right. I've actually seen ads and direct that said, "Dial 1-800-XXX-XXXX," because, when they started *work* on the ad, they didn't know what the 800 number would *be*, and no one remembered to put in the *real* number after they *got* it. So *watch* that. Now, *other* approaches. *Some* people want a fast *response* but don't want to have to *talk* to anyone...

ADD ON: (BULLET) "Fax numbers"

so *they* prefer faxing requests. If prospects aren't in a *rush*, make sure they have a *coupon* in the ad...

ADD ON: (BULLET) "Coupon"

and, if there's a *pass along* readership, it helps to have a bound *in* reply card, too, sometimes *several*. I came across *three* one time that were *all* bound in, and I like those *best*. The loose ones give me a *problem*.

BOB

How *come*?

MAC

When I get back from a *road* trip, I sometimes try to catch up on my mail while I unwind in a nice hot *bath*, and I *always* end up with these little multicolor tattoos because those cards slip *out* and *stick* to me when I'm *wet*. Don't *laugh*. I *know* it's a little weird, but it *bugs* me. What's next? Oh, yeah. If you've got *e-mail* addresses or World Wide *Web* sites...

ADD ON: (BULLET) "E-mail and the Web"

use those, too. They're less expensive for *you*, and they're growing more and more popular. There's also a great little trick you can use so you know *exactly* how many Web site "*bits*" are the result of a specific ad. Interested?

BOB

Of *course* I'm interested. I didn't know I had to *ask*.

MAC

I just wanted to make sure you're still paying *attention*. O.K., *here's* what you do. You mention a specific Web page in the ad, but you *don't* list it on your home page *or* provide a hyperlink from anywhere else. *That* way, you know that the *only* way that anyone could get the right *address* would be from the ad. It's *also* a good way to gauge how much of your market is

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using the World Wide Web.

BOB

So we've got an offer the reader can't *refuse*, a reason to act right *away*, a strong call to *action*, and *multiple* ways to respond and let the prospects get what they need. What else? Anything?

MAC

Just one more thing, and it's so *little* you wouldn't think it could make such a *big* difference in response rates but, again, it involves adding *visual* elements that help the message get *across* more *effectively*. If you've got a *coupon* in an ad, make sure it has a *border* so people know where to *cut*, and then add an icon of a *scissors* along that border. *Both* will boost reply rates. So will making the 800 number *really bold* and adding an icon of a *phone*. Even a picture of the *brochure* or *coffee* mug or *whatever* you're offering will get more people to respond.

BOB

And these have *all* been researched and tested?

MAC

Every one. And *not* just in advertising. They work *just* as well in direct mail or handouts at tradeshow.

BOB

Let me *ask* you about that for a second. We've talked *exclusively* about advertising so far, but what about all the other ways to generate leads like direct mail and postcard decks, PR, literature reviews, tradeshow and, lately, even the Internet?

MAC

They're *all* valuable lead generators, but the *principles* are the same, whether you're running *ads* in *magazines* or using any *other* technique in the marketing communications *mix*. Anyway, Gordon Publications *knows* that you're not going to spend *all* you promotional dollars on prints ads. That's why they offer advertisers so many marketing services to help them generate sales leads.

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BOB

For example.

MAC

Well, they offer their advertisers *Purchasing* Reports that list *all* the people who have identified themselves as buyers of specific *types* of products, *including* their budgets and *buying* plans. Advertisers also qualify to be included in the full-color product and *literature* sections in the magazines, which are *well-established* lead generators, and Gordon adds *review* sections to complement major *tradeshows*, Corporate *Profiles* that talk about a company's market *position*, and several other related services that help generate leads.

BOB

I see only one *problem* with all of this. If you do *all* the things you've talked about and you get *all* these great leads, how are you going to make sure that the sales force follows *up*? *Most* of the salespeople *I* know can talk for *hours* about how most of the leads they get are a waste of *time*.

MAC

And they're probably *right*. So here's what you do to *fix* that. Take notes. Start...

**SUPER: TITLE:** "Qualify leads"

by qualifying the leads *before* you distribute them to Sales. If the salespeople realize that the leads are *qualified*, they'll *always* follow up. You also have to...

**ADD ON:** "Distribute leads quickly"

get the leads out right *away*. Otherwise, they go stale *really* fast. But don't just get them off your *desk*. Do it in the way the salespeople *prefer*...

**ADD ON:** "Distribute leads properly"

whether that's mail, faxes, or e-mail. Some lead management systems will even let you distribute leads right to a salesperson's *desktop* application so they don't have to do any extra data *entry*. *Part* of this process is to make sure that you send...

**ADD ON:** "Provide complete information"

*complete* information about the prospect. The person's name, title, company, address, phone, fax, e-mail, their *product* interest, what *literature's* already been sent to them, any answers they provided to *qualifying* questions, even the *source* of the lead. It all helps. What helps most, though, is to send the leads...

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**ADD ON:** “Distribute leads to reps”

to the right *person*. It wastes a *lot* of valuable time if leads are sent to a regional *sales manager* for distribution to the right sales *representative*. You can then save time on the *back* end by making it easier for the sales reps to report on their *progress*.

**ADD ON:** “Make it easy to respond”

If you send out *hardcopy* leads, put only *one* on each page and use *multi-part* forms. *That* way, as soon as they’ve followed *up*, they can *make* their notes, send the form *back*, and keep a copy for their *files*. You can *even* design faxes and e-mail to have a response section. But if leads are on a *list*, they can’t send back the form until they’ve filled in every blank. Now I’m making an assumption here that sales reps will actually *respond*.

**BOB**

This could be *quite* an assumption, Mac.

**MAC**

I know. Sales reps *bate* doing anything that doesn’t have a payoff. So *make* it pay off.

**ADD ON:** “Offer incentives to respond”

Make responding *worthwhile* through some kind of *recognition* — anything from *thank you* notes or feature articles in the company *newsletter* to points they can exchange for *merchandise* or *bonuses* or even higher *commissions*.

**BOB**

*That* could work.

**MAC**

Only if one *other* thing happens.

**BOB**

Which is?

**MAC**

Buy-in from management.

**ADD ON:** “Get management buy-in”

If sales *management* isn’t behind this process, the reps won’t bother to

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report on their follow-up activity.

**BOB**

Let me back *up* for a minute.

**FADE OUT SUPERS**

Before you outlined these (what are they?) 8 ways to ensure lead follow up, we were talking about all the different ways to generate leads in the *first* place. Don't *all* of those approaches have a role in *relationship* marketing?

**MAC**

*Gee*, I like working with you. You're doing all my transitions *for* me. But you're *right*. Every time you contact a prospect, it works to build a relationship, to make them feel that you've got *more* on your mind than just making a one-time, quick *sale*. Buyers want to feel that you think of them as *people*. They *respond* better if they think you're trying to help them solve their business problems *and* that you're willing to do it on *their* timetable, not yours when you're trying to meet a *quota*. Relationship marketing involves *staying* in touch, making your company *familiar* to prospects, and *ensuring* that prospects remember you when they're ready to buy. Think of it *this* way.

**SUPER: TITLE:** "McIntosh Truth #1 / Companies don't buy from you. People do."

You're not advertising or selling to a *company*. You're advertising or selling to a *person in* that company. So, when you're developing *ads*, think about what the buyer needs and cares about. It all makes a difference in whether you can get them to respond.

**FADE OUT SUPER**

**BOB**

Let's assume the ad does *really* well and pulls in all *kinds* of sales leads, how do you *qualify* them?

**MAC**

Let me give you a quick list of tips. There are seven of them, and most of them are gonna sound familiar. First...

**SUPER: TITLE:** "Duo reader service numbers"

use two reader service numbers — one that says "send literature" and the other that says "call me." Thirty percent of your respondents will prequalify themselves by choosing "call me." Next...

**ADD ON:** "Bound-in, qualifying BRCs"

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use bound in business reply cards that include qualifying questions about the buyer's planned application, timetable for purchasing, even the respondent's role in the decision-making process. You can give them incentives to answer questions, if they reply through a Web page.

**ADD ON:** "Online questionnaires"

Anything from free t-shirts to free trials of your product can work to get prospects to register in your online guest book and tell you a little about their needs, timing, budgets, and so on. For inbound calls to your 800 number...

**ADD ON:** "Inbound interviews"

give the phone staff a prepared script with questions they can use to sort out the hot, warm, and cold prospects. This can work just as well in the other direction, of course.

**ADD ON:** "Outbound interviews"

Give a script to outbound telemarketers and let them call the leads before they're sent to the sales force. The telemarketer can find out about the prospect's needs and timing and feed the hot leads to sales and give warmer leads to the alchemy crew. If you're sending out mailers...

**ADD ON:** "Include qualifying mechanisms"

or faxes or e-mail, include a qualifying form that your prospects can fill out and return. Most people will do it. And serious buyers will show up in person...

**ADD ON:** "Seminars or workshops"

at seminars or workshops. If you hold those kinds of events for existing leads or likely prospects, you can be pretty sure that the ones who take the time to attend are qualified. Did you take notes, Bob?

**BOB**

Wrote down every one.

**MAC**

Good. So let's go on.

**FADE OUT SUPERS**

The *second* truth to remember is...

**SUPER: TITLE:** "McIntosh Truth #2 / People never buy until they're ready."

that people *never* buy until they're ready. *Everything* has to add up to being the right *solution* to the right *problem* at the right *price* from the right *company*. *And...* you have to *be* there when they're ready. Otherwise, those leads will never turn into gold.

**FADE OUT SUPER**

This brings me to McIntosh Truth number 3.

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**SUPER: TITLE:** “Macintosh Truth #3 / When products or services are perceived to be equal, people buy from the company that’s easiest to do business with .”

When a buyer can’t tell the difference between two widgets or competing window washers, that buyer will choose the person who makes his or her life *easier*. It’s just common *sense*.

FADE OUT SUPER

**BOB**

But how does the prospect learn all this?

**MAC**

*Some* of it from their sales rep, of course, but *most* of it will come through the relationship-building process, and *that’s* run by *Marketing*. I think of it this way — Sales handles the short term, and Marketing handles the long. I’ll talk about the logistics and the budgeting of this in a minute, but let me get back to two other areas.

**SUPER: TITLE:** “Macintosh Truth #4 / When faced with risk, people buy what’s familiar — products, services, and companies .”

The first is *risk*. If a company has a good reputation, a strong brand, dominant market share, or anything *else* that makes it well-known in an industry, and there’s no appreciable difference between two offerings, most people would rather go with something they *know*.

FADE OUT SUPER

I saw this work recently with a new *software* package. The software industry as a *whole* spends *most* of its money on R&D, but *this* firm *reversed* the ratio and spent more than 65% on *marketing* in the first year, *most* of it in vertical market print ads in trade publications. Their ads were *everywhere* and, after about 3 *months*, *everyone* was paying attention. What they were *doing* was creating *familiarity*, making their name *known*, and getting put into consideration when people were ready to *buy*.

**BOB**

This sounds a *lot* like image advertising.

**MAC**

It was more along the lines of name *recognition*, which was bound to happen just because of ad *frequency*. But the ads *themselves* leveraged the key *benefits* of their product and gave readers a reason to *respond*. What they were *really* doing was *investing* in themselves, and *all* advertising — if

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it's *done* right — can be an investment. Something that provides a *return*.

BOB

What *was* their return?

MAC

At the end of the year, they were perceived as the market *leader* and they'd captured the largest share of new sales in that *segment*. But let me back up before I get off *track* here. The point I'm *making* is that if people buy what's *familiar*, you can use advertising to *create* that familiarity and you can *establish* a relationship with prospects that *makes* you familiar to the *people* in that company. There are *three* things to keep in mind to make relationship marketing work.

CUT TO:

SLIDE: "Relationship Marketing"

MAC  
(V.O.)

On the advertising and *marketing* side, you have to...

ADD ON: (BULLET) "Create a steady stream of leads"

create a steady stream of sales leads for your direct sales force, outside reps, dealers, and distributors. If the ads are well *done*, they'll help *qualify* those leads because they'll make it clear *who* should respond. *Otherwise*, you can do what my client in San Diego did and have a telemarket-er follow up on the leads that sales passed up...

ADD ON: (BULLET) "Identify qualified leads"

and identify qualified prospects. *Somebody* also has to focus on...

ADD ON: (BULLET) "Keep in touch with longer-term prospects"

keeping in touch with longer term prospects just to make sure they stay in *your pipeline* and don't wind up as a *competitor's* customer. Remember the figures from Gordon's *study*? 15% bought right *away*, but another 51% were still in the market for a *year*. If you followed up with *everyone*, all 66% who said they planned to buy at *some* point, there was the potential for an enormous increase in sales.

CUT TO:

INT: MS BOB (INTERCUT WITH MAC)

BOB

Let me see if I've got this all *straight*. *Marketing* does the promotion to get the sales *leads*, does the *literature* fulfillment in *reponse* to those leads, and

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handles the telemarketing to find and nurture *new* sales leads, and *Sales* is servicing existing customers and handling the follow up on *hot* prospects. So *who's* got the time, when everybody's being asked to do more with *less*, to stay in touch with *longer* term prospects?

MAC

*Now* you're in the McIntosh apple orchard. Think of marketing and advertising as planting the *seeds*, and sales is responsible for picking the *fruit*. O.K.? Who takes care of the orchard in *between*? Who does the *weeding and feeding*? The *logical* assumption is probably that *Sales* should handle this because it involves *prospects*, but Marketing almost *always* winds up doing it, *mostly* because Marketing doesn't have the pressure of quarterly quotas.

BOB

But *Marketing* is the group that's *constantly* working with tight budgets but is *still* expected to get the same or *better* results.

MAC

You're *right*, and there's a very good *solution*. I've seen it work in *many* companies that understand the *complementary* relationship between Marketing and Sales. Those companies *all* have Marketing do the long-term maintenance, the weeding and feeding, but they *pay* for it out of the *Sales* budget. Look at *this*.

CUT TO:

SLIDE: "Typical lead-to-sale process"

MAC  
(V.O.)

Typically, sales leads come *in*, literature gets sent *out*, and leads are sent to *Sales*. 25% of the inquirers get a call from a sales person, as we know from the research study, and *then*, while the prospect is thinking about what to *do*, not much *happens*. The orchard isn't getting any *water*, no one's adding *fertilizer*, weeds are spreading *everywhere* and, *right* when the fruit is ready to fall off the *tree*, a *competitor* strolls in and...

DISSOLVE TO: SAME SLIDE WITH TIME LINE SWERVING TOWARD COMPETITOR

*grabs* it. *Just* because he happened to be there at the right time. Now go back a step.

DISSOLVE TO: ORIGINAL SLIDE

If you supplement the requested literature by adding...

ADD ON: "Telemarketing"

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telephone contact or sending...

**ADD ON:** “Mailings, e-mail, and faxes”

newsletters, news releases, tradeshow invitations, new product information, e-mail messages, broadcast faxes, and...

**ADD ON:** “Sales calls”

sales calls at the right moment — when you know that the prospect is ready — *then*, when the competitor approaches the prospect...

**ADD ON:** “Competitor”

he’s likely to be *deflected*. Why? Because *you* have the relationship with the prospect. *You’re* the one who’s familiar.

**CUT TO:**

**INT: MS BOB (INTERCUT WITH MAC)**

**BOB**

But you still haven’t said who’s going to *do* all that?

**MAC**

It’s *incremental* work, Bob. It doesn’t have to happen all at *once*. But it *does* help to have a database that tracks all current prospects. *That* way, when you send out news releases to editors, you just add the *prospect* list to the *editor* list and print out extra labels. You can do the same thing with new product literature — just print out a list of prospects and mail the information. If marketing has put together a library of stock *cover* letters, they can print out the appropriate one and enclose that, too. You can send practically *anything* relevant.

**SUPER: TITLE:** “Relationship Marketing Collateral”

The point is to stay in touch.

**ADD ON: (BULLETS)** “New literature” / “Newletters” / “News releases” / “Tradeshow invitations” / “New product samples” / “Magazine reprints” / “Case studies”

Become *familiar*. Build a *relationship*. Keep your prospects in the *loop*. But *don’t* forget to keep your *colleagues* in the loop, *too* — the people inside your own organization.

**POP OFF SUPERS AT THE CUT**

**BOB**

How do you mean?

**MAC**

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I mean that, if the *salespeople* find that prospects are responding especially well to something — it could be a case study or a sample, whatever it is — they should tell Marketing so that Marketing can add it to the requested *literature* pack or use it in an advertising *offer*. *That* way, the ads are likely to *pull* better, the number of qualified leads is likely to *grow*, and the sales potential goes *up*.

BOB

*That* makes sense. What about using *other* techniques, besides mailings and the phone, to stay in touch. What about *e-mail* or *faxes*...

MAC

By all means! Whatever's available.

**SUPER: TITLE:** "Relationship Marketing Channels" WITH BULLETS "E-mail" / "Faxes" / "Web sites" / "AOL, Compuserve, etc" / "Seminars/workshops" / "Video/teleconferences"

E-mail, faxes, the World Wide Web, all the online services like America Online, Compuserve, Prodigy, and the Microsoft Network, free seminars and technical workshops, video or teleconferences, whatever says to customers that you consider them part of the *group*, one of the *gang*.

**FADE OUT SUPERS**

If you *do* that, you'll be further qualifying prospects, cementing the relationship, and generating more sales.

BOB

Mac, pretend I'm the boss, let's say the company president, and *you're* the head of Marketing, and I've just listened to you going on about all this for the past half hour. I've only got *one* thing to say to you — "*prove* it."

MAC

That's *definitely* a "gotcha!" But it's the most *important* thing for anyone in Marketing to do. You *have* to demonstrate that what you're doing is working to generate leads, number 1, and, number 2, that those leads are directly related to sales. For *any* promotion you do, whether it's advertising or direct or a tradeshow, you *have* to track and measure the results, and there are 4 primary areas to look at, though only *one* is really pretty much bulletproof.

**SUPER: TITLE:** "Track and Measure Results" WITH BULLETS "Image/awareness" / "No. of sales leads" / "No. of qualified leads" / "ROI"

The first two — "image/awareness" and "number of sales leads" — are good things to *know*, but they're the *weakest*...

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**ADD ON:** “(weak)” NEXT TO “Image/awareness” and “No. of inquiries”  
in terms of *defending* what you do to senior *management* because *senior* management is looking at *bottom line* numbers. If they don’t see a direct correlation between the money spent on *advertising* and the return they get in the form of *revenues*, they’ll ask you to do the *one* thing that will *really* make your job hard to *do* — cut your budget. What’s *better* to measure are the *qualified* leads.

**ADD ON:** “(better)” NEXT TO “No. of qualified leads”  
If the ads are *good* enough and they attract leads *mostly* from prospects who *plan* to buy the type of product or service you offer, then *Sales* can spend more time *selling* and *less* or *none* on *qualifying*. Plus, if the *ads* can do the qualifying, then you’ll *probably* win support from the folks in Sales because you’ll save them from a *lot* of extra effort, and you’ll save time in Marketing, too, because *you’re* supposed to qualify leads before you send them to Sales, *anyway*. Remember?

**POP OFF SUPER AT THE CUT**

**BOB**

I do, but give me an example of how an *ad* can qualify a *prospect*.

**MAC**

Glad to. One of the *biggest* complaints that buyers have? They don’t get enough information about *price*. But *sellers* usually don’t *want* to mention price for a *number* of reasons. They think it’ll turn buyers *off* or, what’s *worse*, it’ll be like giving secrets to the *enemy* — the competition. Y’know *what*? Your competition already *knows* what you charge and, if mentioning price turns buyers *away*, that’s *good*. No, *really*. Let’s say you sell an item for a thousand dollars, but you *won’t* talk price. You think, if you do a *demo* and a prospect gets to see your product in *action*, price won’t be an *issue* because you know you can *discount* up to 40%. So you send somebody out for half a day or more, and they do the demo, but what they *don’t* know is that the prospect won’t go a penny above 500 *bucks*. The result is *no* sale and a *lot* of wasted salesperson’s time. But if the ad had said “You can increase hourly production by 52% for less than \$1000,” the 500 dollar buyer wouldn’t have *responded* and *you’d* have saved your company more than 328 *dollars*, which is the average cost of a sales call now, on a demo to the wrong prospect. O.K., so we know what the weak and better things to measure are.

**RE-SUPER LAST TITLE AND BULLETS**

But return on investment is *definitely* the best.

**ADD ON:** “(best)” NEXT TO “ROI”

The best way to explain *why* is to tell you what a client of mine did. She’s a

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marketing communications manager at a moderate sized company...

**FADE OUT SUPERS**

who was in a *classic* position where senior management needed to cut budgets to save money on expenses, and they asked her to trim her marketing communications budget by 10%. Luckily, *before* this, she had *already* gone back and looked at 4 *years'* worth of sales leads, linked them to the resulting *sales*, and could *prove* that sales *directly* related to sales leads amounted to 60% of *total* revenue. She did a little math to calculate the cost per lead and the lead-to-sale conversion ratio, applied those figures to the X million dollars of new sales the company said it *wanted* that year, and realized that, instead of a 10% *decrease* in budget, she needed a 40% *increase*. So she took an *extra* step. Very smart. She went to the company Controller, laid out her findings, and got him to bless her numbers. *Then* she went into the meeting with senior management. When they finished looking at her as if she'd completely lost her *mind*, the President reminded her that they wanted to spend 10% *less*, not 40% *more*. So *she* asked, "Which sales *don't* you want?", the President asked the Controller whether her numbers were *legit*, the Controller backed her *up*, and the *next* day she had her *increase*.

**BOB**

Now, *that's* impressive.

**MAC**

But it's *essential*, and it *didn't* come without strings. The President gave her the news in person so that he could *also* tell her she better deliver.

**BOB**

And?

**MAC**

And she *did*. She *got* her budget, her *numbers*, and she *also* got something else. She got their *attention* and *respect*. She made them *very* aware that she handled *everything* from a strictly business perspective, but she could *only* have done it with a good lead management system,

**SUPER: TITLE:** "Linking marketing communications to sales"

and a *good* lead management system always has a way to link leads to sales. It can be a database...

**ADD ON: (BULLET)** "Database"

that captures incoming leads and tracks them by salesperson, account

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activity, and final win or loss. It can be a manual system that does the same thing, though those are harder to update and maintain. It can be a semi-annual...

**ADD ON: (BULLET)** “Did You Buy’ Survey”

“Did you buy” survey that canvasses every lead to learn whether they bought from you or a competitor and how much they spent. Gordon Publishing often does their own “Did you buy” surveys, researching the people who sent in reader response cards, and they make the results available to their advertisers for their own use. Measurement can *even* be tied into...

**ADD ON: (BULLET)** “Warranty/registration cards”

warranty or product *registration* cards. You can match up the names on the *cards* to names in your lead database, whether it’s a manual or online system. You’ll probably get the *most* information from an online database, *especially* if you make it mandatory for Sales and Marketing to *complete* the information about their follow up on each lead, but it’s not the *only* way to measure how you’re doing. Just don’t be *afraid* to measure. It’s absolutely *vital*.

**FADE OUT SUPERS**

There’s an even *better* payoff. If you...

**CUT TO:**

**SLIDE:** “3 Steps to Success” **WITH BULLET** “Ads that generate qualified leads”

**MAC**  
(V.O.)

use ads that generate qualified sales leads and then...

**ADD ON: (BULLET)** “Relationship marketing”

employ relationship marketing to find *every* possible lead and convert it into a sale, and...

**ADD ON: (BULLET)** “Measurement/Accountability”

*measure* your results so you can be accountable in your company’s sales and profit analysis, *then* you can probably measure how *you’re* doing — *personally* — through bigger budgets, promotions, and raises.

**CUT TO:**

**INT: FS BOB AND MAC (POP OFF SUPERS AT THE CUT)**

**BOB**

Mac, thanks a lot for an instructive, informative, and enlightening discussion.

**URNS TO CAMERA, CAMERA ZOOMS IN**

Mac McIntosh’s techniques for turning sales leads into sales are presented

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by Gordon Publications as a service to you — the people who advertise in Gordon's many publications. If you'd like to receive a copy of the readership study...

**HOLDS UP COPY OF STUDY**

that Mac used in this presentation, Gordon Publications would be happy to send you one. Just call Gordon's marketing department at...

**SUPER: TITLE: "201.292.5100"**

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