



“The Two Week Press”sm What it is and why it works

As a sales professional who is always looking for ways to improve your results it is nice to occasionally come across an idea, a product or a process that works consistently. Too often you have to experiment over and over to determine if something truly works. I'll save you the time.

The “Two Week Press”sm plays off the fact that a large percentage of your Internet buyers actually buy within the first two weeks after they submit the leads. By creating a strategy to address this phenomenon you will see more of your prospects make appointments and buy more vehicles within these first two weeks. Sure you will have to keep marketing to those who don't buy but this is a solid foundation to boost your sales and profits.

The “Two Week Press”sm gets Internet prospects to respond which in turn helps you to improve your connection ratio which improves your appointment ratio which improves your close ratio. A bit of a warning first – as with most things that are worth doing – this is not easy and requires a steady approach and a belief and understanding in how Internet prospects behave.

Elements of “Two Week Press”sm

The most basic element of the “Two Week Press”sm is ***believing there is really a customer*** out there for you to sell and you just need to get them to respond.. Internet prospects don't typically send leads for their own entertainment as you tend to hear quite often with statements like “I was just playing around online”. I liken this statement to a lot prospect that is “just looking”. I made a good living from the customers who bring up this knee jerk objection. You can too. Focus on helping and being professional and they will come around. It works the same way with your Internet prospects.

The second element of the “Two Week Press”sm is the ***focus on connecting***. If you listen or see advertisements by marketing giants like Budweiser or Coca Cola you have to appreciate the effort they have gone through to ***connect*** with you. They steadily market to you using multiple mediums that are patient and creative – two very key premises to effective marketing. These companies spend millions of dollars each year to make impressions on you or to connect with you so keep your one or two email messages or phone calls in perspective. With all the marketing your prospects receive in their email each day it is no wonder your message may not get there attention.

Here's the framework:

Day 1 Actions:

Email:

1. Send an auto response or a personal response acknowledging receipt of the lead and your plans to service the customer
2. Send a personal response focused on the customer's request

Phone:

1. Call the prospect 2 x if a number is available
2. Leave a message every time



Day 2 Actions:

Email:

1. Brand building email to keep your name in front of the customer

Phone:

1. Call the prospect 2 x if a number is available
2. Leave a message every time

Day 3 Actions:

Email:

1. Quick Hello email with personalized information

Phone:

1. Call the prospect 1 x if the number is available
2. Leave a message

Day 5 Actions:

Email:

1. Quick Survey email

Phone:

1. No Call

Day 8 Actions:

Email:

1. Quick Hello email with personalized information

Phone:

1. Call the prospect 1 x if the number is available
2. Leave a message

Day 9 Actions:

Email:

1. Reasons to Buy email

Phone:

1. No Call

Day 11 Actions:

Email:

1. Quick Hello email

Phone:

1. Call the prospect 1 x if the number is available
2. Leave a message

Day 14 Actions:

Email:

1. Email from the Manager offering assistance

Phone:

1. No Call

Simple and Intensive

It seems simple and it actually is. It can be labor intensive unless you have the tools and the right number of employees for your lead volume. Most of these actions take less than a minute to complete so you will still find yourself with plenty of time to interact with those who respond. You will also need to adjust for weekends and off days for your team.

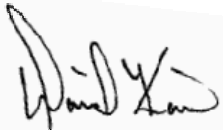
Necessary Tools:

To do this effectively you need to utilize a lead management or CRM tool which can be set up to prompt you to take all these actions. This takes some time and some set up interaction with your tool provider but is well worth the effort when you recognize how much time it can save and the fact that you can have multiple employees working the same process.

Connecting is the Key

If you recognize the fact that your role is primarily that of an **“Internet Marketer”** you will do well with this. In this role you are only an **“Internet Salesperson”** when the customer decides to interact. My belief is that you need to convince them you are the person that wants to sell them the most.

Thanks for reading



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