

Title:

Daily Chores Win More Business

Word Count:

694

Summary:

Everyone has chores to do whether it is at home or at your place of business. But did you know

Keywords:

business, direct mail, eMarketing, marketing, sales, follow-up

Article Body:

Doing chores is one of the things no one likes to do and therefore they very rarely do it. This

What do we mean by a business chore? A business chore is made up of many items. Here are some

First - Take a handful of the cards you collected from the last networking event (or trade show)

Did you know that people attending Chamber networking events only follow up 1% of the time? Here

Second - Decide what method you want to use to follow up with the contacts you just entered. I

Email is certainly the easiest method of connection but not all email gets through because of

Third - Use the contact information you have just entered to follow up your email with a phone

Fourth - Even though you may have sent an email and made a quick phone call, you follow up cho

In summary there are three chores you need to put into your calendar for the first thing each

First, enter new contact information into your Outlook or CRM program.

Second, send an email to follow up.

Third, make a quick phone call to set up a telephone meeting.

Fourth, send a personal card in the mail (see the item above to get access to instant cards).

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