

Lead Generation Strategies

**RSPA Spring Semester of On Line
Education Sessions**

March 26, 2008

Featured Presenter:



- **Robin Robins**
 - Robin currently runs the largest sales and marketing coaching program in the world for small IT firms. In addition Robin is the author of the Technology Marketing Toolkit and she is highly recommended by several of our key members.

Robin Robins

robin@technologymarketingtoolkit.com

“How to Build a Marketing System That Consistently and Automatically Delivers a Steady Flow of Highly-Qualified, Highly Profitable, and Highly Motivated Clients”

An Exclusive Presentation
For RSPA Members

Presented By:

Robin Robins

www.TechnologyMarketingToolKit.com



Here Is What I Promise To Deliver To You Today:

- The BEST marketing strategies for **attracting new, highly qualified clients** that can easily be put on “auto pilot” to cut the time and effort of selling and prospecting in half.
- How to clearly differentiate yourself from cheaper competitors and **easily command premium fees**.
- How to get every direct mail campaign, Yellow Pages ad, web site, trade show and marketing campaign to **generate two to three times more responses and sales** than it currently is.

Here Is What I *Can't* Promise Or Deliver To You Today:

- I cannot give you “**one thing**” that will solve all of your sales and marketing problems finally and forever.
- I cannot promise that **you won't have to do some work** to make this happen.
- I cannot promise to teach you everything you will need to know or give you every tool you need to have in order to **transform your business** in this webinar.

Who is **Robin Robins**?

“I specialize in unusual and exceptionally effective marketing systems to help small VARs, MSPs, System Integrators, and Solution Providers **attract new clients, increase sales, and make more money on a shoestring marketing budget.**”

Case Study: **Ken Reichardt,** **President, PCX Technologies, Inc.**



**“We increased our client
base by 29%, our
monthly gross sales by
49% and AVERAGE
monthly profit by 299%”**

“I've acquired an enormous amount of easy-to-use marketing material from Robin, and all of the campaigns have come directly from her materials, verbatim. Her materials don't provide vague formless ideas or concepts, **but real world soup-to-nuts marketing solutions that work!**”

Case Study: Robert Marhamat, President of ServerPlex Networks



“After adopting your marketing program, we are on track to achieve a **growth of 180% this year over last.”**

“I had come across your program about 5-6 times, and now I am so glad we took the plunge! Although I was skeptical about your program in the beginning, the structure that your program has provided is absolutely priceless! We achieved INC 500 recognition this year for our efforts... after adopting your marketing program and transforming our business model into a strict MSP model **we will be able to achieve a growth of 180% this year over last.** We have just redesigned our website based on your program and have already **landed a 35-computer deal in our 2nd day of our website re-launch.**”

Case Study: John Sandy, ISC Manager, James Moore & Company



**“Under Robin’s
direction, we sold
15 contracts
within 4 months”**

“Robin gave us the model for packaging, pricing, and promoting managed services to our clients, which we did very successfully. This not only helped our overall revenue and profitability, but **this surge of new business also made us more efficient at servicing our clients.** Her materials, coaching and advice have provided us the confidence and encouragement to move forward. Thanks for all you do!”

Case Study: Dave Golden, President, MI Solutions, Inc.



“I can easily attribute \$500,000 to \$600,000 in new, recurring revenue that I generated using Robin’s marketing materials.”

“Thanks to Robin’s coaching and marketing materials, **sales are up over 200% from last year.** This boost in revenue enabled me to purchase a new 4,000 square foot office building. She’s also helped me to think bigger about my business and replace my old break-fix model with recurring revenue streams.”

The *Foundation* Of Building A Client-Attraction Marketing System:

Be The *FLAME*

Not The Moth

The **Foundation** Of Building A Client-Attraction Marketing System:

~~All Prospects Should Meet These 4 Criteria By The Time You Meet With Them~~
What is the **fastest,**

easiest, and MOST effective way to do this?

3. Motivated To Buy NOW

4. Pre-Disposed To Buying From YOU

The **Foundation Of Building A Client-Attraction Marketing System:**

**Education-Based
Direct Marketing**

Education-Based Marketing:

“Can” and **“clone”**

yourself and your sales
presentation

2. Think **“automatic”** and
“robotic” message delivery
systems



COLD SUSPECT

Doesn't know you, doesn't trust you

Direct response marketing brings them into the funnel:

- Referrals

A Warning To All Retail Store Owners:

Don't Spend A Single Dime On A New POS (Point Of Sale) System Until You Read *This...*

Not all POS systems and consultants are created equal...the question is, which ones will actually deliver on their promises, make life easier, and give you a solid, quality system that is true value for money, and which ones will only *add* to your frustration with shabby service, systems that don't work, and broken promises?

Don't fall victim to a fast-talking sales person!

If you are considering a new POS system for your retail store, then it's critical that you get and read our new exclusive **FREE** report, "What Every Retail Business Owner Should Know Before Spending A Dime On A New POS System."

This free report will reveal 5 costly mistakes many retailers make when buying a POS system, as well as insider secrets, cost-saving strategies, and expert advice to help you to determine exactly what type of system you need. This report also arms you with 7 critical (and revealing) questions you should ask any sales consultant before signing on the dotted line.

To get your complimentary **FREE** copy now, go to www.inserttrackingurlhere.com or call our free recorded message hotline 24/7: xxx-xxx-xxxx



**Critical Element #1: Define A
Profitable Target Market You
Want To Monopolize**

**Get Positively, Absolutely Clear On
Who Your *Ideal* Customer Is...**

**Then Make Sure Every
Marketing Message, Dollar, and
Resource You Have is 100%
Focused On Communicating to
*Only That Customer***

Case Study On Targeting: **Luke Walling, Walling Data Systems**

The Marketing Campaign *Before* Using The Direct Marketing Strategies I Teach:

- **No** headline
- **No** offer
- **No** benefits
- **No** guarantee
- **No** testimonials



Case Study On Targeting: **Luke Walling, Walling Data Systems**

- “Our AVG marketing campaigns were barely generating any kind of response. **Since using Robin's suggestions, our last postcard generated over \$60,000 in NEW AVG sales. We could barely keep up with the number of new customers calling our office!**”
- *Luke Walling, President, Walling Data Systems*

anti-virus.

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e?



Critical Element #2: Decide What You Want To Be **Famous For**

- **Narrowly defined **promise****
- **Meaningful **specifics****
- **Powerful **guarantee****

Is This Ad Compelling?



Example of a Compelling Proposition:

- Compelling headline
- Talks specifically to restaurant owners (niche marketing)
- Guarantees to overcome the specific problems most restaurant owners have with their POS system and vendors

“It’s Friday Night And Your POS System Went Down Over An Hour Ago...Your Kitchen Is Bottlenecked, Servers Are Frustrated, and Now, Customers are Starting to Walk Out... Why the #!\$* Hasn’t Your POS Company Called You Back?!?!?”



“I can show you a proven way to guarantee you never have to deal with cash register or technical problems ever again.”
– YOUR NAME

Dear Frustrated Restaurant Owner,

If you’ve owned a restaurant for any length of time, I’ll bet you’ve been there before...

It’s Friday night, the restaurant is jammed with a 60-plus minute wait. You’re short staffed and running around like crazy when...BAM...your cash register goes down. You call the guy who installed it and all you get is voice mail; and if you are lucky enough to actually get someone to call you back, you’re told the ONLY person who can fix your problem won’t be in the office until Monday morning.

~~ENOUGH IS ENOUGH!~~

We understand that restaurant owners don’t work on a 9-5 schedule like the rest of the world. Margins are tight and you don’t have an extra second in the day to deal with point of sale system and computer problems—especially during peak hours.

That’s why we’ve decided to offer a POS system and service designed specifically for restaurant owners with the following TRIPLE Guarantee:

- We guarantee our POS system is the easiest and most reliable system you can buy. If you don’t agree after using it for 6 months, we’ll remove the system, re-install your old system, and refund 100% of your money. While other POS vendors promise the world and then disappear the minute the check clears, we stand behind our clients and our work 100%.
- We guarantee that all support calls will either be answered live, OR returned within 15 minutes or LESS by a qualified technician who can actually help you.
- We guarantee that if you have a problem that requires an onsite visit, we will have a technician out to your restaurant within 90 minutes or less, even during weekends and evenings. We can guarantee this because we are the only POS vendor that is local to <city> with the number of staff to support this claim.

How can I make such a bold guarantee? Simply because I can...

(please turn over...)

Critical Element #3: Multiple Message Delivery Systems

- Referrals
- Joint ventures, partnering
- Direct mail
- Networking events and groups (BNI, LeTip, Charity events, Chamber)
- Newsletters & writing articles
- Partnering with vendors
- Trade shows
- Public speaking (seminars and teleseminars)
- Online marketing (web sites, Google, etc.)
- Yellow Pages ads

Case Study Example:

Implementation of a Multi-Step, Multi-Media Marketing System

- **The goal is to sell managed services.**
- **We implemented multiple campaigns using various media and methods.**
- **The key word here is MULTIPLE; random, one-shot marketing does not work.**

Case Study: Brett Jaffe, President Axis Microsystems, Inc.

The Challenge:

- Brett was growing his company “in spite of himself” relying solely on referrals.
- Growth came with an expensive price tag; he was working 80 hours a week, hiring the wrong people, and found himself \$20,000 in the hole after one bad month, forced to cover payroll with credit cards.
- Had done some marketing in the past, but it only consisted of single-page flyers and weak attempts at trying to convince customers to “try” their managed services program.

We Have Some "Bad" News That Is Actually Going To Be GREAT News For You...

Dear ,

It's been said that whenever you have bad news to deliver, it's always a good idea to give the person some good news first to put them in a better frame of mind for accepting the bad news.

However, our "bad" news is actually going to end up being some GREAT news for you. Let me explain...

Axis has not increased our rates since 2000; however, with the escalating gas prices and rising costs of supplies, equipment, rent, and insurance, we can no longer afford to absorb these increases. Starting January 1, 2007, we will be raising our rates, and our new on site service rate will be \$150 per hour. This is still much lower than a number of our competitors, but many of you might consider this "bad news". So, here's how we are going to turn it into GREAT news for you.

We have recently invested in a new remote network monitoring and management tool that will enable us to not only access and troubleshoot your network problems faster, but it will also lower your overall IT repair costs by PREVENTING network problems from happening in the first place.

Up until now, our technicians had to travel to our customers' locations to troubleshoot and repair problems. This obviously costs you more due to the physical travel time. This model is also flawed because it is a REACTIVE approach to network support; we are fixing problems after they arise instead of preventing them from happening in the first place.

Thanks to this new remote network management tool, we can now perform regular maintenance such as security patches, virus updates, backups, and other maintenance to defend against problems WHILE ALSO monitoring your network 24-7 to detect and repair small "glitches" BEFORE they turn into bigger, more expensive disasters.

Here are just a few of the benefits you will receive:

- No more waiting for a technician to show up! This new remote monitoring and administration tool will enable us to access and troubleshoot your network from any location. This means we'll get you back up and running in no time flat.
- You'll avoid expensive repairs and recovery costs. Our network monitoring and maintenance will enable us to detect tiny, hidden problems and repair them BEFORE they turn into expensive network disasters. As a matter of fact, we guarantee it.

Axis Microsystems Inc. 101 Mystic Avenue Medford, MA 02155 781.395.7014
www.axismicro.com

Marketing Example #1

RATES ARE GOING UP!!!

This was our most successful campaign so far. We converted about 25% of our client base on the first mailing.

Total gained:
\$10,000K/month



A Letter From R. Squirrel Hey, Are You Nuts?

If you haven't called Brett from Axis Microsystems for a FREE 67-Point Problem Prevention Network Audit, **you gotta be nuts** (believe me, I know a nut when I see one). That computer service company whose back yard I live in hasn't given anything away free in a long time. He's even got my food in a dispenser that requires nickels! Sheesh.

Anyway, I can't believe he's giving away a **FREE 67-Point Problem Prevention Network Audit** to look for viruses, spyware, security loopholes, hardware problems, system errors, and backup issues that could cause a lot of expensive problems for you. But it's even harder for me to believe any sane person would fail to grab this offer before Brett comes to his senses and starts charging for it. But what the heck do I know...I'm just a squirrel.

**It'd Be A Shame For You To Miss Out On This Offer....
The Peace of Mind, Lowered Stress Levels,
Fewer Problems, and Fewer Fires To Put Out
- All FREE -**

But You're Gonna Miss Out If You Wait Any Longer!
Are you aware that most computer disasters could have easily been prevented with a little preventative maintenance? Wouldn't you rather know where you are vulnerable and fix those areas before they turn into expensive problems and unexpected down time? Of course you would! That's why you'd be crazy not to take him up on his offer now.

Plus, I know that Brett and the guys at Axis really know their stuff! I live in the backyard and I hear what customers have to say. All of them comment on how responsive and reliable he is. **Marty Aronovitz who owns Back Bay Sign** says he can always count on Brett to respond right away, and that his prices are very affordable for a small business owner like him. **Bob Frank over at The Center for Collaborative Education** said that he has yet to have a problem that Brett and Axis cannot solve. And **Andy Pallotta of Mass Printing and Forms** says that having Axis on his team allows him to focus on his business and NOT his IT!

But you have to hurry! Brett is limiting the number of Free Problem Prevention Audits he's giving away to 12, and 7 are already spoken for! That's why you should call and schedule your free audit right now: **781-395-7014**

Thanks,

R. Squirrel

P.S. When you see Brett for your Free 67- Point Problem Prevention Audit, could you please give him a few nuts to leave at the back door for me?

Marketing Example #2

This is our first multi-piece mailing. It was sent to 100 current clients with a second follow up mailing.

Cost of list: FREE

Cost of mailings: \$175

Cost of labor: \$80

Total cost: \$255

Total gained: **\$3,000/month**

Marketing Example #3

We did this joint marketing letter with a local company that does Security. It was sent to about 200 clients along with a follow up letter from us.

Cost of mailing: \$150

Cost of labor: \$40

Total cost: \$190

Total gained: **\$1,600/month**



Dear (firstname),

I am writing you today to let you know about one of my longtime trusted business partners, **Axis Microsystems Inc.** I don't normally make a habit of writing about my partners, but in this case I am making an exception.

I have been working with Brett Jaffe for over 15 years. He has handled the computer networks for several of my clients and we have worked closely on several projects. It is not often that I find a company that meets my strict criteria but Brett has gone above and beyond to make sure that both my clients and his are not only satisfied, but have become RAVING FANS. I am constantly impressed by the service that he provides to his clients.

Brett has done such an excellent job that I feel that each and every one of my clients could benefit from his services. He has a unique way of approaching your IT that will save you money, headaches, and downtime in a way that nobody else can. He provides guarantees that no other IT company will and I am confident that you will be more than happy... in fact, I'm counting on it.

Brett will be contacting you shortly as a follow-up. As a benefit to ESG clients, he is providing 2 FREE HOURS of computer/network support at no obligation so you can test the waters yourself.

Sincerely,

Bob Maunsell
President
Dedicated to Your Security

Marketing Example #4

This is our “Bad Date” letter that went out to our first batch of clients. I simply plugged in our info. It was the first of a 3-piece mailing to 100 business owners.

Cost of list: \$50
Cost of Mailings: \$150
Cost of Labor: \$60
Total cost: \$260

Total gained: **\$3,000/month**

Is Your Computer Support Guy Treating You Like A “Bad Date”?



Brett Jaffe,
Computer Evangelist
and President of
Axis Microsystems

*Not returning your calls fast enough...
Constantly missing deadlines...
Not fixing things right the first time...
Never following up on your requests?*

I Want to Give You 2 FREE Hours of Computer Support to Prove We Can Do a Better Job Than Your Current Computer Support Guy

Dear [FirstName],

It just amazes me how unreliable and arrogant some computer technicians are.

When you call them for help, you end up talking to their voice mail. Then when you finally get them on the phone, they make you wait hours - even days - before they actually come out to see you.

Even then, a lot of them take longer than they estimated, charge you more than you expected and, as a final insult, they don't follow up with you to ensure you were satisfied!

Enough Is Enough!

I think it's about time someone finally got it right. That's why we decided to start a "one company revolution" and committed ourselves to delivering fast, affordable computer support from professional and reliable technicians.

Although I don't think this is an amazing concept, it still surprises me how many computer technicians don't get it right. That is why I'd like to extend the following offer to you...

(Continued on next page)

Marketing Example #5

This was a seminar we did for existing clients. It was tremendously successful and we got Iron Mountain to pay for half of it.

Total cost: \$1,500

Total gained: \$1,800/month

Join Us For a Business Networking Reception for Small Business Owners!

The 3 Biggest Computer Disasters That Wipe Out Small Businesses – And How To Avoid Them

Wednesday, October 18, 2006. 4pm-7pm EST
Montvale Plaza
54 Montvale Avenue • Stoneham, MA 02180

Registration is FREE!

Cocktails, Beverages, and Hors D'oeuvres will be provided

Sponsored by



Co-Sponsored by



During this LIVE Business Event you will learn:

- The single most expensive and devastating computer disaster that 95% of all small businesses experience – and how you can easily avoid it all together.
- 2 Simple data backup strategies that will ensure the safety of your irreplaceable files for under \$195.
- Overlooked ways to significantly reduce your chances of a severe virus infection.
- What your high-priced computer guy won't tell you about securing your network against unexpected down-time.
- 5 Simple ways to avoid getting an avalanche of spam.

PLUS... Network with other small business owners in a casual environment!

FREE Bonus To The First 25 Who Register: Receive a complimentary on-site security and backup assessment valued at \$495!

Win an iPod Nano just for attending!

YES! I want to reserve my spot for the Business Continuity and Networking Event with Axis and LiveVault to discover how to bullet-proof my small business from devastating computer disasters.

I will confirm my registration via one of the following:

Telephone. Please call us at 781-395-7014 (or Toll Free at 800-474-2947).

Fax. Fill out our fax-back form (enclosed).

IMPORTANT: This LIVE Business Networking event is available to the first 97 people who register. Once 97 confirmations are received, you will be placed on our stand-by list. Sorry, no exceptions. **Deadline for registration is October 11th!**

Axis Microsystems Inc • 101 Mystic Avenue • Medford, MA 02155 • Tel: 781.395.7014

My Reward!

After all this marketing and effort, I have decided to reward myself...



This is my new BMW 550i... complete with iPod adapter to allow me to listen to Robin's teleconferences on the way to and from work and keep me in the marketing frame of mind.

Case Study: Brett Jaffe, President Axis Microsystems, Inc.

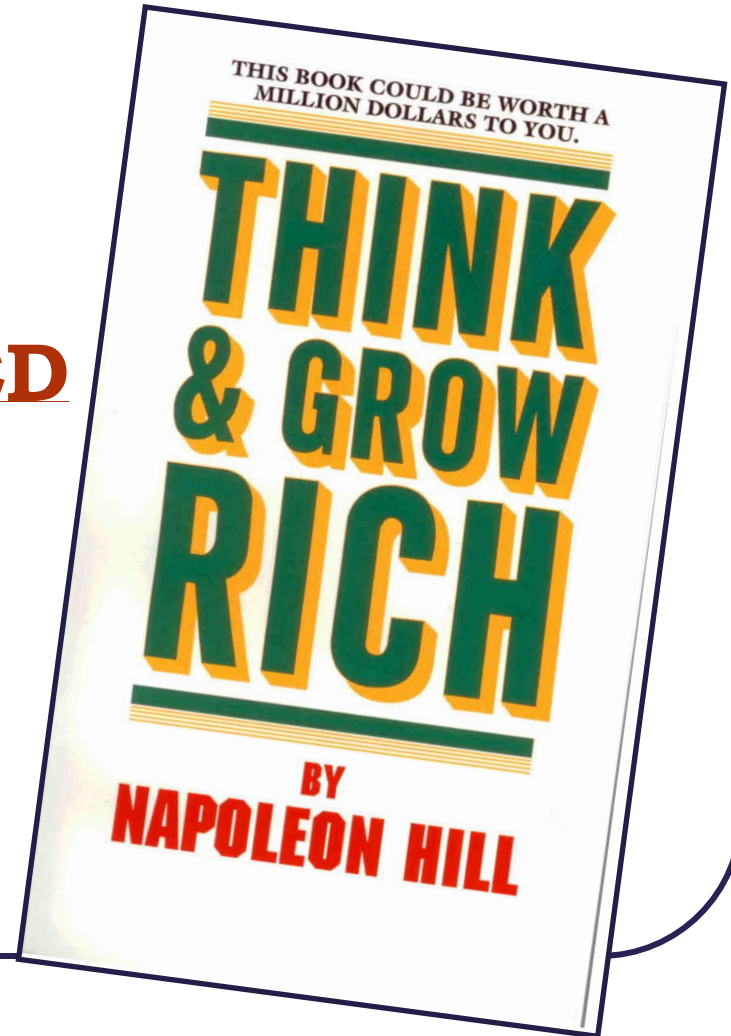
**“We went from
\$2,200 to
\$19,400 in just
6 months!”**



“All I can say is that we are going gangbusters selling managed services. **The entire pitch has come from your materials and it’s really working.** We went from generating **only \$2,200 per month in profit to \$19,400 in recurring, bottom line profits!** My only regret is that I didn’t do this sooner...I’d be retired by now.”

3 Keys To Success According To Napoleon Hill, *Think and Grow Rich*

- A **BURNING DESIRE.**
- They have **SPECIALIZED KNOWLEDGE.**
- They are **DECISIVE.**



Announcing...

The RSPA
“Rapid Results”

Marketing and Sales
Acceleration

Coaching Program

Outline Of This One-Time Only Consulting Program:

No more than 50 people will be accepted; as a participant, you will receive...

- 6 Teleseminar Coaching Sessions Delivered by Robin
- In-Depth Research on Customer Physiology, Profiles, Buying Patterns, Hot Buttons, and Criteria
- Custom Built Marketing Campaigns to Generate Qualified Leads, Overcome “Cheapest Price” Competition, Fuel Referrals, and Close More Sales
- Guidance and Direction on the Development and Implementation of the Marketing Tools Given
- Ability to Collaborate on Best Practices and Take Advantage of Group Research, Testing, and Strategy

The **Technology Marketing** Tool Kit

Marketing System (A \$1,997 Investment)

A complete
~~paint-by-the-~~
numbers guide



to developing a
reliable and effective
client attraction system
for your technology business.

Audio Training Package

(A \$582 Investment):

- **FREE:** “**Speed Selling**” Teleseminar and Workbook
- **FREE:** Interview with Don Crowther, “**How to Get Thousands of Dollars in Free Advertising Through PR**”
- **FREE:** Interview with Peter Candito, “**Secrets To Finding Highly Targeted, Hyper-Responsive Mailing Lists**”
- **FREE:** Interview with Greg Phillips, Attorney, “**How to Properly Use a Contract to Increase Client Trust and Close a Managed Services Sale Faster and Easier than Ever Before**”
- **FREE:** Interview with Larry Schulze, “**How to Secure an Above-Average Profit Margin in Your IT Business**”
- **FREE:** Interview with Paul Dippell, “**A Proven Formula for Compensating Your Technicians to Secure Maximum Growth, Performance and Profit in Your Computer Consulting Business**”

You MUST Meet This Criteria:

- You must be in the business of selling retail solutions.
- You must be **intensely serious** about your desire to increase the sales in your business over the next 6 – 12 months.
- You must be beyond the “quick fix” mentality and be willing to invest the necessary time and patience into building and implementing a marketing system. I will not do it all for you.
- You MUST be willing to report back the results of your activities.
- You must be willing to take responsibility for your mistakes, learn from them, and move on. I don't want anyone with a “victim” mentality that constantly blames the economy, the competition, lack of time, or anything else for their lack of success.
- You must be willing to **ACTIVELY participate** in the calls and group sessions. I do NOT want passive people who can write a check.
- You must deliver good, honest products and services. There isn't a marketing campaign around today that can make up for poor service or substandard products.
- You must be a pleasant, positive person. I only want to work with people who are fun to work with and stimulating to the group.

Tuition For The RSPA “Rapid Results”
Marketing and Sales Acceleration

Coaching Program
One-Time Payment of \$4,997
or 3 Payments of \$1,697

IF You Meet ALL The Criteria Outlined,
Go To This Web Site To Apply Now:

www.technologymarketingtoolkit.com/rspa

Thank you!

Visit GoRSPA.org for more information about RSPA and our education programs.

Coming up:

Selling Essentials: April 28 – 30, 2008
Los Angeles, CA

Next On-line Education Session:
How to run a Successful Marketing Campaign
April 17, 2008

www.GoRSPA.org