

Marketing Inspirations

June/July 2010

Upcoming Events

July 28, 2010
11:45am – 1:30pm

New Perspectives on
Portfolio Risk:
The Economy Matters

Financial Planning
Association

University Club
Pasadena, CA 91101

July 30, 2010
11:45am – 1:30pm

Attracting New Clients
in a Tight Fisted
Economy

Black Business
Association
Pasadena, CA 91103

August 25, 2010
11:45am – 1:30pm

Roth IRA'S

Financial Planning
Association

Beckham Grill
Pasadena, CA 91103

[See More Events...](#)

Being Proactive vs. Reactive

Looking for a quick way to improve marketing results? It might be easier than you think. Simply stated, a critical step to successful marketing is follow up. Dedicating time to personally connect with your potential clients and referral sources will create momentum for future opportunities.



Suzanne Patrick
Lawrence, President,
Advisor Business
Solutions

Timing your follow up is key, particularly with new relationships. However, existing clients and ongoing leads are equally important to staying in touch. Based on daily activities, determine a schedule that will be kept. As a guide, use one to three days to follow up with new contacts and one week for hot leads. Be mindful that longer term should be factored in since relationship building is the best way to generate new business, create loyalty and referrals.

Determine how frequently you will stay in contact via phone or personal touch – once or twice a month based on the appropriateness of the situation. These “touches” are planned in addition to any marketing efforts that are sent to contacts, nurturing the relationships.

The bottom line, follow up is an important method to build trustworthy relationships and increase revenues. It's often overlooked yet when using an ongoing process can make an immediate impact. Hard to believe, but follow up may be the most understated way to improve marketing results.

Want to find out how your company can benefit from the Advisor Business Solutions team? Visit www.advisorbusinesssolutions.com for upcoming speaking engagement details or contact 562-439-4804 to set-up an appointment for a customized solutions approach.

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