

Sales & Marketing Approaches for Launching Your Business

1. **Landing your first customers is critical** - they legitimize your offering, there is indeed a market, provide feedback and give you real testimonials for future marketing campaigns.
2. **Create list of initial - easy contacts**
 - a. Personal friends and their friends
 - b. School connections
 - c. Business connections – employers, employees, and customers
 - d. Civic activities - Rotary, Kiwanis, professionals, neighbors, sports contacts, home related (ie, realtors), spouse's friends and family
 - e. Reaching out – networking is key
 - i. Send a personal letter& follow-up with a phone call
 - ii. Offer free consultation
 - iii. Use the telephone
 - iv. Set up a breakfast, lunch or coffee meeting – maybe a feedback session
3. **Getting your business off the ground**
 - a. Market yourself, manage your growth exponentially, establish your footing
 - b. Press releases, advertisements, mailers provide visibility
 - c. Email and postal mail to in house lists
 - d. In your communications - offer incentives for those who visit your website.
 - e. Public relations initiatives and activities that build word of mouth.
 - f. Internet search on your competition
 - i. Start a website with search engine optimization
 - ii. Set up an e-commerce site – make it easy by accepting credit cards
 - iii. Send out direct mail pieces
 - g. Networking for Exposure
 - i. Participate in neighborhood networking groups, LinkedIn and Local Business Network
 - ii. Stay local at first – hire telemarketing companies or call centers to promote your services
 - h. Promoting your business
 - i. Offer your services for free
 - ii. Large superstores or supermarkets may offer your service for free as a promotion (ie, Costco)
 - iii. Consider writing free blogs on your website
 - iv. Contribute articles to third party sites such as Resource Nation, Work.com and others
4. **Branding – see separate FSBDC handout**
5. **Social Media – see separate FSBDC handout**
6. **Show your Customers You Care**

- a. Regularly communicating that you care about their strengths
- b. Five Actions
 - i. Share your Knowledge
 - ii. Ask, Listen, Respond, Adapt
 - iii. Reward Customers – Coupons, Gifts, Information
 - iv. Hold a Customer Appreciation Event
 - v. Do Good – share what do did and impact
- c. Do the right thing
 - i. Provide valuable info in your newsletters, make promises you can stand by, if you make mistake, say you're sorry and correct it & offer your contact information in every communication, so that customers can easily give your feedback.

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