

Making the most of your marketing – with Savagewood

Welcome to the first newsletter from Savagewood as part of the ongoing support for franchisees who have participated in the programme of workshops and onsites. As someone who has also purchased the Savagewood 'phone-a-friend' option, you will be receiving monthly newsletters containing additional elements of support and information as you look to market your business.



This newsletter is more than just a great place for tips and advice. It is also an invitation. During the remainder of this week, we are happy for you to make contact with members of the Savagewood team to advise on anything from copywriting to cold mailing campaigns.

If there are any queries with your personal campaign plan, problems with individual programmes, please call the numbers below and we'll do all we can to help.

In the meantime, enjoy this newsletter, and pass on any comments or requests.

Peter Savage

Love it or hate it, canvassing works



Most franchisors encourage face-to-face calling as a means of generating business. To most people, it is not something one does naturally or readily, though the barrier is often the thought of doing it than the actual door-to-door visits themselves. This is the key to good cold-calling – it relies as much on attitude as it does the products you are selling.

In this issue we are going to look at various aspects of cold calling. Like all elements within the Savagewood programme, we want to inspire and motivate our clients to perform better by offering two distinct strands.

1. **to improve your technique and comfort with cold calling**
2. **to make your products and services more appealing to the customer so making the sell that much easier**

Looked at its most simple, canvassing is a numbers game, where knocking on the door is just like a piece of junk mail, only in human form. For the unsuccessful, it can be a hard grind, often demoralising and disheartening, certainly draining. For the successful seller, it can be uplifting, energising and, best of all, highly profitable. Overleaf we explore a few of the most important facets of cold-calling – and how Savagewood has already revitalised participants with the Savagewood marketing programme.

Savagewood top tips - #1

Everything communicates

Everyone immediately thinks of some form of advertising as the means of promoting your offer to the customer. We can all remember our favourite TV commercial and occasional press advertisement and assume our connection with the brand comes from that point of contact.

Yet your brand can equally be interpreted through the way you speak to a customer on the telephone. Or the cleanliness of your premises. Or punctuality. Just because you run an advertisement, does not mean you are communicating. Is there a clear message? Is the layout confusing or too elaborate? Can the customer find a response mechanism?

Everything communicates – with the Savagewood programme, we help make sure it's always the right thing.

'A clear advertisement – but would you trust the pilot?'



Canvassing opinions

How Savagewood helps...

Many people are intimidated by strangers knocking on the door. They may be distracted or simply in a hurry. More likely, they are uninterested in what you're saying or selling. So what you do?

Firstly, target your area precisely. Clearly a family product will not appeal to the elderly, or an expensive service to a downmarket part of town. But there are many ways of defining your territory.

Secondly, re-examine your product or service offer. Can it be re-shaped to appeal to specific groups with a more compelling message? You may have more customers than you thought.

The key point is this. Canvassing is easier if you offer customers they at least recognise as relevant to them. Remember - every reason you take away to say 'no' takes you closer to a 'yes'.

...and how you can help yourself

Cold calling is remarkable. It creates something from nothing, Until contact, no sale can happen. You can't make a difference to a customer's life. So you have a powerful role to play – like the conductor of an orchestra, you define and command the performance.

Cold calling is the most challenging part of any selling process, so here are a few tips to try and make the process easier.

1) Be prepared

It sounds simple, but knowledge gives you confidence that'll be echoed when talking to customers. Questions should be welcomed as a means of gleaning customer interest and understanding, not to catch you out. Use testimonials and examples as support, and equip yourself with the material to hand over on request. Thorough preparation does not just help the customer – it gives you peace of mind.

2) Resist the pressure

You feel the customer wants to close the door, so you try and get it over with, garble the message or, in your desire to convince, become over-zealous even threatening. Relax. Your product is the best there is, the best there ever will be. You know you'll answer any question.

Enjoy the process. And don't be discouraged if the customer is not convinced. The next one will be!

3) Act with confidence

Waffling or hesitancy suggests a lack of confidence. Everything communicates – your product of offer will be tarnished with the same uncertainty. Be concise about who you are and the purpose of your call. You may want to embellish your product or service, but remain objective and considered. Over-enthusiasm will be seen as bias and unrepresentative. Put yourself in the customer's mind by listening intently, interpreting their concerns – and reassuring them.

4) Create trust

If the conversation is enjoyable and fulfilling; if you have acted with dignity and not pressurised the customer; if you avoid sales speak but converse in a natural way; if you have demonstrated you understand the customer's need and concerns; then you connect to customers by creating trust. Trust will turn into sales now and for the future.

Inside with the onsite



You have already experienced the unique nature of the Savagewood Marketing Training Programme with representatives of the company visiting you in some of the more remote locations around the country. Although the principle of onsite sessions is new to the business, we are already learning a great deal as to how these special local meetings work.

One of the more important aspects for us has been the importance of individual personalities in determining the nature of the support. Some franchisees enjoy working from a central location so the development of direct marketing and email programmes have greater appeal. Others enjoy meeting people on a regular basis; some positively enjoy the chance of performing to an audience!

This is the beauty of the onsites – they create a means of exploiting the skillsets of the individual, tailoring campaigns and plans to suit business and personal needs. At the same time, it has enabled us to define a series of campaigns that are applicable to all, so enabling creative to be more consistent, production times to be shortened and costs to be monitored.

Franchisee forum

Savagewood have enjoyed the privilege of spending time with franchisees and see firsthand the passion and ambition to succeed. We hope we have started improving your awareness of the power of marketing and inspired you to run your own programmes and achieve greater results.

We are also happy to be a conduit for great ideas, successful campaigns or innovative approaches so that others can benefit. Send us an email at the address below and we will look to include them in our next newsletter.

REMEMBER – THIS NEWSLETTER IS NOT JUST FOR INFORMATION, BUT AN INVITATION TO YOU TO CALL SAVAGEWOOD OVER THE NEXT WEEK WITH ANY CONCERNS, QUERIES OR TO TALK THROUGH YOUR OWN CAMPAIGN PLANS.

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