Active Marketing
High quality sales calls,
plus client focused updates,
gets new-business results.

Active Marketing[SM] combines professional sales calls with client-focused know how updates.

From coaching and support, to complete business-development campaigns

We help clients in the legal, financial services, accounting and insurance professions with their new-business campaigns. There are (at least) three ways that we can help:

- We can provide coaching and training so that you can do it yourself.
- We can support your in-house team with extra resources.
- We can run complete campaigns for you.

A bit more detail on what we do and how we do it

First of all, here's an explanation of what we do, and the benefits it brings (on the next slide we give you a picture of *how* we do it):

High quality sales calls

What we do

- We run telesales campaigns for clients who don't have the time, or the skills, to make the calls themselves.
- And no, the people making these calls aren't the ones who call you about double glazing, or switching your home-phone service – they're selectively recruited and carefully managed.

How we do it:

Client-focused updates

What we do

- We support sales calls with client-focused updates – briefings, emails, newsletters or microsites that give clients useful insights, rather than repeat news that they've already heard.
- These updates and briefings support the sales calls by creating opportunities for more, and more fruitful, conversations.

How we do it:

More revenue

What we do

- With a good-quality list and a focused message, we typically arrange meetings with around 15% of prospects. A further 40% will be interested in a meeting in the future.
- We do this for law firms, financial services firms, accountants, and insurance firms.
- And we get results too – £140K of new business for one recent client.

How we do it:

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Active Marketing℠ *continued*

The nitty gritty – how we do it
The table below explains some of the nuts-and-bolts of the work that we do for clients. If you want more detail on how we do what we do, you can follow the links at the bottom of the table.

Or you could email David Osrin at david@musicmakers.tv right now and arrange a time talk.

As we've said before, it's all about conversations.

☎★ High quality sales calls

How we do it

- Campaigns usually focus on arranging meetings with firms that fit your ideal client-profile, or with new contacts at firms you already have a relationship with.
- Gentle persistence and continuous contact.
- Coaching and training for fee-earners and business development teams.
- Support for your in-house teams, or we can carry out complete sales campaigns to an agreed brief, script, and target.

🗎◎ Client-focused updates

How we do it

- Create or edit content:
  – Identify client-focused topics.
  – Draft, and/or finalise content.
- Package and deliver updates:
  – Create innovative formats (e.g. iPDFs, microsites).
  – Support and/or deliver regular updates.
- Effective-writing coaching and training for fee-earners and business development teams.
- Set up the process to deliver the updates, or we can do it for you.

+£ More revenue

How we do it

- We identify opportunities, we make a lot of calls, and we log every conversation.
- Give you valuable feedback on how you're perceived in the market.
- Review how the calls are going and what kind of objections we're meeting. We'll adapt the script to reflect what we learn from calls.
- Regular reports on:
  – Progress against targets.
  – Market feedback.

More about effective sales calls | More about client-focused updates | More about our results

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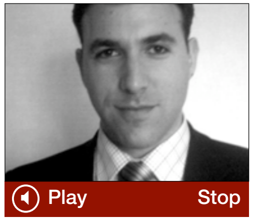
Who we are

Extensive experience of effective telesales and added-value client updates.

Proven expertise in new-business telesales for professional services



David Osrin, principal of Music Makers, is an expert in business development and telesales for professional and financial-services firms. David regularly coaches senior fee-earners on telesales techniques. Previous clients include Haines Watts, Hoodless Brennan and Partners, Mazars, Morgan Lewis, and Thomas Miller & Co.

Recent projects include helping a specialist asset-manager to secure new business, and helping a top-20 firm of accountants to raise their profile, and win new clients, in the online-gaming sector.

To hear David's thoughts on effective sales calls, click on the button in the picture. And for his five golden-rules for effective calls, click here. Or you can email David at david.osrin@musicmakers.tv

A track record in effective know-how sharing with clients

Simon Carter, managing director of One Three Four, helps firms to share know-how more effectively with their clients. Previous clients include investment banks that can't possibly be named, law firms like Clifford Chance, Herbert Smith and Lovells, and the Institute of Chartered Accountants in England and Wales.

Simon has recently worked with a major UK law-firm to improve the client focus of its newsletters, e-bulletins and updates, and he's conducted his own research into what clients value from know-how updates.

To find out more about Simon's research-based tips on sharing know-how with clients, click here. Or you can email Simon at simon.carter@onethreefour.co.uk

Related items

Effective calls
Five golden rules

Effective updates
Content and formats

More about
David Osrin and
Music Makers
www.musicmakers.tv

More about
Simon Carter and
One Three Four
www.onethreefour.co.uk

Combined client list

- Atisreal
- Bank of Ireland
- Cinven
- Clifford Chance
- Field Fisher Waterhouse
- Haines Watts
- Herbert Smith
- Hoodless Brennan and Partners
- The Institute of Chartered Accountants in England and Wales
- Lovells
- Mazars
- Morgan Lewis
- Taylor Wessing
- Thomas Miller & Co.

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Real results: We typically arrange meetings with around 15% of prospects, and identify a further 40% who want to meet in the future

Sales calls are nakedly, nowhere-to-hide, measurable

We've proved to multiple professional-services firms that with the right approach we can get the results that they want.

Sales calls aren't a magic revenue-upliftng wand, but if they're used as part of a continuous-contact approach they can generate short- and mid-term opportunities.

Typical results from our professional-services telesales campaigns

With a good-quality list, and a focused message, these are the kind of results that we get for law firms, professional-service firms, accountants, and insurance firms:

10-20%
Prospects who agree to meet

We set up introductory meetings for you
The campaign may be focused on introductory meetings, or meetings to discuss a specific subject (e.g. issues faced by mature owner-managed businesses; issues faced by pension trustees during merger-and-acquisition bids).

40-50%
Prospects who agree to future contact

We identify prospects who are interested in keeping in touch
While we'll uncover immediate opportunities, professional-services sales is also a mid-term game. Contacts made today have to be kept in touch with, and may result in revenue in six, 12, or 18 month's time.

Many clients retain us to keep up precisely this kind of time-consuming continuous contact. It's valuable work that may take from six months to over a year to bear fruit.

30-40%
Prospects who aren't interested

We weed out contacts that aren't interested – and tell you why
Not everyone can be a client – and knowing why prospects don't want to meet you is valuable market feedback.

Related items

Effective calls
Five golden rules

High quality sales calls
A few details on how we do it.

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Effective calls
Five golden rules for effective calls

Rule 1: Practice makes perfect
You can learn how to make effective sales calls, but rather like playing the piano, it's going to take practice – and more than one session to get good at it.

We offer training and coaching on how to make effective calls (a starting point for most people is just to overcome their fear of the cold call), but we stress that it's about learning and practising basic-skills first.

Rule 2: Ask for the meeting
Yes, it's important to understand a bit about what the person you're talking to is interested in, and to get a feel for their personal style. But it's a sales calls, and time is money.

If the purpose of the call is to get a meeting – and that's the case for 95% of our clients – ask for it early in the call, and ask again at the end of the call if they didn't bite the first time.

Rule 3: Be prepared
Have a clear message and be prepared for objections. Make sure that your message is clear and easy to say. List objections that might come up so that you can deal with them confidently. Update this list after your first day of calls.

Rule 4: Take notes, and follow-up on any agreed actions
If you said you'd call back in three months, do it. In business we respect persistence, and warm to people who do what they said they were going to do.

Use a system that gives you a reminder to complete a task, and consider having a 'call mentor' who will check up on whether you've completed your tasks or not.

Rule 5: Be assertive, but don't be pushy
Try to stay assertive throughout the call. Forelock tugging won't work – but neither will being too aggressive.

Related items

High quality sales calls
A few details on how we do it.

Hear David's thoughts on effective sales calls

Send effective-call questions:
david.osrin@musicmakers.tv

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Effective updates are about content and format

Think about what you'd find useful if you were a client, and remember the law of shiny things.

Imagine what you'd like if you were a client

As a client, you wouldn't want to be told about events that you already knew about from trade magazines and other firms' newsletters, but you'd be happy to receive:

- Brief 'news' items that highlight practical impacts and give links to more information.
- 'Issue' items that look at how to deal with situations or issues relevant to you.

Get the basics right

We use the mnemonic 'Running Animals Beat Crawlers' as a reminder of the basics that all firms should be getting right:

- **Relevance:** Tailor content to client sectors; highlight types of firms who'll be affected.
- **Actions:** Highlight actions that clients can take. If you can't think of any appropriate actions, ask yourself why a client should read it – and why you're sending it to them.
- **Brevity:** Send the briefest possible summary, provide links to further information.
- **Context:** Make the context clear. You're likely to have very detailed knowledge of a specific development, but clients may have had other things on their mind.

The law of shiny things – anything out of the ordinary gets noticed

Jackdaws can't tell the difference between a scrap of tinfoil and a diamond ring, and most of us are the same – we notice anything out of the ordinary, even if it's not a great leap forward.

Don't be afraid to use what others might call a marketing gimmick to get attention – some things that look gimmicky can be helpful. For example:

- List 'ten questions clients asked this month' in a newsletter.
- Include an 'ask a question' button in email newsletters.
- Give visual and text summaries in client briefings: a table of "do's and don'ts", a flow chart or decision tree that explains the key points of a specific issue.

Related items

Client-focused updates
A few details on how we do it

Send client-update questions:
simon.carter@onethreefour.co.uk