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Five Steps to Successful Marketing

Marketing and Sales have a “See-Saw” relationship: The more effective your Marketing is, the less Sales you have to do, and *visa versa*.

The five most important steps to a successful marketing plan are as follows:

- 1. Find the “Likely Prospects” in your market area:** Not everyone is as interested in your product/service as the next. Due to many different considerations such as, age, income, ethnicity, sex, type of domicile, etc., people have different needs and preferences.
Example: People with wood flooring do not need a carpet cleaner.
- 2. Contact the Prospects at the Right Time:** Timing in Life is everything and the most consistent thing in Life is change. Presenting your goods/services to the Likely Prospect, at the Right Time is essential in maximizing the likelihood of making a sale.
Example: People who are not buying property do not need a Title Company.
- 3. Make a Good Offer to the Prospect:** Utilize your customer experience to make a strategic, problem-solving offer to your prospect; one that statistically will have the greatest likelihood of motivating the prospect to contact you.
Example: Our Carpet cleaning uses non-toxic chemicals, has no residual odor, leaving your carpets usable the same day.
- 4. Include a “Reason to Respond” in your Offer:** It is a “give-to-get” world. To entice a prospect to respond to your Offer, you should include a tantalizing “extra” in your Offer.
Example: If you purchase our Deep-Cleaning Carpet Cleaning Service, We will include our Stain-Resistant Treatment at 10% OFF!
- 5. Include a “Sense of Urgency” in your Offer:** Without a Sense of Urgency, your Offer does not maximize the prospect’s motivation to ACT NOW!
Example: If you purchase our Patio Retractable Awning during the month of June, we will include a FREE Patio Bar-B-Q Grill.

Most businesses are best at items #3. to #5. above. Items #1. & #2. pose the greatest challenge.

Premier Property Maps (PPM) works to form a “partnership” with its clients to provide solutions to #1. and #2. PPM uses its relationship with hundreds of local Real Estate professionals who help home buyers and sellers to find “qualified” goods/services to improve their properties using our Relocation Guide.