
OVER **200** Branding – Prospecting – Networking – Marketing – Self Promotion – Lead Generation IDEAS!

Success is a series of steps taken towards a desired end result. The steps must be consistent in effort and consistent with the goal.

Prospecting, networking, marketing, and self-promotion are ways to grow your business and become free from the dependency of lot traffic and dealing with random customers who don't care about you, don't want you to make any profit, and take too long to sell.

In order to build a business that is repeat, referral, and appointment based a salesperson will have to generate a MASSIVE number of opportunities that come from MULTIPLE streams of PASSIVE and RESIDUE traffic sources. This process is a commitment to a philosophy of FARMING and HUNTING in order to work HARD and SMART today so you HARDLY have to WORK tomorrow.

It all starts with turning yourself into a BRAND, then PROMOTING your brand, and then creating RAVING FAN customers who want to PROMOTE your BRAND. This means you will have to create a U.S.P. (Unique Selling Proposition) for yourself and then COMMIT wholeheartedly to a MISSION of ADDING MASSIVE VALUE!

The salesperson who decides to build this kind of business will have to DECIDE to transform from a salesperson to a SALES PROFESSIONAL. The DECISION can be immediate although the CHANGES will be gradual and progressive. Remember that steady plodding will bring prosperity, but hasty speculation will bring destruction. This is not a get rich quick scheme, but this is a GET RICHER QUICKER STRATEGY!

The SALES PROFESSIONAL sees themselves as a BUSINESS within a BUSINESS and therefore treats their BRAND like a BUSINESS. They have GOALS, BUDGETS, PLANNING MEETINGS, FORECAST, TRACK, and MEASURE the ROI of their TIME and INVESTMENTS. Every business does this and therefore the sales professional does this too. Are you ready to become a BRAND, a BUSINESS, a SALES PROFESSIONAL? If so then use the following as a checklist of possible strategies and tactics for becoming FREE FROM THE LOT!

Your Success Coach, **Jonathan W. Dawson**

Prospecting – Networking - Marketing – Branding - Self Promotion - Lead Generation

- **Personal Brand**
 - **Overall Concept**
 - Based on a hobby
 - Based on a quirk
 - Based on a your selling style
 - Based on a deviation of your name
 - _____
 - **Nickname**
 - Based on a hobby
 - Based on a quirk
 - Based on a childhood theme
 - Based on a deviation of your name
 - _____
 - **Slogan**
 - Based on your selling style
 - Based on your personality
 - Based on your nickname
 - Based on your brand theme
 - _____
 - **Color**
 - Based on your favorite color
 - Based on your personality
 - Based on your vehicle brand
 - Based on your brand theme
 - _____
 - **Logo**
 - Based on your selling style
 - Based on your personality
 - Based on your nickname
 - Based on your brand theme
 - _____
 - **Branded #**
 - Based on your selling style
 - Based on your personality
 - Based on your nickname
 - Based on your brand theme
 - _____

Prospecting – Networking - Marketing – Branding - Self Promotion - Lead Generation

- **Online**
 - **Email**
 - For the business (Thank YOU)
 - For stopping in (Vehicle STILL Here)
 - For giving me a chance (Sorry I missed the chance to be your salesperson)
 - For giving me referrals (Let me know if they reach out)
 - For stopping by (I saw you were in the store today)
 - **Video Email**
 - For the business (Thank YOU)
 - For stopping in (Video Re-Walk-Around)
 - For giving me a chance (Sorry I missed the chance to be your salesperson)
 - For giving me referrals (Let me know if they reach out)
 - Referral Introduction (Your friend just bought from me)
 - **Websites**
 - Dealer webpage
 - Personal Website
 - “Special Report” Squeeze page
 - Microsite
 - _____
 - **Social Sites**
 - Professional Facebook page / Fan page
 - Professional YouTube Channel
 - LinkedIn page
 - Google+ page
 - _____
 - **Promotional Sites**
 - Twitter
 - Instagram
 - Pinterest
 - Blog
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____

Prospecting – Networking - Marketing – Branding - Self Promotion - Lead Generation

- **MASSIVE ADDED VALUE**

- **At the store**

- Refreshments
- Candies / Treats
- Snacks
- Toys / Games / Coloring books
- _____

- **Local Coupons**

- Local Restaurants
- Movie Theaters
- Bowling Alleys
- Specialty Gift Shops: Dogs, Sports, Flowers, etc.
- _____

- **Customer Appreciation Events**

- Dinners
- Parties
- Drawings / Prizes
- Trips / Getaways
- _____

- **Entertainment**

- Origami
- Magic
- Balloon animals
- Puzzles / Riddles
- _____

- **Charitable Fundraising**

- Girls & Boys Scouts
- Cancer treatment
- 4H Club
- Humane Society
- _____

- _____

- _____
- _____
- _____
- _____
- _____

Prospecting – Networking - Marketing – Branding - Self Promotion - Lead Generation

- **“Remember me” items**
 - **For yourself**
 - Clothing: Hat, Shirt, Jacket, Socks, etc.
 - Buttons
 - Creative Business Cards
 - Bracelets
 - _____
 - **For your Customer**
 - Clothing: Hat, Shirt, Jacket, Socks, etc.
 - Buttons
 - Creative Business Cards
 - Bracelets
 - _____
 - **For your Car**
 - Car Magnet
 - License plate bracket
 - Bumper / Window sticker
 - Car wrap
 - _____
 - **For a Customer’s Car**
 - License plate bracket
 - Keychain
 - Bumper / Window sticker
 - “Sold by” Stickers: Gas cap, Trunk & Hood Lid, Door Panel, Glove box
 - _____
 - **For a Customer’s Home**
 - Refrigerator magnet
 - Can koozie
 - Coffee / Travel Mug
 - Calendar
 - _____
 - **For a Customer’s Office**
 - Pens
 - Mouse Pad
 - Note Pads
 - Jump drive
 - _____

Prospecting – Networking - Marketing – Branding - Self Promotion - Lead Generation

- **Get in front of the crowds**
 - **Speaking engagements**
 - Rotary club
 - Networking Groups
 - Chamber of Commerce
 - Community Education Classes
 - _____
 - **Expert Status**
 - Radio programs
 - T.V. News Interviews
 - College / High School presentations
 - Newspaper articles
 - _____
 - **Live Events**
 - Local Fairs / Parades
 - Church Functions
 - Apartment Parties
 - Sporting Events
 - _____
 - **Advertisements**
 - Intersection / House Yard Signs
 - Public access T.V. spots
 - Local / Regional Newspaper
 - Direct mail
 - _____
 - **Affiliate Marketing**
 - Restaurant menus
 - Vehicle Displays
 - Joint Mailers
 - Take out / Delivery fliers
 - Fish Bowl Business Card Capture
 - **Referral Marketing**
 - Referral Delivery Sheet
 - Referral Birddog “Cash”
 - Referral Contests
 - Referral Reminder Mailer
 - _____

Prospecting – Networking - Marketing – Branding - Self Promotion - Lead Generation

- **Phone Calls**
 - **Sold Customer Follow-Up**
 - For the business (Thank YOU)
 - For giving me referrals (Let me know if they reach out)
 - For sending a referral (_____ just bought, your check is in the mail)
 - For stopping by (I saw you were in the store today)
 - Just checking in (How's the vehicle doing)
 - **Unsold Prospect Follow-Up**
 - For stopping in (Vehicle is STILL Here)
 - In case you are still deciding (Would you consider X instead of Y)
 - I have NEWS about the programs (They are BETTER / the STILL Saving...)
 - We just got in new inventory (NEWER, BETTER, DIFFERENT options)
 - 3rd party Customer Service (We saw that you came in, how was it)
 - **Lost Prospect Follow-Up**
 - Thanks for giving me a chance (Sorry I couldn't be your salesperson)
 - Customer Survey (How was your experience)
 - What was the Difference (Why did we lose the sale)
 - Would you recommend me (Ask for referrals)
 - Just checking in (How's the vehicle doing)
 - **Prospecting**
 - Database Update (How many drivers / vehicles are in your household)
 - Referral Request (Who do you know in the market)
 - Nice Trade (We just got in an AMAZING ____, do you know anyone)
 - Preferred Purchase (I'd like to be your companies official salesperson)
 - Vehicle Upgrade Event (It's time to get a nicer, newer vehicle)
 - **Good Calendar Dates**
 - Thanksgiving
 - Christmas
 - Birthdays
 - Purchase Anniversary
 - _____
 - **“Thinking of you”**
 - I thought I saw you at the store
 - I was thinking of some of my favorite customers
 - Let me know if I can help with anything
 - I'm here to serve
 - _____

Prospecting – Networking - Marketing – Branding - Self Promotion - Lead Generation

- **Fliers / Post Cards**
 - **Special Finance Program**
 - Laundry mats
 - Apartment complexes
 - Pawn shops
 - Gas Stations
 - _____
 - **Employee Purchase Program – Companies in your area**
 - _____
 - _____
 - _____
 - _____
 - _____
 - **Sunday Shopper (After Hours) Program**
 - Cars on the lot
 - On the window by your desk
 - Information stands
 - _____
 - _____
 - **“We need your car”**
 - Retail Stores: Walmart, Best Buy, Gander Mountain, etc.
 - Grocery stores
 - Shopping Malls
 - College Campuses
 - _____
 - **Preferred Purchase Program**
 - Credit Unions
 - Schools
 - Non-Profits
 - Apartment Complexes
 - Niche Groups: Motorcycle clubs, Golf clubs, etc.
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____

Prospecting – Networking - Marketing – Branding - Self Promotion - Lead Generation

- **Cards & Letters**
 - **Birthday Mailers**
 - For the Customer
 - For the Kids
 - For the Spouse / Significant other
 - For the Car
 - For the Cosigner
 - **“Thank You” Mailers**
 - For the business (Thank YOU)
 - For stopping in (Vehicle STILL Here)
 - For giving me a chance (Sorry I missed the chance to be your salesperson)
 - For giving me referrals (Let me know if they reach out)
 - For stopping by (I saw you were in the store today)
 - **Holiday Mailers**
 - National Salesperson Day (1st Friday in March)
 - 4th of July
 - Thanksgiving
 - Christmas
 - _____
 - **“Congratulations” Mailers**
 - Graduation
 - Job Promotion
 - Getting Married
 - New Child
 - _____
 - **“Thinking of you” Mailers**
 - Hope you are well
 - How are things
 - Let me know if I can help
 - I’m here to serve
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____