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Marketing to get leads
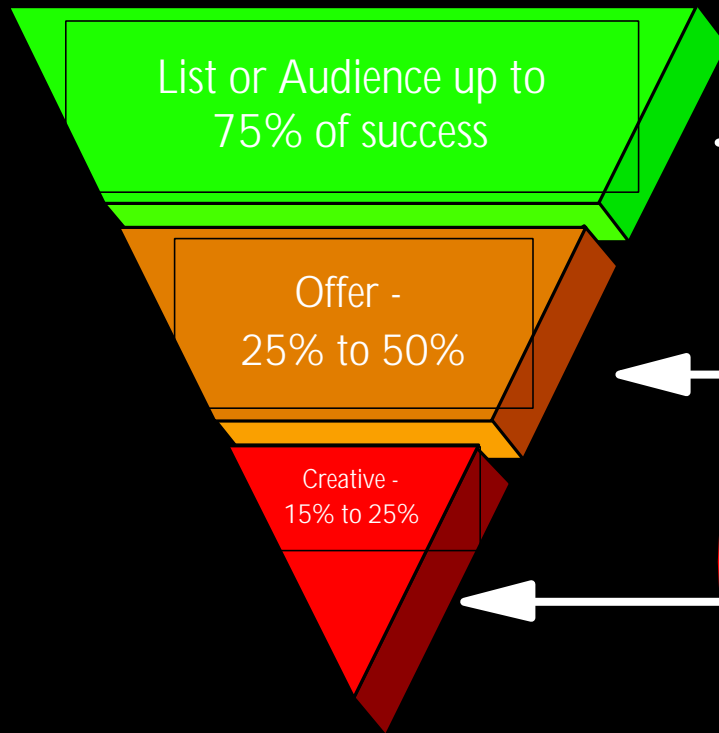
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4 Things determine success in all marketing

List or Audience up to
75% of success

Offer -
25% to 50%

Creative -
15% to 25%

#1 - List
Up to 75%

#2 - The Offer; what the prospect gives for what they get. Up to 50%

#3 - The Creative or Vehicle gets the offer to the audience. Accounts for up to 25%.

? Timing

The List or Audience

To find out who your best customers will be, study who your best customers are.
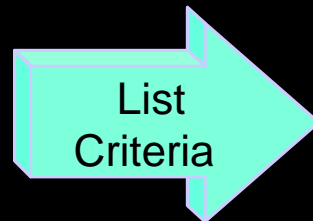
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Profile Analysis:

Take your current database and find out who your 80/20 customers are and profile them for:

- Size
- SIC
- Geo
- Revenue
- Other

List Criteria

Then use that data as your list criteria to select your 'go-to' prospect list.

- As well, include all 'up-n-coming' industries that 'should' be included in your go-to list.
- Profile who the best titles are to go to for both 'response' and the sale (two different items).

e business software

Lapis Bus. Solutions will provide such service for an average of $1,750 to $5,000, including the new 'go-to' prospect list. (Cost depends on the size of geo / house file). Jeff Gessler 440-347-0700

3 Offerings Are Needed Through The Stages of the Sale

1 - Introductory

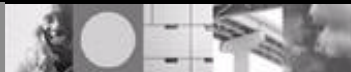Why respond? Ok, Talk to me.

2 - Examination

Why Listen? Do I need this?

3 - Make the deal

Why write the check to you?

So when we talk about 'Offer' we have to understand where we are in the stages of the sale: First, Second or Third.

Creative
AIDA and Urgency

Attention

Interest

Decision

Action

Create Urgency!!

Personalized letters pull much higher response.

Indenting paragraphs and using bullets increases response by 20% +

Here the offer is _'Screaming'_ at the prospect.

This letter and campaign is from a copyrighted and servicemarked campaign called CPM - contact Lapis for use 440-347-0700

A - Attention

Here by adding a $2 Bill, we doubled response; and adding the golf balls, doubled it again!! Overall 20% to 40% response with this powerful Intro Offer.

I - Interest

D - Decision

A - Action - Urgency

The best deadlines are within 5 days of when they receive the letter.

FEDERAL RESERVE NOTE
THE UNITED STATES OF AMERICA
2 TWO 2
TWO DOLLARS

Titleist
1
Titleist

FREE Custom Golf Ball Set For Completing Survey

August 3, 2001

Mr. Jeff Gessler
President
Lapis Business Solutions
4340 Lloyd Road
Wickliffe, OH 44301

Dear Jeff,

At Crowe Chizek, we continue to look for ways to better understand how Information Technology can improve the business processes of our customers. In fact, we are building our business around the needs of professionals like you.

Your input is extremely valuable on how we structure our Information Technology solutions. That's why I would like your input on the enclosed Information Technology Survey. And, although I know $2 doesn't even begin to cover your time, I want you to have it as a small appreciation of your help.

• The survey is just nine simple questions.

• Most of the questions can be answered by simply checking off a box. It should only take two minutes to complete the survey.

• When you have completed the survey, simply drop it in the enclosed pre-paid envelope and drop it in the mail, or you can fax it to 800-440-1413.

I am trying to complete this survey analysis in the next two weeks, so if you could take just two minutes, right now, and fill out the survey, I would greatly appreciate it.

Sincerely,

Martin L. Priller
Account Manager
Crowe, Chizek and Company LLP

P.S. If you complete the survey and return it to me by August 24th, I will get you a sleeve of Titleist Golf Balls, absolutely free. Thanks, and I hope to hear from you soon.

March 2, 2002
Mr. Jeff Gessler
Lapis Business Solutions
4414 Lloyd Road
Wickliffe, OH 44193

Dear Jeff,

ABC offers its customers a solutions-driven IBM practice focused on delivering strategic services using next-generation IBM technology. And that means three things for you:

- Better Customer Service
- Faster Cash Flow, Deliverables and Inventory Control, and a
- Vastly Improved Bottom Line

Through the IBM/ABC relationship, significant emphasis has been placed on the IBM WebSphere platform, IBM Start Now e-Commerce Solution, WebSphere Host Integration, Lotus Domino and e-Collaboration products as well as Tivoli SecureWay products.
By leveraging these leading-edge technologies, ABC's IBM practice provides:
- applications development,
- network integration,
- host integration, and
- deep customization capabilities.

Web application servers provide the foundation for building or expanding your business on the Web. PC Magazine gave IBM Websphere its 2001 Editors Choice award stating: "WebSphere is a software platform: The application server is just a single part of the whole. A host of e-commerce offerings, such as personalization and wireless servers, that sit on top of WebSphere are available from IBM and third parties" Websphere is a "highly scalable, robust, enterprise-class e-business delivery platform". Quite honestly, you won't find a better web application anywhere.

We are ABC, creating technology driven business solutions that translate to better profits, better efficiencies and, in short, better business for you.
Please give me a call today to allow us to come on in and give you a free analysis and demonstration of what we have done for others and what we can do for you.

Sincerely,
Jack Johnson
VP Sales and Marketing

P.S. If you call me by March 15 th to schedule a simple time to get together, I will bring with me
a Sleeve of Tiger Woods Nike Golf Balls as my gift - no obligation.

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Personalized survey pulls better response and tracks respondees.

A

Golf balls (or other premium) are delivered and not mailed so the sales rep has an 'in'.

Showing Picture of the offering increases response 20%

Ability to capture correct person's name if diff. than addressee. - approx 4%

A

First 3 questions are broad based 'ranking' questions that deal with their 'pain' and needs.

N

Next two questions determine their budget and timeframe.

B/T

Last question asks for the Appointment

A

Results

From Tom Huges, Digiterra, Indianapolis IN

"Initial results are in from the DB2 survey. These were to be sent to a list of 1000 Oracle on HP accounts. We received back to date, 155. The majority that we received back are truly Oracle, however, we also have a mix of DB2, SQL, Informix, and a couple of Progress and others.

Of the 155,
17 asked for a copy of DB2.
12 additional have plans within the next year to move or convert their databases
 (8 from Oracle, 2 from Informix, 2 from other)

I consider these 'A' leads

CPM Survey Mailer

Results

These results came from 8 years of testing 107 items.

Leads!!

*Mailed to 'Multiple Titles' within organization and **received 70%** Response from all organizations mailed to!

From 8-01 to 8-02

	IBM Total Mailed	Total Responses	% Response	Opp $ Per Response
Data Storage Survey	1410	190	17.78%	$104,211
eCommerce Survey	1500	278	19.65%	$133,993
Doc Mgt Survey	866	155	18.94%	$141,935
Info Tech Survey	3843	645	18.46%	$143,372
Messaging Survey	680	164	25.64%	$152,896
Web Survey	264	95	34.40%	$173,158
Collaboration Survey	251	63	25.10%	$18,571
SAE Trade Show Survey	4000	669	16.73%	$1,704
CRM Survey	256	28	10.94%	$123,214
Government Survey*	1923	449	23.35%* (70%)	N/A
Totals	**14993**	**2736**	**21.10%**	**$103,672**

Total $$ Opp: **$218M**

CPA (Cost Per Acquisition) of each response <$37