

John H. Melchinger—The Marketing Coach™

*I coach superior sales professionals
who want to improve their results
by marketing.*

Because...You don't have to be sick to get better

Objectives

- **Profitably improved sales performance**

Lower acquisition cost of new business

Less out of pocket expense

More cases seek you

Larger average case size

Larger sales of one product

More product sales per case

Improved sales ratios

First interviews : Sales

- **Increased personal satisfaction**

Higher image in the marketplace

Clients and Prospects

Non-insurance Professionals

More time from increased efficiency

More satisfying clientele by choices you make

Elements of the Process

1. Goal Setting — establishes your real objectives, relative to your ability and desire to change/adjust how you operate in your marketplace
2. Relationship Analysis — determines your best existing opportunities for raising average case size and lowering the cost of acquiring new business
3. Personal testing — identifies patterns of attitudes, interests and temperament, and how yours match segments of the marketplace available to you
4. Marketplace Analysis — how you can uncover and begin to develop suitable opportunities in your marketing area
5. Market Selection — choosing the target(s) most suitable and appropriate to you
6. Market Plan Development
 - ◆ Devising the messages to deliver to each market
 - ◆ Selecting the most suitable media for delivering those messages
 - ◆ Coordinating marketing activities in a schedule, calendar and tracking mechanism
 - ◆ Deselecting certain unprofitable clients
7. Marketing Plan Implementation — building and using promotion and related collateral; doing the right activities to develop target market business
8. Periodic Review — of the overall effectiveness of the marketing plan's implementation and coaching

Elements of Personal Services Marketing

- **Mission** — Answers the question, *What do you do?*
- **Situational Expertise** — Shows in what types of client situations you are knowledgeable and experienced at solving client problems
- **Client Profile(s)** — Set(s) your criteria for accepting clients; enables you to seek specific introductions your clients want to make
- **Process** — The steps through which you lead your clients to achieve the success they seek
- **Resume** — In two parts. Your *credentials* show ability; *background* shows credibility (to do that process you describe with people in that group you profile and seek introductions to)
- **Costs** — A regular statement you repeat often regarding how your clients pay for your services

Sample Collateral (partial listing)

1. Brochure (or equivalent promotion/image piece)
2. Initial Interview Presentation
3. Resume
4. Ideal Client Profile
5. Due Care Checklist