

Thinking out of the Box...



Reverse Demographics

... Unleashing the power within



For years you have worked hard developing your practice. The cornerstone of your business is the trusting relationships you have developed with your clients. The trust you've developed is the glue which bonds you and your clients together.

For years you have wondered what would be the most effective approach to take when you consider expanding your business and adding new clients. You may have asked yourself, "Do I hire a PR agency? What is the best method?" You have tried the traditional methods and all along you knew that somehow your current clients had the answers. Well they do, and here is the system which will encourage them to help you grow your practice.

Reverse Demographics...your partner in converting trusted relationships into future clients!

Reverse Demographics sees relationships as your current "*trusted valuable practice-building asset.*" The Reverse Demographic methodology involves creating a powerful system with your current clients in order to gain buy-in and ultimately build your practice. More importantly, this system involves understanding who can help you reach your firm's goals, building stronger connections with them, and building a network of long-term, trusting relationships.

The Reverse Demographics process believes that future clients of tomorrow look very similar and have similar characteristics as your existing clients. Reverse Demographics provides a step-by-step guide to help you identify clients for tomorrow by leveraging the current relationships you have with existing clients.

In essence, **Reverse Demographics unleashes the power within!**

The process of identifying and developing a personal relationship with potential future clients is the challenge of all marketing systems. Equally as important is the actual time necessary to convert a possible potential client into an actual client. Years of research have led us to these steps, which we can emphatically state are very effective. Reverse Demographics is a proven process that takes you through a well thought out, structured plan to help profile your current and future clients, and develop a proven, targeted campaign to go after them.

The Reverse Demographics 4-Step Process

Step #1 – Identifying the 10 Most Approachable Clients and the 10 Best Clients

Reverse Demographics begins with you surveying your existing clients. This is a very important step. The initial goal of this step will be to determine your 10 Most Approachable Clients, and your 10 Best Clients. Both play a key role in identifying and developing Reverse Demographics.

Most Approachable Clients are defined as clients you can meet on a very favorable basis, at anytime you choose to discuss both business and non-business matters. Best Clients are clients who are defined as either the most influential in their profession, industry, association, etc., or clients from whom you have generated the highest fees/income. These clients are the most powerful relationships you have developed and are the most natural point to begin building your Reverse Demographic system. These selected current clients should be willing to assist you.

Step #2 – Lunch With Your Existing Clients – Completing the Market Survey

The next step in our process is to set up a Developmental Lunch/Breakfast Meeting (DLM) with the clients you identified. These meetings should be set up at a local restaurant. When you approach your existing clients, let them know the purpose of this meeting - that it will be a discussion about their business. Let them know you have some thoughts and ideas you want to explore with them as well as to discuss how they might help you grow your business. This meeting should serve both as a developmental process for you as well as a relationship building step with your existing clients.

At the Developmental Lunch/Breakfast you will need to discuss the fact that your firm wants to become an expert resource in their client's industry. To be able to be most effective, you would like to gather information using the Market Survey on the following pages. The simplest way introducing the Market Survey is to be direct with your existing clients.

Before completing the Market Survey, announce to your client that you will take the liberty of putting together a list of people working in his/her industry.

The survey will help you gain additional knowledge about your client's business and will serve as a forum for you to identify future prospects.

The survey should be filled out in person with your client. Do not mail the Market Survey form! The survey should take approximately fifteen (15) minutes to complete.



**Reverse Demographics
Market Survey**

Person Interviewed: _____
Date: _____
Industry: _____

Client/Business Background

1. What made you decide to go into this profession? How did you get into this business?

2. How do you generate new business?

Common Characteristics of Occupation

3. What do you think would be a fairly common profile of a person in your occupation/industry/profession with respect to age, income level, interests, family, etc.? Do you think there is a common profile?

4. What associations are there in your occupation/industry/profession? Do you belong? Are you active? Do they publish a newsletter? Do they hold meetings? If so, how often and where? Who are the leaders I should meet? How would you suggest I build a relationship with this organization?



5. What is the best way to contact members of your occupation/industry/profession? Best time?

6. Do you communicate with peers in your occupation/industry/profession regularly? If so, how and how often?

Industry Data

7. If I were to ask 8-10 people in your industry what their biggest problem is, do you think a majority of that group would answer the same way? If so, what would that problem be? And if not, what do you consider to be your biggest problem?

8. In your opinion, what are the biggest problems in your business/industry that are not monetary issues? What are the monetary issues?

9. How have members addressed these needs and problems?

10. Do you read trade journals/publications of any sort? If so, which ones? As far as you know, is there more than one trade publication in your occupation/industry/profession?



11. In your opinion, what else should I know about your occupation/industry/profession in order to provide the best possible service?

12. All things considered, how would you advise me to proceed in specializing with members of your occupation/industry/profession?

13. Considering that I want to specialize with people working in your line of business – in your opinion, where should I focus my efforts?

14. Are you involved in the community, charitable organizations, or the Chamber of Commerce?

After completing Step 2 of the Reverse Demographics process and the Market Survey form, your client should be feeling good about the lunch/breakfast meeting. You have given your client the opportunity to talk about their business as well as their life. You will find that most successful business people are proud of their accomplishments. Allowing your clients the chance to express themselves at this Developmental Lunch/Breakfast Meeting will prove to be a very positive step in the overall relationship building process. You are now ready to explore Step Three of the Reverse Demographics process.

Step #3 – Presenting Your Prospect List

Show your client the list of people working in his/her industry and ask him/her to mark up each name and identify who would make a good client and who he/she feels would not be good to deal with. You will find your client will happily review the prospect list and comment, "This one is not good", "This guy is terrific", "Don't call this person", etc.

Make it a game! It should not be a chore for your client!

Prior to meeting with your client, it is necessary for you to develop a prospect list that fits your client profile.

There are many resources you may use to identify a prospect list – for example, Dunn & Bradstreet or a local list provider you are familiar with.

Your list should include the following data elements:

- Name of Prospect
- Address
- City, State, Zip
- Phone Number (you should only obtain Prospects who have a current phone number)
- Industry

SAMPLE PROSPECT LIST

COMPANY	Executive/Lines of Business	PROFILE	NY
Air Ideal Inc. 51 Windsor Avenue Mineola, NY 11501 Phone: 516.873.3100	Anthony Cutaia, CEO SIC: 17110405 Description: Plbny/Htng/Air-Co	Employees Here: Sales Here: Years in Database: Ad Size:	20 1,900.,000
Haugen Bros, Inc. 44 Allen Blvd. Farmingdale, NY 11735 Phone: 631./825.0535	Andrew Haugen, President SIC: 17110400 Description: Plbng/Htng/Air-Co.	Employees Here: Sales Here: Years in Database: Ad Size:	6 390,000
Charles Cox, Inc. 20 Brooklyn Avenue Valley Stream, NY 11581-1222	Robert Cox, President SIC: 1711020000405 Description: Plbng/Htng/Air-Co	Employees Here: Sales Here: Years in Database: Ad Size:	7 470,000
Dynaire Corporation 134 Herricks Road Mineola, NY 11501- 2205	Alvin Soffler, President SIC: 171104050404 Description: Plbng/Htng/Air-Co	Employees Here: Sales Here: Years in Database: Ad Size:	40 580,000
Balance Service, Inc. 233 E. Shore Road, Suite 202 Great Neck, NY 11023 Phone: 516.773.8903	Joseph Ciccarella, President SIC: 17110400 Description: Plbng/Htng/Air-Co	Employees Here: Sales Here: Years in Database: Ad Size:	8 660,000

The average cost per lead is between \$.20 - \$.35 depending on the amount of data elements/information included on the file.

Make sure the List Provider has:

- “Dedupped” the list against federal and state Do Not Pander Lists.
- NCOA the file (meaning that the prospect has a current mailing address. NCOA stands for National Change of Address and is updated monthly by the postal service).

Once you get the Prospect list, make sure you:

- Match the prospect list against your current client base
- Identify and remove all current clients from the prospect list.

Depending upon the number of businesses on your Prospect List, the third step could be as short as 15 minutes or much longer. Whatever the case, you should allow adequate time for Step #3.

THIS STEP IS YOUR BRIDGE TO FUTURE CLIENT DEVELOPMENT. Use your time to get as much information as possible on each business your client identifies as a **good** prospect. Don't rush your client and be very systematic. This step is crucial – you cannot shortcut this step. Open the door to Step #4 – Developing targeted “Testimonial” letters.

Step #4 – Developing Targeted “Testimonial” Letters

In every process there is a closing step; the step that brings you face to face with your goal. This final step in the Reverse Demographics process requires you to ask your client if they would be willing to put a testimonial letter on their stationary for you to mail to the targeted prospects they have identified in Step #3. Suggest they use one of the sample “Testimonial” letters attached. This may sound difficult however, if you have executed Step #1, Step #2 and Step #3, completing this next step will seem quite natural. Your client has just identified key contacts in Step #3. Simply layout your sample testimonial letters found in the appendix and make the following statement:

“I would like to thank you for identifying individuals that you feel might make great clients for our firm. However, being professionals, our next step could be to contact these individuals and set up appointments. Since we never make cold calls, could you assist us? I have prepared these sample letters that I would like to put on your company stationary and send to each prospect you have identified.”

Your client will probably be happy to help, but will not be willing to type the letter on his stationary. They will probably give you blank stationary and ask you to prepare the letter for his/her signature. Whichever way he/she wants to pursue this, work with your clients, these testimonial letters are clearly the goal of the Reverse Demographic process.

Summary

Reverse Demographics is a four step process:

- Step 1: Identifying the 10 MAC/10BC
- Step 2: Market Survey
- Step 3: Prospect List
- Step 4: Testimonial Letters

This effective proven approach will result in weekly letters being sent to prospects that look very similar and have similar characteristics as your existing clients. You will unleash a powerful process that will help you move your practice ahead.

Once the “Testimonials” letters have been sent out, they will need to be followed up with a phone call to establish an appointment; refer to Step 5 of this manual. Clients developed through the Reverse Demographics process should become clients.



The Reverse Demographics process should be repeated with these new clients. This repeated process using the same "industry" list will eventually establish you as an expert concentrating on a specific niche industry. The process can be done continuously with ever current client listed on the 10 MAC/10BC form.

Sample "Testimonial" Letter #1

NTW Nassau Tool Works, Inc

34 Lamar Street
West Babylon, NY 11704
(516) 643-5000 * (516) 643-5062

October 10, 1997

Dear

This is to introduce _____, of _____, who specializes in wealth management, business and tax planning.

When he first called me, I doubted whether his services could be of any significant help to me. Yet, as a result of his work, my affairs are in much better order, and I anticipate very worthwhile tax savings both personally and through the business.

I've asked him to give you a call on my personal recommendation. Regardless of any previous planning you have done, I would suggest spending fifteen to twenty minutes to allow him to explain his work so that you can determine if they can be of any help to you.

Sincerely,



Sample "Testimonial" Letter #2

JAVIN Machine Corp.

TOOLS AND DIES * EXPERIMENTAL
METAL STAMPING * SCREW MACHINE
ROLLERS & SHAFTS

31 Otis Street
West Babylon, NY 11704

Telephone: 516-643-3322
Fax No: 516-643-3340

Business Name
Address
Town, State, Zip

Dear

I would like to introduce _____, whose professional services have been very helpful to me.

I have recently reviewed my situation with him and adopted some of his suggestions which were certainly of benefit to me.

I have asked _____ to contact you on my personal recommendation. Despite any planning you may have done, the initial fifteen to twenty minutes he needs to explain his work will be time well spent.

Sincerely,



Sample "Testimonial" Letter #3

Mercury Tool Co.

148 Central Avenue
Farmingdale, NY 11735
Phone (516) 249-1820 Fax (516) 752-0017

Business Name
Address
Town, State, Zip

Attn:

Dear

This is to introduce _____ of _____, Inc., who specializes in Financial, Tax and Estate Planning.

I recently reviewed my situation and adopted some of their suggestions, which will result in considerable tax savings.

I have asked them to contact you on my personal recommendation. Despite any planning you may have done, the initial fifteen to twenty minutes he needs to explain his work and for you to decide if it applies, will be time well spent.

Sincerely,



Sample "Testimonial" Letter #4

KRUG PRECISION, INC.

CAREY PLACE* PORT WASHINGTON, NEW YORK 11050* (516) 944-9350

Dear

I would like to introduce _____ of _____, whose professional service has been very helpful to me and my company. He will be calling you on my recommendation and I ask you to allow him fifteen minutes to explain who he is and what he is doing so that you can determine if his work might apply to you.

Sincerely,



Sample "Testimonial" Letter #5

HOWE MACHINE & TOOL CORP.

236 Park Ave. * Bethpage, NY 11714 * (516) 931-5687

Att:

Dear:

I would like to introduce _____ of _____, whose professional services have been very helpful to me.

I have recently reviewed my situation with him and adopted some of their suggestions, which were certainly of benefit to me.

I have asked him to contact you on my personal recommendation. Despite any planning you may have done, the initial fifteen to twenty minutes he needs to explain his work will be time well spent.

Sincerely,