



**The Harvest "Be #2 @ 200 Campaign"
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Introduction

The "Be #2 @ 200 Campaign", is designed to target commercial work. It is part of the marketing and sales process. In order to accomplish this it is important to identify the "Top 200" targeted jobs within your selected territory and collect basic information on them. This information will then be used as part of an overall marketing and sales strategy to position the company as the best number two choice available to the potential customer. This campaign is a never-ending process and will require an investment in time and resources. The main intent is to build market density with jobs that are the right size and proximity to other work as well as to be potential "game changers" in that these jobs are the largest and most appropriate for your company in your market area.

Step One: Prospecting

A. Targeted Job Recon: Select your 200.

- Identify the jobs that we want over the next three years
- Get Account Managers input and let them know what we are looking for; be specific
- Focus on premier jobs that are within 1hour to or less from dispatch area/ or less than 15 minutes from existing work
- Determine best jobs w/IQ and client relations and perform 4-post strategy
- Does this job meet our criteria? Location, Size, Market Type ?
- Does the potential customer show signs of being a promising customer?
- Determine approximate monthly value of contract
- Any potential for upgrades other services: tree care, irrigation, re-landscaping?
- All new jobs going in (currently being installed)- start the sales process
- What IQ Score would this get? Where would we make improvements?

Location: Within 60 minutes from dispatch yard or 15 minutes from existing work Y/N

Size > \$1,000 \$ _____

IQ Score _____

Pain Points/ Areas for Improvement; List _____

Once the Top 200 customers have been identified decide which are most desirable, prioritize the list. Now move to Client recon.

B. Customer Recon:

- Who is the customer? Property Manager/company, Who owns the property?
- Find out who the decision makers are for each of these potential accounts.
- Starting out with the top 50 do a web search to find out about the company, what they do, what charities they participate in, what their corporate interests are, who the top execs are, pres, vice pres, CFO, everything possible.
- Find out if they use a management company to handle their landscape and if so who their contact person is.
- If they use outside management then see if anyone knows the person, the company, etc.
- Find out what subcontractors they use – perhaps you know one of them and can get in through them.

C. Competitor Recon:

- Who is the current service provider?
- Complete a recon report on them

Note: During the prospecting phase you may encounter some common patterns or common points of contacts and competitors. It may then become more efficient to go to the Property Management Company direct and start working the process at that level. Also, you may find some common competitors, some that are good and some that are continually dropping the ball then adjust accordingly. Seek out their jobs to see if there are any patterns that can be taken advantage of, like poor service and upset clients who need someone that is more reliable like us!

Step Two: Qualifying

- After all recon is completed make contact with customer and ask qualifying questions
- Find out the pain points
- Is there a possibility of getting on their proposal calendar?

Note: If they are a viable target now put them down on the Top 200 and we now begin with the campaign

If they are not a viable target move on.

Step Three: The “Be 2 @ 200 Direct Mail Campaign”

You are now going to begin a direct mail campaign using letters, gifts, emails and then followed by phone calls. The objective is for you and your company to be recognized above the clutter of other marketing and sales people, to “stand out in the crowd” so to speak, so you will be in the number 2 position in the mind of your potential customer.

How will this be accomplished? By “touching” the customer every month so they will take your phone calls, put you on their “bid list” and recognize you as the “go to” person/company should number #1, the company they are presently using, fall short.

The best way to do this is by communicating with them every month. This will get you recognition in the eyes of the prospective buyer. Your campaign should be planned out one year in advance. The idea is to send a gift accompanied by a letter the first month and then the second month a compelling letter and the following month a gift and letter and so forth. Every month immediately after the letter or gift goes out you will want to follow up with a phone call to the prospect. Eventually they will succumb and take your calls out of either desperation or curiosity. One thing for sure, you will become recognized and they will become aware of your company.

Although this may appear costly if you get any of the 200 within the first year that one account alone will pay for your campaign.

The Gifts:

Now these gifts can't be expensive in that we don't want them to feel we are trying to bribe them. Instead we want the gifts to be a novelty, something of use that they may want to keep or at least give to their children. Some examples might be,

- Penlight
- Tape measure
- Snow scraper
- Golf ball
- Golf tees
- Magnifying glass
- Calculator
- Rubik's Cube
- Mini tool kit
- Metal whistle
- Paper Cube
- Pens

These are all fairly inexpensive items that will give you brand awareness. I used to send out ice scrapers in August and got many calls from property managers that were totally amused at the gift.

Letters:

It's extremely important that a letter accompany every gift. It should be "short and sweet", no more than one page and tie into the gift. For example, when I sent out the snow scraper in August I would say, "It's 90 degrees out today but it's time to THINK SNOW." Then I would go on about how I would like to talk to them about their winter needs. Another example would be to send out pens with your company logo on it and your letter could start by saying, "Please use this pen to make a note to call me to talk about your landscaping needs". The letter with the tape measure might say, if your present contractor doesn't "measure up, give me a call. I think you get the idea.

When sending letters out without a gift it's important that your prospect doesn't feel that your letter is just "marketing junk". Make your letter interesting. It might be a press release, the results of a survey, and some interesting facts about the coming weather and how it will affect the landscape. Again, by doing this you are establishing a "beachhead" in your customers mind.

Your 2@200 Marketing Calendar

It's important to now plan out which gifts and which letters will be sent out to your list. Write down who they will go to and when. You may want to send out 50 a week to allow time for your follow-up phone calls and appointments as a result of your efforts.

Your Phone Call Follow-up:

As mentioned above after each mailing you will want to follow-up with a phone call to your prospect. Remember the goal all along has been to get your prospect on the phone in order to meet them, offer a presentation and begin to build a relationship.

- Now think of ways to "touch" them, by email, direct mail, letters, notes, phone calls, gifts, going to corporate/charity events to meet them, joining networking groups, BOMA, IFMA,
- If a public company purchase shares of stock to get all their corporate info
- Consider advertising in their types of magazines. If they don't subscribe give them a subscription as a gift with a letter letting them know that you gave it to them and refer them to your ad
- Determine what associations the PM belong to and determine best association opportunities and decide our level of participation
- Become their resource for issues that are important to them

Step Four: Get to Proposal Point

The trick is now to get to be number 2 on all 200 – the ultimate goal is for them to know you so you are included to offer your proposal, or if there is a problem with their current provider they will immediately think of YOU.

Also – when there are extra work jobs they will ask YOU for a price and not just give it to their current provider. There must be some kind of "touch" that goes out to these Top 200 AT LEAST every other month without fail. You now should be able to get in front of them, they know you, now give them a proposal and close the deal.