



## GAINING MOMENTUM



Along the business cycle we have times when the work coming down the pipeline dries up. It might be our own doing or external forces. The phone rings less; tenders and quotation requests decrease; work begins to slow. I met with a company recently who was in this slow down phase and I asked "How much marketing are you doing?" They replied "Would you believe it? None."

My response was "yes I would believe it as it is quite typical of many businesses."

There was a farmer who made a decision not plant any crops one year. He was rewarded accordingly with no harvest. Another more diligent farmer planted ten acres and received ten acres of food. Yet another planted one hundred acres and also received a harvest commensurate with his sowing.

Whatever you sow you reap. Plant nothing, get nothing. Plant an acre - harvest an acre. The more you sow the more will come back to you.

When it comes to filling up the sales pipeline you could see each of the following as an acre of land:

- Monthly newsletter to your clients and prospects
- Following up quotes. Many don't do this one simple act.
- Call through your prospects seeking to add value wherever possible
- Call your previous clients
- Identify areas where you know you can do exceptional work asking "who is my ideal client?" Then, go about the process of getting in touch with them. (I have a process for this that works effectively if you would like to discuss further).
- Letterbox drops. I don't promote this normally but one of my clients living in a country town completed this and worked fabulously for them.

The list could fill a whole book but the key is "how do I get in front of my key customers and prospects on a regular basis?"

When things are quiet you need to start sowing seed. Don't wait till it's perfect - just start. You can always perfect along the way.

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