

Secrets to Effective Direct Response Marketing

By Jon Bartos

Getting ahold of prospects today is one of the toughest things to do in business. Without a business conversation – there is no chance you will earn their business, place people and earn commission checks. It's getting harder, not easier to get a hold of people due to changes in acceptable communications practices. It's ok to not return calls or emails today. So..what do we do?

Answer – focus on sound Direct Response Marketing techniques.

Whether your emailing, leaving a voice mail or doing a marketing presentation live – there are things that work immediately and other things that don't or can work but take a longer period to work. The two types of Marketing are Direct Response Marketing and the other being Brand Awareness Marketing.

Our focus will be on Direct Response Marketing. What we are wanting is a positive acted on response immediately following the end of the call, email or voice mail. The goal of Direct Response Marketing is to earn the right to a *Business Conversation* to explore the possibilities of working together.

Don't get me wrong, Awareness or Brand Marketing is important too. It just takes longer before response happens if it happens. A good example of those types of marketing are blogs, writing articles, value proposition presentations, introduction calls, etc. Over an extended period – brand identity is established; business conversations can happen. For long term success a combination of Direct Response and Awareness Marketing is always a good idea.

For Direct Response Marketing to work – three rules need to be met:

Rule 1:

There must Credibility/Trust established – and quickly

Rule2:

There must be a Unique Selling Proposition. The no brainer reason why this gives extreme value.

Rule 3:

There must be reason to Act NOW – Sense of Urgency

TV Infomercials

Let's look at the TV infomercials today. And follow our rules. Let's look at the Sham Wow, My Favorite Pillow or even FlexSeal.

Rule 1 (Credibility/trust)– they show the product working, how its manufactured, comparing to competitive products, millions of happy customers

Rule 2 (USP) – it does something no other product does, nothing out on the market like it. Look at the results. Saves time, money and evokes an emotional response.

Rule 3 (Sense of Urgency Call to Action) – at the end of the show – if you call in 10 minutes – you get two for the price of handling.

But how do we do this in Recruiting?

In Recruiting it's no different. Let's start by exploring the recruiting definitions.

Credibility Statement- Establish Credibility with your Value Proposition at beginning or end of your presentation.

Value Proposition – why use you opposed to all other alternatives.

Unique Selling Proposition/Extreme Value – Usually this is key Success trait of your “A” player currently on the market. It must be only one key feature – that shows how the individual is a top performer at what they do.

Let's jump in and look at how this would look like using an “A” player as your USP.

PRESENTATION 1

Hi Fred (prospective client)

(Credibility Statement)

This is Jon Bartos with GPS, as you probably already know we are the leading provider of talent to the Workday ecosystem putting on board over 1000 professionals with Workday Implementation Partners like IBM, Accenture and Mercer CPSG just to name a few.

(Unique Selling Proposition and Extreme Value)

The real reason I HAD to talk to you today, is I was confidentially approached by a 40-million-dollar Workday Services Provider – probably the top rainmaker in the industry – and I thought of you.

(Sense of Urgency and Call to Action)

We have about two days before this individual will be off the market and she suggested chatting with you and your team.

(Closing Statement)

How is your appetite for bringing on board Rainmakers like this?

OR

How does Tuesday at 3:30pm look on your Calendar?

OR

How is my timing?

OR

Can you guys handle another 40 Million in Revenue?

This above script has all the mechanics of what we are looking for. It will work. There is one additional rule that helps the effectiveness of Recruiting Direct Response Marketing – and that is the **Unique Selling Proposition must be articulated in the first 10 – 15 Seconds.** The attention span of our listeners is not getting longer. So, by getting your main USP out sooner – your position Direct Response rate dramatically increases. So how can we improve on that to ensure the USP or Extreme Value happens sooner? There are two options.

- Shorten your Credibility Statement
- Lead with your Unique Selling Proposition

Presentation 2

Hi Fred,

This is Jon Bartos with GPS. The reason I reached out today, I was just approached by the top Workday Sales Professional in the industry - a 40-million-dollar producer of Workday Implementation Services Sales working for one of your top competitors – looking to confidentially make a change. Fred – I immediately thought of you.

We have about two days before this individual will be off the market and they suggested potentially chatting with you and your team.

As you probably already know GPS – is the leading provider of talent to the Workday ecosystem putting on board over 1000 professionals with Workday Implementation Partners like IBM, Accenture and Mercer CPSG just to name a few.

Fred, my question for you is How is your appetite for bringing on board a Workday Rainmaker like this?

Experiment with your presentation to get the key Unique Selling Proposition – the no brainer reason why they need to chat with you and your candidate sooner in the presentation. If you can get it in the first 10-15 seconds – watch out - miracles will happen.