Direct Response Marketing Introduction

a nice allegory to explain how Direct Response Marketing works, as compared with the traditional door-to-door salesman game

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This allegory comes from Mr. Gerd Truntschka, a former member of the German national icehockey team

Today, he owns and runs the Lavita company: www.lavita.de

Lavita is a famous and unique fruit & vegetable juice concentrate that is sold to end consumers

Imagine a large forest

60 people live in that large forest: our targets

Only 10% of these 60 people need our product: our prospects

Unfortunately, we do not know who these six people are. They all seem to look alike

This is how door-to-door salesmen work

Round 1

We have converted 5 targets into 5 leads.

And - along the way - we found 1 qualified lead, a prospect.

This is how door-to-door salesmen work

We had before converted 5 leads into 1 qualified lead.

And we have converted the 1 qualified lead into 1 sales-won.

You can imagine that this is not going to be efficient.

This is how „Direct Response Marketing“ works

Publish what you have to sell.

Use your USP.

sell

- greed
- fear
- a vision

And here they come:

And here come the prospects, after qualifying themselves:

Here they are:

Here they are:

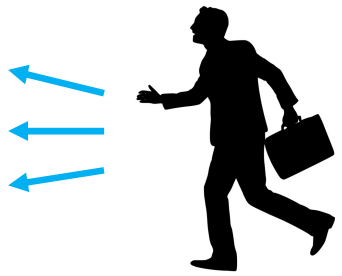
Here they are:

Here they are:

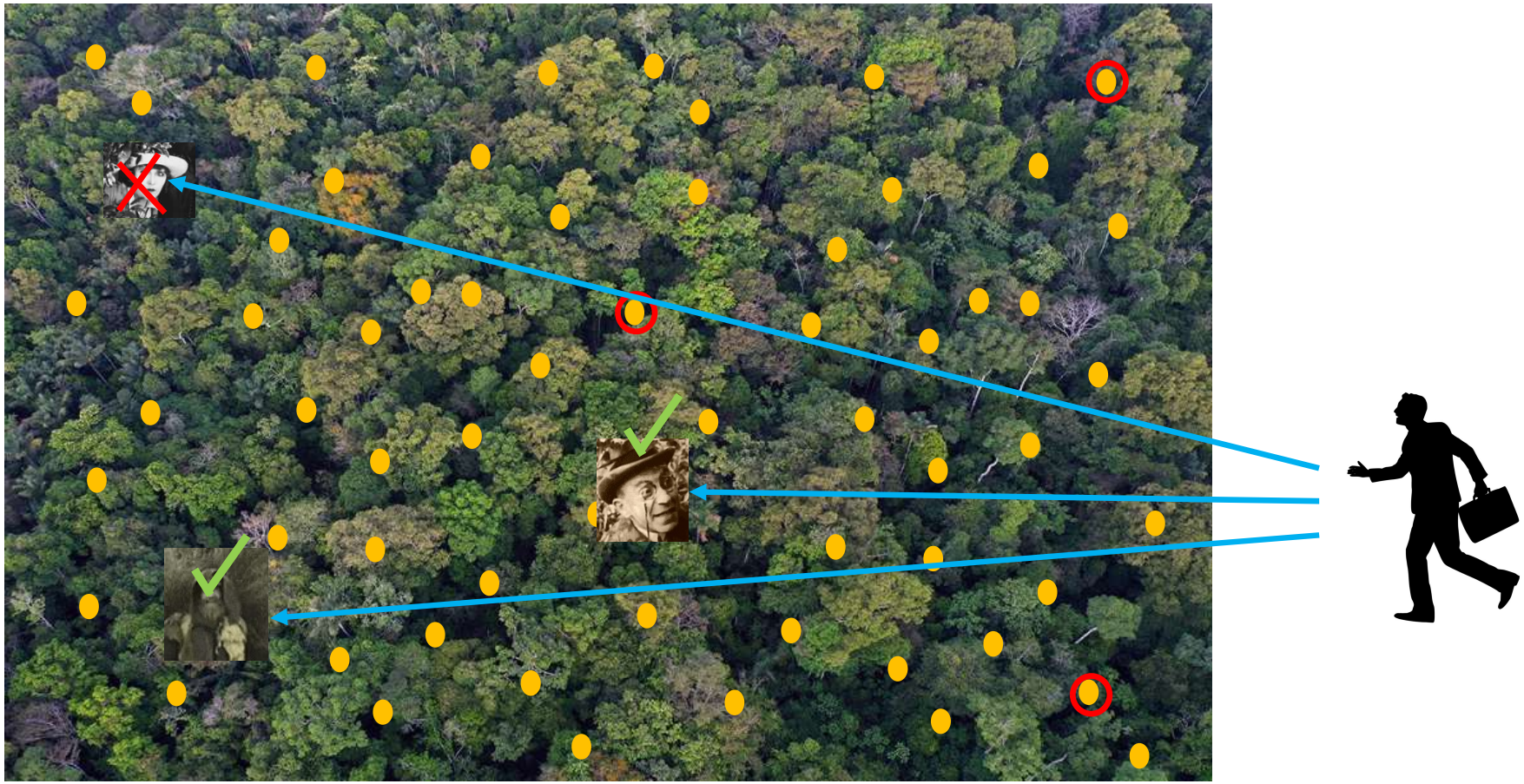
Next step: get their coordinates

Do your 1-2-1‘s on them and collect their addresses so that you can find them again

Next step: send out your salesman



The salesman does his talking



Result

We have converted 3 qualified leads(= prospects) into 2 sales-won

Does this look like a sustainable method or not?

Contribution

- Language is important. This is how any conversion works: target – lead – prospect/qualified lead – sales-won/sales-lost
- Direct Response Marketing is a numbers game:
    - reach out to 60 targets and create 2 sales-won
    - reach out to 600 targets and create 20 sales-won
    - reach out to 6,000 targets and create 200 sales-won
    - wash & rinse
- Safe effort, let the prospects qualify themselves: use your USP
- Sell greed, fear, or a vision

This allegory can serve to explain many aspects of Direct Response Marketing

- How can we increase the number of targets that are turned into qualified leads?
- When and why do targets not like our efforts to convert them to qualified leads?
- Should you start sales when the prospects turn themselves in or only at a later time?
- How to nourish the relationship with the newly qualified leads?