

One K.I.T. System Does Not Fit All



Have you ever attended a meeting, bonded with someone you could refer business to but didn't have a need for their services? Then, you found yourself on their list receiving weekly information from them that provided no value to you.

One of the major mistakes businesses make is create an e-newsletter and call it their keep-in-touch system. They attend networking events and erroneously use that list for everyone they meet. They think they are growing their list and wonder why people are

unsubscribing.

In this case, one system does not fit all. Your prospect-related communications may not be appropriate to include with a referral source you just met. A referral source is someone who has the same target market as you do and who may send you referrals but is not a prospect.

For example, you may provide weekly tips in your area of expertise for your prospects. However, for referral sources, you may want to send a quarterly letter asking them to confirm their contact information and their ideal target market so you can send quality referrals their way.

At regular intervals, I send a letter to my referral sources. I discovered several referral sources changed or expanded their target market. They returned a response in the self-addressed, stamped envelope I included with my letter. It also keeps my database up to date so that when I send referrals their way, the referrals I send are spot on.

With value-added stakeholder-specific systems, you'll stay top of mind all because you have a system with a message that is right on target with your audience.