

Abstract:

Why Old School is Cool Again

Discover the New Secrets of using Direct Mail effectively for B2B Demand Generation

How you can (1) lower your cost of customer acquisition and (2) drive consistent demand for your products and services using high-response lead generation formulas exclusively achievable through Direct Mail.

Inside you'll discover why Direct Mail is more relevant in 2008 than ever:

How to increase your response rates from 2%-5% to 15%-20% and higher

The #1 hurdle you most overcome to convert leads to sales

What the pros like IBM are doing to achieve consistently solid results

Download the **Free White Paper** here.

Why Old School is Cool Again:

Discover the New Secrets of using Direct Mail effectively for B2B Demand Generation

By:

Les Proctor, Matt Minarik, and Jeff Gessler

Inside...

How you can (1) lower your cost of customer acquisition and (2) drive consistent demand for your products and services using high-response lead generation formulas exclusively achievable through Direct Mail.

Discover why Direct Mail is more relevant in 2008 than ever:

How to increase your response rates from 2%-5% to 15%-20% and higher

The #1 hurdle you most overcome to convert leads to sales

What the pros like IBM are doing to achieve consistently solid results

Are you sick and tired of consistently less-than-spectacular results from your lead generation efforts? Got leads going no-where?

Do you feel like you're pouring money down a rat-hole with little to show for it other than knee-jerk lame excuses either from your marketing agency or your sales team?

Are you dog-tired of the finger-pointing and poor results being blamed on the IT department and its latest failed CRM implementation?

If you answered "yes" to any of the questions above—and you have a hunch that there's a better way—the one that the Pros like IBM are using to deliver consistently solid results, quarter after quarter, year after year... then this paper is for you, *please read on...*

Inside this paper you'll discover why Direct Mail is more relevant in 2008 than ever before:

How to increase your response rates from 2%-5% to 15%-20% and higher

The #1 hurdle you most overcome to convert leads to sales

What the pros like IBM are doing to achieve consistently solid results

How to increase your response rates from 2%-5% to 15%-20% and higher

Ok, we've all heard of the 40-40-20 rule in Direct Mail that says the success of any campaign is attributable 40% to the list, 40% to the offer, and 20% to the copy & creative.

Of course "creative" types never like to hear this. But then again, how much is it costing you to be creative if you're not making any sales? It's costing you a lot.

In the real, brutal world of B2B Lead Generation, things are not so simple..., and while the 40-40-20 rule holds true somewhat in theory..., there is a corollary to this formula that is attributable to a gentleman named Matthew Minarik, who was IBM's #1 Lead Generator for 3-years running 2002-2005.

The Minarik Corollary to the 40-40-20 Rule

"Putting theory into practice to consistently generate the highest results requires establishing a high level of trust— which in turn requires(1) industry expertise, (2) knowledge & competency, and personal character and responsibility.

The truth is if you get any one of these elements below wrong, it could tank your entire effort. Get each one of these right—enjoy spectacular success. It's that simple."

The correct list: or audience: Up to 75%

The correct offer: 25% to 50%

The right creative: 15% to 25%

Getting the timing right: everything

The beauty (and the agony) of Direct Mail is that we are not in an ivory tower discussing theoretical principles. Direct Mail is about action. And putting time-honored principles and techniques that we've learned through years of experience into practice.

The results derived from Direct Mail do not lie.

Either you are successful, or you are not.

Bottom line—is it bringing money in the door?

Ok, so are you ready? The secret to increasing your response rates to levels you've never imagined before is: "**Testing.**"

Testing.

Testing, testing, testing.

Test everything in order of importance: 1) List, 2) Offer, 3) Creative, and 4) Timing.

The #1 hurdle you most overcome to convert leads to sales

Have you ever sent someone you trust an email with an urgent request and you do not get an immediate reply? Have you ever left a message on someone's voicemail asking them to call you back right away, and they never call you back?

How did that make you feel?

It's ok, you can go ahead and say it: *"It's infuriating, that's what it is."*

When someone you know is not responsive or they do not listen to you, it makes you angry, and erodes and destroys trust.

So why is it any different when you contact a company telling them you are looking for information (this is what a lead is...), and no-one responds? In the example above, we were talking about someone you know and have done business with.

In this case, you don't even know the people at this company to begin with... you've never so much as made their acquaintance. So you don't have any trust or confidence other than what made you respond to their offer in the first place. If no-one responds, you think: *"Well I guess they don't want my business. I'm going to go look elsewhere."*

That is why the #1 problem with lead generation and converting leads to sales today is: *"follow-through"*.

If you have an inquiry that has been generated through the web, telemarketing, direct mail, whatever... and you do not respond to that person within 48 hours, you might as well kiss it goodbye.

The key to converting leads to sales is trust. There is no greater destroyer of trust than being non-responsive.

Conversely, if you've got leads, and you are being responsive, you can achieve spectacular results.

So the solution is not to be found in your CRM implementation.

The solution is to be found in your people—and in *"developing your organizational discipline to be consistently responsive"*.

"Be responsive."

Respond in 48 hours, or let the leads die on the vine—and just continue to throw money down the rat-hole.

What the Pros like IBM and National City Bank are doing to deliver consistently solid results

Have you ever implemented a lead generation program using an incentive in a mail package, with a premium to respond? It's tedious and time-consuming.

Not to mention aggravating—and really requiring excruciating attention to detail—traits that are simply not in the makeup of your average—much the less—your superstar sales and marketing person.

The group who put together this White Paper has tested every conceivable element in B2B Lead Generation Packages for large corporations like National City Bank, IBM, Oracle, Arrow, Perficient, SPSS, Great Lakes Windows, Agilisys, and Microsoft.

Case Study: National City Bank

The approach: Customer profiling—we determined who National City Bank's best customers were, went out and found more like them in a variety of different market segments like Aerospace, Electronics, Information Technology, and Medical Devices.

Mail package and marketing survey testing: we tested several different offers that included an incentive and a premium to respond, a marketing survey with questions relating to Budget, Authority, Need, and Timing—with three ways to respond: (1) Business Reply Mail, (2) Fax, and (3) Via Email (Note: 92% of the responses came in via Business Reply Mail).

The results: In fact out of a total of 10,000 mail packages that were sent out, there was a 15% response rate—resulting in 1,500 leads. The Marketing Director who was in charge of that program has revealed that this has resulted in more than \$1 billion dollars in contribution to gross profits. The total cost of the program was \$100,000.00.

ROI: National City Bank made a return-on-investment of 10,000 to 1. That means that every dollar they invested earned them \$9,999.00

Do you know how National City Bank was able to achieve such extraordinary success?

They outsourced the management of their B2B Lead Generation efforts to an agency who created, developed, and tested these ideas through years of trial and error—and which agency also managed every excruciating minutiae of the campaign. Testing offers, and list, and creative concepts to continually achieve higher and higher response rates—not to mention making it easy for the sales people to focus on what was the most important thing: **“being responsive to those leads!”**

National City Bank and IBM were successful because they outsourced the dirty work, and they focused on being responsive to the people who were contacting them: making huge deposits of trust, listening to discern needs, and offering real value to their customers—resulting in long-term mutually beneficial relationships with an ROI that executives only dare to dream about.

So, dare to dream. Dream big. It can happen to you.

If you like what you've heard, and you'd like more information...

We have put together a quick **20-minute briefing** *on all the details* of how you can implement a program like this at your company.

We offer a turnkey service designed to make it easy for you to maximize your results:

(we handle the entire program including mail package design and development, survey design, sales brochure, printing, postage, incentives, premium fulfillment, lead distribution to your sales force, and training)

Don't put this off another minute. Every day that you put this off you are missing out on the opportunity to implement a program that could change the destiny of your division and your company.

Where do you want to be in the next 2-3-4-5 years? Success means promotions. More budget. More people. More authority. Failure means..., well..., failure means "maybe I should have tried that."

It's worth a "test" isn't it? Shake the tree a little. Maybe it's for you, maybe it's not. But you'll never know unless you try.

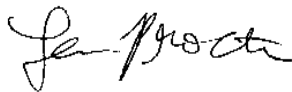
This program was designed to help you achieve **high-response rate lead generation like you've never imagined**. Combine that with the knowledge of the discipline it takes to overcome the greatest hurdle to establishing trust and converting leads to sales, will make your company a force to be reckoned with in your industry.

Our goal is to help you become a "category-killer" in your marketplace.

One lead—one sale—one trusted relationship at a time.

If you'd like to schedule your **20-minute briefing** *on all the details*, please either call me on my cell phone at **216-973-9228**, or email me at lesproctor@gmail.com.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Les Proctor". The signature is fluid and cursive, with the first name "Les" and last name "Proctor" clearly distinguishable.

Les Proctor

<http://www.lesproctordirect.com>