Marketing for Couriers

The Road to Success

By the 'Courier Expert' Editorial Team

"Unlock the Secrets to Winning New Customers for your Courier Business"

Important Information

The Marketing for Couriers Guide is designed to assist in building a your own courier business. It is intended to provide support and guidance only and does not offer any guarantee of success.

This guide will provide you with the proven framework to market your business: the rest is up to you. It is how you implement our information and your own efforts that will determine your success.

We advise that you seek professional advice before entering into any financial commitments.

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Chapter 1 – Working Smart Not Hard – The Simple, Fun and Profitable Way of Growing Your Courier Business

First of all, what you're about to learn in this marketing guide can absolutely transform your courier business, given that you apply all of the advice available in this unique handbook.

In short, what you'll discover in this guide is a condensed abbreviation of seven years of absolute proven strategies to acquiring and keeping customers for your courier business.

And if you're in any other type of business as well, you'll find these ideas invaluable to grow virtually any business, in virtually any market.

Business **CAN** be fun and profitable if you understand how to grow a business using sound and proven business building principles.

Even though the emphasis is on that of a courier, import, export or other freight business, these universal ideas can be used in any business environment.

If you own a courier business that has not been successful, you're about to discover key strategies that are going to transform the application of the information you have learnt in this guide into real customers and more promising profits for your courier business.

If you haven't started yet, you're in luck because you'll discover how to get this right from the start, avoiding the costly and frustrating mistakes most business entrepreneurs usually encounter.

Business should be easy, fun and profitable. It does **NOT** have to be hard and complicated. Certainly, when most people get started, that's exactly what it is… hard and complicated

There is a time in most people's lives when they become frustrated with failed efforts. They have the hypothesis that if they work hard they will achieve success. Now, if only it was that straightforward. Consider the following question:

'Are You A Hard Worker?' If you answered yes, well… ***'Are you successful?'***

If you answered no, then it is clear that 'hard work' does not simply result in success. However, if you combine this with smart business strategy and initiative, you actually work less and make more money in your courier business… and you even enjoy doing it!

So to lay a foundation for this guide, you need to be open minded and receptive to the ideas you're about to discover because you're about to learn what would

normally take years to acquire through arduous effort, lots of seminars and hundreds of hours in studying and reading marketing, sales and business development material.

One of the realisations most entrepreneurs come to in their careers is that in order for a business to be successful you need to master two key elements:

They are **SALES** and **MARKETING**. But sales and marketing are two completely different concepts.

Sales are what you do on the phone or in person with someone.

Marketing is what you do to *get* them in front of you.

Marketing is the quickest path to the sale. Marketing done right will deliver people to you that are pre-motivated, pre-qualified, pre-interested, and pre-disposed, to give you their business.

But here are two definitions you need to keep in your mind whilst going through these ideas.

- The first is **PRODUCTIVITY**

Definition: Productivity is maximum results in the smallest time frame.

- The second is **LEVERAGE**.

Definition: Leverage is maximum results with minimum effort.

An example of this in a courier business scenario is where you get driving job contracts and new clients without even being present. Your marketing happens on autopilot.

As a result of this, your efforts are maximised and your company's growth becomes geometric.

If your courier company has not been successful, or you've been struggling to get clients, the problem in 99% of the cases lies with marketing and sales.

Most people hate the idea of selling, so you are not alone. But as previously mentioned this process can be fun and easy if done right.

In fact if marketing is done right selling almost happens automatically, as your customers are already pre-disposed to do business with you.

If other people are successful in a courier business, all you have to do is figure out what they are doing that you are not and adopt their principles and strategies. You should implement these into your own business in attempt to build a successful courier company.

So to recap **Chapter 1** – Growing a successful courier business **<u>can</u>** be fun, easy and profitable if done right, by working smart and not hard.

You've also learnt in this lesson that the two most important ingredients to a businesses success are **SALES** and **MARKETING** and that the lack thereof may have been the reason your business was an uphill journey.

By understanding and applying the sound and proven principles you're about to learn with regards to sales and marketing, these two essential ingredients will become the reason your courier business is growing by leaps and bounds on almost autopilot!

Chapter 2 – The Courier Business Bull's Eye – Avoiding the Mistakes Everyone Else Is Making

Peter Drucker, a management consultant once said: "*The primary purpose of a business is to create and keep customers. Marketing and innovation produce results, all other business functions are a cost".*

Looking at this statement, he's emphasised the importance of marketing and sales as the primary reason for a businesses success or failure. If a business lacks these two vital components, they can usually expect failure.

Almost everyone in the courier industry is advertising in the exact same way as everyone else does.

This is like a blind-folded archer shooting a target he can't see. What you're about to learn is how to hit the courier's bull's eye and how to avoid the blind archer's trap.

Marketing is what has made most leading courier businesses successful and so you need to have a mindset of 'what do I need to learn to become effective at marketing and sales?'

That's what this marketing guide is all about.

As a reminder of what marketing and sales are – sales are what you do when you are on the phone with someone or in person and marketing is what you do to get them in front of you.

Most business owners have been taught that marketing and sales are the same thing, however they are not.

You may be good at selling and convincing someone to use your courier services, but you may not have mastered the art of getting them in front of you in the first place.

Or on the other hand, you may be good at getting prospects in front of you, but just don't know how to sell them.

You may have a courier company that provides fantastic service, but that does not necessarily mean you're any good at marketing or selling, so it's confusing sometimes for couriers.

This guide will teach you how to solve those problems effectively and easily, so you can actually get money in your pocket for the value you create through your services.

What would be ideal is that when you sell your courier services, you want customers that are pre-motivated, pre-qualified, pre-interested and pre-disposed, to give you their business.

And the best part of this marketing guide is that you'll learn how to structure your marketing so these customers find *you* instead of you having to go out and find them.

It's what marketing consultant, Dan Kennedy, calls the difference between an **annoying pest and a welcome guest**.

Whenever your marketing is structured so your customers come to you, you're not perceived as an annoying pest but a welcome guest, because they sought you and your services out.

Here's a definition of **REAL MARKETING**:

REAL Marketing is a diversified group of systems that automatically delivers ideal prospects predictably and dependably to your business, runs in autopilot and doesn't require active manual labour on your part.

Manual Marketing labour is what everyone else is doing in the courier industry. It's time consuming, inconvenient and ineffective because you're perceived as an annoying pest and difficult to measure.

The approach to marketing that this guide offers, is that it delivers prospects to your courier business that are already pre-disposed to do business with your company. It's easy to track the effectiveness of the systems that makes up the marketing campaign, it's easy to measure and improve.

And it's your choice, but you'll never have to worry about cold calling ever again, unless you feel like getting some fresh air every now and then.

Once you know these systems and we'll discuss each of them later in this guide, you'll move out of the blind spot most courier business owners find themselves in and you'll actually be aiming for the courier's bull's eye, where the real profits and big money are to be made.

But just to clarify what REAL MARKETING is **not**…

Real Marketing is not getting name recognition for your company, it is not having business cards and a brochure, it is not cold calling, it is not taking customers for lunch, it is not winning awards, it is not begging and waiting for customers to give you work and real marketing is not selling.

Remember, it does not matter how good your services are unless someone actually gives you money for it. Real marketing is not selling and you'll see this come into play as you progress through this guide, but just think for a moment…

People hate being sold to. They loath being pressured by sales people but they don't hate buying. They just hate being pressured.

Real marketing, as you'll discover in this guide, makes the buying process enjoyable. That is because you've altered your positioning.

Through the marketing systems you'll learn to implement; your prospects will be coming after you and not you after them. And when they come to you, it's a completely different leverage point which you'll learn how to control.

So how do you move out of the blind spot you may find yourself in?

There are 3 areas to reference:

1. A USP (Unique Selling Point) Identification
2. Benefits Identification
3. Message to Market Match

These will move you out of the blind spot and into the courier's bull's eye view.

Let's look at the first point – Your USP.

Having a USP will dramatically improve the positioning and marketability of your company's courier services by accomplishing 3 things for you:

1. **U**nique - It clearly sets you apart from your competition, positioning you as the more logical choice

2. **S**elling - It persuades another to exchange money for your courier services

3. **P**oint - It is a proposal or offer suggested for acceptance

Your USP, or unique selling point, is a precise statement or point about why your company is different or special from any other courier company in your town or area.

It should answer the question: ***'Why should I use your courier services versus any or all of your other competition?'***

Answering this may be hard or impossible for you right now, but we'll establish how to formulate a unique selling point as we proceed through the guide.

But to paraphrase the power of a unique selling point – In 1960, two college students from Michigan borrowed $900 to start a Pizza place.

One student would look after the place during the day while his brother went to school and the other would look after the place at night while the other brother went to school.

After a year, the pizza business was making a loss and Jim, one of the brothers bailed on the venture.

Tom Monahan his brother, decided to persist with the business, but it was the USP he created that ultimately made him a billionaire. It said:
'Fresh Hot Pizza In 30 Minutes Or Less – Guaranteed!'

Being a college student and being located close to the campus, it was an instant triumph. Students did not want to wait an hour and a half for cold pizza. If they were hungry, they knew they could get fresh hot pizza in 30 minutes guaranteed or it's free.

The name of the Pizza business? – **Domino's**.

Fred Smith from FedEx came up with a USP that said:

'Federal Express: When it absolutely, positively has to be there overnight'.

And just like that… a multi-pound corporation was born!

It is clear to see how powerful a USP for your courier business can be. So why are you different or special?

And you can't say it's because I am the fastest, most cost effective and the best courier company around…

You know why not? Because everyone is saying that. So it really proves the point again about why you want to sit and really think through your USP.

Most courier companies have the same message as everyone else and that's price. And if price is the only thing you can come up with, it is because you haven't figured what else is of value that you can offer and that is living in the blind spot we've been talking about.

The next point is **Benefits Identification**.

You need to talk in terms of benefits of your courier services and not features. Fast delivery is a feature to a printing company having restaurant menus delivered to their client.

Guaranteeing that the menus will be delivered to their client on time for their grand opening… is a benefit of the fast delivery service.

The foil packaging of freshly baked doughnuts is a feature. The fact that it keeps the doughnuts fresh for 3 days after purchase is a benefit.

Features describe the characteristics of something (the silver foil packaging). Benefits describes what that something does (it keeps the doughnuts fresh for 3 days).

Because you're in a competitive business, the courier industry, it is even more important that you define a USP and denominate clearly what the benefits are of using your services.

The third point of reference to get you out of the blind spot is the **Message to Market Match**.

You can have the best marketing message, but if it falls on deaf ears, it's a waste of time and money.

You need to communicate your message to the right market because not everyone is going to be your customer.

If you have determined who your market is and who the people are that's going to use your courier services, you have made the process 10 times easier for yourself. This is much more effective than targeting everything that moves with your marketing message.

So once you have completed your USP, you have clearly denominated the benefits of your service, you have the right message… but who do you communicate that message to?

Who uses courier services? A short list is Printing Companies, Publishers, Hair Salons, Automotive Industry (Spare Parts etc.), Mobile Phone Shops, Advertising Agencies and so on.

In fact, it is as simple as going to www.townpages.co.uk or touchlocal.co.uk, entering your town's name, getting a list of all the business categories in your town and simply calling and asking: "Do you make use of courier services?"

That wasn't so hard was it?

Once you have identified who your market is and where to find them, you can now direct your message to them with laser precision.

You wouldn't send a company information about your courier services that has absolutely NO need for your services right? So the message has to match the market who are more than likely to make a connection with what you are offering.

The 3 things you must have in order to sell anything is:

1. A Product (or service in your case)
2. A Marketing Message/Sales Message
3. A Vehicle to deliver that message. (Advertising Mediums etc.)

Most courier companies focus on the first point (the service). In other words, we have a courier service and then they skip the second part and move straight down to the third point, the delivery of the message.

And what is their delivery system? It could be tele-marketing, a phone book, a direct mail piece, a sign or billboard, a postcard, a newspaper ad, or a website which acts as an electronic brochure.

All these are delivery systems and what most courier business owners do is they spend all their time on delivering a message about their service without putting much thought in the actual message itself.

And if you deliver a poorly crafted message, all you'll ever get is poor results because *'Only the hungriest fish will go after the crappiest bait'.*

There are two types of advertising to discuss. And to clarify, advertising can be anything you communicate in a newspaper ad, direct mail piece or even a business card.

But the two types of advertising are:

1. Direct response advertising, which is commonly perceived as the most effective

2. Institutional advertising or image advertising (what is taught in most business schools or formal institutions)

These are the ads advertised by formal or large companies like Financial Institutions, Coca Cola and corporate type businesses. What this type of advertising attempts to accomplish is to project the company as more

professional than the competition, to enhance the image of the company, to build brand awareness and it attempts to make the prospect feel good about the company.

In essence, it focuses on the company with 'ME ME ME' types of messages in the ads. If you went door-to-door would you hold up a sign that *said 'Look at how great we are, do you want to buy from us?'*

That's the exact image that institutional advertising portrays. And if you're a big company like Coca Cola who can afford to spend millions on brand awareness, then that may work for them, but it's not likely to work for your business.

This is not to say your image is not important, or to portray professionalism is not important, but what is important is that people want to do business with people they know, like and trust. They want to feel they are doing business with a real person and not a company.

People want to feel understood and that is why your marketing message is so important because it relays to them that you understand and can fulfill their needs.

95% of courier companies believe name recognition and a nice logo is the primary element in their advertising. In this marketing guide you'll discover how to craft the correct message for the right market. Using advanced marketing vehicles can dramatically increase the amount of driving job contracts and clients you acquire.

3 Important Rules About Advertising:

1. Never do anything that you can't track the results of

2. Never run an ad that did not work the first time

- Most will have you believe, and ad agencies certainly do, that you must run an ad several times so people can get it in their sub-conscious minds. Right?

WRONG! If the ad does not work the first time scrap it, because you're only going to burn your money faster. This is even more likely to be the case if you're not testing your ads.

3. Never fall in love with your ad. Even if the ad looks good, has a ring to it and sounds somewhat catchy

There's no relation between being good and getting paid for your courier services, so remember the objective is to get paid and not only look good.

3 Reasons most courier companies fail:

1. Most courier companies fail because they have no marketing knowledge or experience whatsoever, they basically got started and just winged it

2. The second reason is bad marketing methods or worse still, they have NO marketing methods at all

3. The third reason is that courier companies target a bad group of prospects with their services

This marketing guide will solve all of these problems and turn you into a marketing expert.

You'll learn how to use and implement powerful marketing methods; how to target the right prospects and how to pre-qualify them automatically, so they are pre-disposed to give you their business before you even speak to them.

Chapter 3 – Autopilot Advertising Systems That Deliver Pre-Qualified Prospects for Your Courier Business Without Any Manual Labour!

One of the most profound success strategies you can learn is the importance of using systems in your courier business.

You need to learn how to leverage your time using turn key systems and solutions to get the most out of your money.

If you had a sales person professionally selling your courier services to companies and prospects in your area 24/7 without rest, without mistakes, without fear and without pay… would that grow your business?

The answer is absolutely **YES!** And now it's possible as you'll discover in this guide.

This is the real meat of the guide; this will be the element that is going to transform the way you do business indefinitely.

This marketing guide is all about using leverage and in this segment of the manual we will talk about autopilot advertising systems to deliver pre-qualified, pre-interested and pre-disposed prospects to your courier business without any manual labour.

The automated processes consist of the following:

1. **24 hour free recorded messages**

This is one of the BEST marketing finds since sliced bread and it is extremely powerful.

2. **Voice Broadcasting** – This is also a powerful marketing weapon

We'll also have a look later at other systems like Free Consumer Awareness guides, Lead Generation Ads and Automated Follow Up Systems, 100% Money Back Guarantees, Social Proof And Testimonial Systems and Referral Systems.

These systems will be covered as you progress through the guide, they will be tied in progressively. However, this part of the guide is dedicated to 24 hour free recorded messages, marketing system and voice broadcasting.

Prior to using this system, people usually get mediocre results from their advertising. It's not until after they implement this marketing system in their own business that they start seeing phenomenal results.

But this is not just a recorded message that says *"Hi, we're a courier company in such and such an area. For fast delivery and collection services leave a message, or press 2 now to connect with us directly".*

The way to use this is to educate your prospect about your courier services. This is referred to as education based marketing.

Another phrase for this is a 'Consumer Awareness Message'. Your ad could say something like this:

"WARNING! Do Not Call Another Courier Company Before You Listen To This Free 24h Recorded Message".

"You'll discover the 5 common mistakes to avoid when choosing a courier company, the 3 things to ask any courier company before they do any work for you and the difference between value and price. Listen now on our free consumer hotline: 0800-123-456".

When you start making your prospects aware that there are pitfalls in choosing a courier company, the questions to ask before contracting a courier company and all sorts of 'consumer awareness' information, all of a sudden you become the expert in their minds because you took the time to educate them and they become aware that there's more than just price when it comes to hiring a courier company.

Now when comparing the process of doing all this one-on-one, it is not only enormous leverage in the amount of people that can be exposed to your message because it does not require you to be present, it is also an enormous time saver.

Imagine having spent 25 minutes on the phone with someone and then they say, *"That sounds really great but I have to talk to my partner about this first".*

With a free recorded message, you would be able to sift and sort those people automatically, and only get phone calls from people that have listened to your message and are now pre- qualified, and pre-disposed to do business with you.

And if you have anybody call your office directly, you should have them listen to the free recorded message first and then have them call you back. It's easier to have an automated system to do your selling for you.

It frees up your time, plus the recorded message you have prepared in advance, has been rehearsed, tested and fully explains your service perfectly every single time.

In essence, you should have an automatic or robotic system that does all your selling for you.

Just some of the benefits of using free recorded messages for your courier business are:

You **can reach and target hundreds of prospects** in your town with what's almost the equivalent of sending hundreds of sales people out to promote and sell your courier services 24 hours a day

You can **cut your advertising costs** very significantly because instead of paying a lot of money for a large ad space, you only need a small ad with your free recorded number and let your recorded message deliver all the information for you. This is not only the equivalent of a full page ad which large courier companies may be paying god knows what for… but it is actually better because it is educational, personal, exciting and free.

It's **non-threatening**. People hate being pressured as we've discussed before, and knowing that they can call a free recorded message, that there's no sales person to pressure them, makes it non-threatening for them

Your recorded message has **higher perceived creditability**. People are naturally sceptical when they are being told something live over the phone

But a recorded message or consumer awareness guide, which will be talked about a little later, are being perceived as the truth.

That is because the consumer believes if you're willing to put information about your company in a recorded message for everyone to listen to, it must be true.

Imagine having a free recorded message telephone number on your vehicles that's now promoting your business on the fly.

A real prospect calls the number, listens to a real person give a perfectly delivered sales message or consumer awareness message, pre-qualifies the prospects and does it all on autopilot for you 24 hours a day without pay and at a pennies per cost.

Now all your ads don't have to say *"WARNING, Don't call another courier company before you've listened to this free recorded message!"*

You can also use: *"Free Recorded Message reveals such and such…"*

… and then reveal whatever it is you've identified as a loop hole or weak link in other courier company's services etc and then provide the free phone number.

This is literally creating an uneven playing field for competitor courier companies in your area because they simply can't compete with that.

It's easy, fun and profitable don't you agree? And that's what business should be.

Use it on **Business Cards**. Get a stamp and stamp a message on the back of all your business cards that says: *'Free recorded message reveals how to choose a courier company and the 3 mistakes to avoid when having a collection or delivery done!*'

As an example, and then whenever you meet someone, give them your business card and also say:

"By the way, there's a free recorded message at the back of the card that reveals how to choose a courier company. It explains everything my company does and more. Why don't you give it a listen?"

These are just 5 immediate benefits; you can be assured that this is so powerful, you'll literally have courier company owners hate you for doing this.

They'll be upset with you, and you'll sometimes have ad companies try and talk you out of using this type of marketing, because it is so different and may upset other advertisers in the same paper or medium you advertise in.

Advertisers try and keep everyone looking as closely to everyone else as possible to maintain a steady stream of ad revenue, and so when someone comes along that is tipping the boat, they'll want to talk you out of it because they believe it is scaring other advertisers off.

The best advice is **not** to listen to them because you're paying for the ad.

Now if you have a company that refuses to run the ad (either in the paper or yellow pages) you can run the ad with small print at the bottom which says:

'ABC Couriers T/A Warning'

And the T/A stands for 'Trading As' and you can get that ad in anywhere you want because one of your company trading names is 'Warning'.

And this is an advanced strategy being revealed here but you need to know how to avoid the 'warning' problem some people may have with certain advertising agencies.

People have actually been threatened with legal action by their competitors once, because their ads were pulling all the business away from them and their ads were not performing at all.

When you use this form of marketing you're going to ruffle a few feathers as a result of your superior marketing skills.

Some people don't believe in competition because they want to dominate their market. You want to dominate your town and take all the business you can get right?

This is not meant in a negative way towards the other companies you may be up against, but that's the reward for being better than them – more business, more clients, more profits and more fun.

In business the person that's sharper, better, faster, more creative, more innovative and more educated in marketing and sales wins. That's what you will be if you implement these ideas and strategies.

This strategy eliminates the need for a sales force or the need for cold calling, or even talking to people on the phone or personal face time.

You'll have plenty of time to do other things like working **ON** your business instead of **IN** your business.

This pre-recorded message strategy is non-threatening. It's going to take your prospect through a qualification process, they'll read your ads, they'll listen to a free recorded message, they'll determine if they want to call you or hang up, you get more qualified leads and you get more driving job contracts and clients for your courier business than any other method you could use.

And that's only one of the strategies we've looked at. A frequent question that gets asked is 'how long should these messages be?' The short answer is that it really isn't about how long or short the message is, but how interesting or boring it is.

If it's boring, one minute more is too much! But if it is something your prospects are interested about finding out, about 10 minutes is average though it can be longer or shorter.

In fact advertising legend Claude Hopkins said the more you tell the more you sell.

But to talk you through how recorded messages work from behind the scenes:

A person calls your free recorded message hotline. They then have an option to press a number that repeats what they've heard or another number to leave a message, they can press another number to be connected to your business or extension, or they can press another number to have a fax sent to them automatically with additional information.

The company that provides the service also tracks the caller's phone number

details and sometimes their name as well.

You can also use a different extension for each ad you run and test and track which ads are bringing in the callers or prospects for your courier business.

And free phone numbers are so easy to acquire, you could even use different numbers to test different ads and papers where you advertise.

The power of this is that you are selling in advance, before you even have to talk to anybody.

The other reason this is so powerful is because everybody has access to a telephone. Having a website and using it to automatically follow up with clients is very beneficial, this will be discussed later on in the guide.

The telephone is more immediately accessible, it's non-technical for people who are not web or computer savvy and it's convenient to just dial a number and get all the information they need.

There's a saying in business that says ***'Delay is the death of a sale'.*** The advice from this guide eliminates this delay permanently.

What company should you use for your recorded messages?

There's a lot of companies out there, and depending on where you are in the world, your local yellow pages or a quick Google search may point you in the right direction.

Voice Broadcasting

The next marketing weapon is called Voice Broadcasting. Imagine being able to reach hundreds, even thousands of people within one hour, compared to what would otherwise have taken you possibly several months or even a year to do with the phone glued to your ear.

It's very similar in a lot of ways to free recorded messages, yet very different in that instead of where you advertise and have your potential courier clients call in to listen to a free recorded message, you actually push the message out to them.

This works almost in the same way as you would send an email broadcast to a list of subscribers. The way it works is like this – you record a message, you create a broadcast list, which are the people you're sending it to and then you schedule when you want it to go out and there are services that actually do this and it's very inexpensive.

Now to make a distinction here – there are things called 'Auto Diallers' which is a computer that you buy that automatically calls people and sends a message out to them and there are people that use these methods in an intrusive and unethical way.

If you do this as outlined in the guide, it's not only the most effective way of advertising, it's also the most ethical way because you're not forcing people with personal high pressured sales techniques, rather they simply call your recorded message, or listen to a recorded voice broadcast.

If they don't want to hear the message they can hang up, if they watch a television programme, they can click to another channel or turn it off. The point is if you give people control over your message, you actually attract them to your message.

It's not being forced on them – they are in control. It's almost like reverse psychology. If you are an ethical person, you will use this powerful information in a responsible way.

You do not want to use voice broadcasting on people who did not give you permission to send you information, or on people who are not on your list.

This is called *'Lottery Style Voice Broadcast'* where unethical people send intrusive voice broadcasts to thousands of people who not only have no idea what it's all about, but is also untargeted and VERY unlikely to EVER generate real business for the sender.

Also do voice broadcasts with people who have done business with you, or have opted in to receive information from you.

So in using a hybrid of free recorded messages, direct mail and other mediums we'll talk about, the contact details you collected from those prospects are a good list to use for voice broadcasts as well.

It's also important, just like in email, that you give people an option to opt-out of your voice broadcast. Also do some research in your town or country as to any legalities about sending voice broadcasts.

But voice broadcasting is simple; you record a message and have the computer send it out to 5 or 5000 people. You can have it set so it plays live or the system can send the message straight to the end-users voice mail.

You can use this to announce special offers on your courier services, wish you subscribers happy holidays or use a combination of both where you give them a special holiday offer.

The real power in this is the ability to send a personal voice message or promotion to thousands of people in literally a few hours. Imagine the amount of time that would take to call those many people manually…

And again, you can use this not just in the courier industry, but in almost any industry you can think of. It is extremely effective and when used in combination with other marketing systems like direct mail and recorded messages, it literally triples responses because it enhances everything you do.

Marketing and sales are not an event. They are a continuous process. When you add systems to it like voice recorded messages and voice broadcasting, they improve and enhance the process.

It has a geometric impact on your business because of the multiple impact points. Also, it saves time and that means more time with your family and more time working on your business instead of in your business.

You only have 3 things to invest in your business. **Money**, **Time** and **Energy**. Most courier business owners spend a lot of money on ineffective advertising and marketing strategies, a lot of time on cold calling and they burn up a lot of energy in the process of doing all this manually.

This guide teaches you strategies and techniques for using technology that can free up your time, save and make you money and give you more life back.

Chapter 4 – Automated Courier Customer Conversion Systems – How to Sign Up More Clients for Your Courier Business Automatically

All of the following methods are simple to use strategies that make the closing of a potential client for your courier business virtually automatic.

The first one is called:

1. **Education Based Marketing**; this is a strategy by Chet Holmes, a business growth expert

Referencing back to free recorded messages, this is a form of education based marketing.

You told the prospect about your services, what to avoid when choosing a courier company and so forth. In other words, you were educating the prospect about your service.

Most courier companies do not educate their prospects and you do not want to do this in a boastful way, but rather, the aim is to build rapport, credibility and trust with the prospect so they decide to do business with you instead of your competitor.

Another point to cover is:

2. **An Audit Vs Quotations/Estimate/Consultation** is a strategy that's going to differentiate you from your competitors right from the start. From now on, never again give quotations or estimates in your courier business.

In this segment you're going to learn how to perform audits which has a much higher perceived value to the client instead of just saying *'This is what we do and this is what it's going to cost'.*

The third strategy is a:

3. **Presentation Booklet/CD Rom/PowerPoint/Web Presentation** that will really impress your prospects and make the case for your courier company. Some examples will be given later.

The fourth strategy is:

4. **Free Offers.** This is a strategy you're going to learn how to use to almost compel your prospects to do business with you, instead of the competition

5. **Money Back Guarantees** are something most courier companies are scared to death of, yet it is one of the most powerful marketing strategies in all of marketing today. If used properly, just this one strategy will give your courier business an immediate increase because it removes all the risk and barriers of clients doing business with you

1. Education Based Marketing

We talked about education based marketing before and by using this system it will pre-qualify, sift and sort your prospects automatically for you and save you an enormous amount of time, while delivering a constant flow of new clients to your business.

This selling system takes a cold prospect that does not know you or your company from Adam and through advertising brings the prospect into the marketing funnel…

….then free recorded messages brings them higher up the funnel, by pre-qualifying them, sifting and sorting interested and non-interested prospects, sales letters brings them over…

… multi-sequenced mailings nudge them along and phone calls to these prospects are the easiest to make and even this can be automated via voice broadcasting.

And in the words of Dan Kennedy, you start off like an annoying pest and end up as a welcome guest.

Ever tried pushing a string uphill? This is how most courier companies promote themselves. They try and push the prospect into doing business with them.

What this method allows you to do is to *pull* the prospect through education based marketing instead of pushing them with 'BUY FROM US' advertising.

2. An Audit Vs Quotations/Estimate/Consultation

Just like with a USP, a courier business (or any other business for that matter) that differentiates itself immediately, stands out in the market place and in the mind of the prospect.

This strategy, from Dan Kennedy, referenced a plumber who uses a plumber prevention audit for his clients.

Consumer awareness guides will be considered later and basically what it means

is that the guide educates the client about your service. Maybe you have something in there like 'The 3 Things you must ask any courier company before they do work for you' etc.

This gets the client to perceive you or your company as the experts, it builds rapport and it brings them that much closer to doing business with you.

Traditionally, you would go in and see a client about your services. They expect you to come in and just basically tell them what it will cost.

That's what every other courier company does. Well, after we have educated them with consumer awareness guides, we now impress them with a presentation about our services, as well as an audit where we analyse their requirements and the best possible solution to their specific transport needs.

The audit would capture information such as company name, types of goods being collected/delivered, approximate value of goods, special transportation requirements if any, appropriate packaging required if any, estimate frequency of collections/deliveries etc.

These can be listed in order on an audit form and used after prospects have gone through the marketing funnel. This will completely transform how prospects perceive your courier business; instead of just saying *'This is our rate per mile for goods of this and this size'.*

When you go through the Audit Process you build value into your service offering. This process also allows you to actually charge more for your services than your competitors, because your prospects now perceive you as a cut above the rest.

In business, most business owners are commodity vendors that operate and gain business based on whose the cheapest. You go to a car wash and the car wash is the commodity, you go to a shoe store and the shoes are the commodity.

You go to a courier company; the courier service is the commodity. If you want to be out of the commodity business and not sell your services based on price, you need to establish and position yourself so your prospects know the difference between you and everyone else.

Because if your courier service appears equal to another company, then they're going to make a decision based on price.

With an audit, it allows you to present yourself in a way that unmistakably differentiates you from the competition and in the mind of the prospect.

Sometimes, you may be equal to a competitor and sometimes a competitor may be even better than you, however if they are not communicating that, they're not going to get the business or the benefit from what makes them better.

Your job is to communicate this and impress your prospects with your services, even if it means firing up a PowerPoint presentation in the prospect's office to demonstrate your company's services, vehicles, staff, happy clients, etc.

You could even have a web presentation, a video presentation on CD Rom, or simply use a laptop computer with a PowerPoint on.

So when you offer audits it immediately increases the perceived value of your service and it immediately increases the amount of new customers you sign up to your service, because the perceived value of your service is greater than just the service you're offering.

When prospects see they're getting much more than just a courier service, they will automatically want to do business with you and that is what all of these automatic courier customer conversion systems can accomplish for your business.

You don't have to be that much better than the courier company down the road, you just have to be doing something they're not doing. If your competition is doing quotations, the majority of them will also be doing quotations.

Chances are you're already doing some of the things mentioned in the audit, you're already delivering the service but you haven't packaged that information in a way that will make your prospect say: "Wow… that's different".

So no longer when people ask "How much do you charge?" do you just give a mile rate out over the phone. You say: " Well I'd like to come over and do a Courier Service Audit so we can determine how best to meet your requirements".

When you take the time to educate your prospect about your service, sometimes that is all that is needed for them to get involved with your service.

Often courier company owners assume prospects know everything there is to know about what it is they do. The truth is that generally they don't, so it is up to us to educate them and using audits is a great way to educate them and increase the perceived value of your service.

3. Presentation Booklet/CD Rom/PowerPoint/Web Presentation

Next are Presentation Booklets, CD Roms, PowerPoint and Web Presentations. Most large companies that sell a product or service of some sort have an extensive library of presentation materials that their sale teams are required to use when selling their services or products.

When you develop these types of materials for your courier service, you not only differentiate yourself from the competition, you now also have a tool or tools that move the prospect into action.

Imagine doing a presentation for a Printing Company owner and showing him a video testimonial from one of his competitors, whose using your service and is really impressed with your company.

You can provide booklets with more details about your service, what to look out for when choosing a courier company, questions to ask the courier company, how to package their valuables and more.

Even more flexible is a web presentation combining video, PowerPoint, text information and other multi-media tools such as audio messages to provide training, education and tips.

The beauty of using presentation tools is that you don't even have to be a great sales person or presenter because the presentation does all the hard work for you. You just put it on and it does all the selling automatically for you.

You can also have them watch a web video before you meet with them, that way they're being pre-sold even before you get there, or you can use the video to get them interested in other additional services you may offer like storage etc.

So from today onwards, you should stop giving out quotations and start giving free audits so you're not perceived as the same as everyone else.

4. Free Offers

There's plenty of ways you can use free offers in your courier business to entice prospects to do business with you. One of the methods you could implement is to give all new clients who sign a 'no-congestion charge for a full year' offer.

Calculate the average delivery/collection costs, how much of that is congestion charges and show them what you could save them.

This combined with free audits works really well, because in the audits you can now establish more value when they enquire about the no-congestion offer.

It is easy to make free offers once you understand the true value of your customers. Some courier company owners are so afraid to make free offers because they believe they're losing money.

Learn how to do this right and you'll never lose any money when you're making free offers. Unless you are in a business where supply is low and demand is high, you're going to have to go out there and buy customers with advertising.

Using the information in this guide, you'll get a lot more for a lot less than any other method you may have tried, but when you calculate the free offer versus the value the client delivers to your company in the next 1 to 3 years, it will become evident you're making a good return on that investment.

Not to mention the refer ability habits you'll learn how to install in that client, so you can get more of the same on a constant systematic basis.

The truth of the matter is, you're not giving away anything if you follow these ideas as outlined in this programme.

5. Money Back Guarantees

The fifth part of the courier customer conversion system is a complete money back guarantee. Now this is also one of the things many courier company owners will have an aversion to.

In business, Jay Abraham says: "In a transaction, one party or the other always assumes all, part or none of the risk".

It is your job to take away the risk from the prospect so they can do business with you in a risk free environment. If you are willing to stand behind your service, you have to assume the risk in the transaction if you're going to dramatically grow your business.

If you have a guarantee but do not verbalise it, you have the liability of a guarantee but not the benefit of it, so it is crucially important that you let prospects and clients know you stand behind your service with a guarantee.

Again, this comes down to the life time dynamics or life time value of your clients. When you understand this, you'll know that by offering a full money back guarantee on selected services, you'll stand out in the eyes of the prospect, you'll have a USP not many other competitors will want to match and you'll attract more customers because of it.

Now a full guarantee is not always practical, that is why I said offer it on selected services. For example, you may offer a guarantee on delivery/collections within a certain mile radius, certain locality, or under other

controllable circumstances.

A shipment going overseas and costing several thousand pounds is a different matter.

You're incurring serious expenses with such a shipment and in the event of dishonesty on the client's part, you could be losing big money with a full money back guarantee.

In a situation like that, a satisfaction guarantee would be in order that states you will ensure the client is happy at all times, or you'll do whatever it takes to resolve any possible problems.

Competency starts with guaranteeing your service and however scary this strategy may seem, it is absolutely powerful when a prospect sees you're assuming all the risk.

Again, the key is 'controllable circumstances'. If you know you can deliver and the cost is controllable, a money back guarantee is in order and will make it so much more risk free for a prospect to do business with you.

Another thing to keep in mind about your guarantee – if you offer an unconditional money back guarantee, don't include loads of conditions or small print clauses.

Also, test different guarantees to determine what works best with customer conversions etc. In other words, ask or survey the customer in regards to why they decided to go ahead and use your service. Was it price, was it the guarantee or was it something else?

Getting that initial customer through your advertising is costing you money, so you want to get them involved with your business as soon as possible and it is my belief that it actually costs you less to offer a guarantee to help with the acquisition process, than what it costs to continually advertise until you hit one or two companies that are willing to assume the risk themselves.

If you don't believe this works try it for 30 days and see for yourself. Or try it with prospects by not offering the guarantee for the first 15 days of the month and then *with* the guarantee for the remaining 15 days of the month and see for yourself.

Some of these ideas may seem contrary to what you may believe, but you can be assured that it works and until you try it for yourself, you're only selling yourself short to getting so much more out of your courier business than what you're getting out of it now.

Now granted, there are people in the world that are going to blatantly abuse your money back guarantee. That is part of business and the

general opinion of those people is that what goes around comes around.

But the value you provide and stand behind with your money back guarantee will far outweigh any refund requests you may have. Don't let this put you off or prevent you from trying this powerful strategy, because you'll make so much more money as a result of having a money back guarantee behind your service than otherwise.

Chapter 5 – Customer Service Excellence - How to Over Deliver and Manage Customer Expectations

Throughout this guide the terms ‘customers’ and ‘clients’ have been used interchangeably, because the word ‘customers’ is an understood term.

The word ‘customer’ means somebody that buys from you. A ‘client’ on the other hand, if you care to look it up in the dictionary, is someone that is ‘under your protection’. You’re not just a courier service commodity vendor, you have to build relationships with your customers and clients.

Jay Abraham calls it becoming a fiduciary. Someone they look upon as a trusted advisor. Someone that acts in their best interest like a Doctor or Lawyer.

When you are delivering a service to customers, you are essentially managing expectations and they can have 3 types of experiences with you. They can be unhappy, they can be satisfied, or they can be loyal.

Now let me give you an example. When you go to a fast food restaurant your expectations are not high. You order, you get what you ordered and that’s that. You don’t expect to get served on a silver platter with your name carved in gold or anything, you have normal expectations – you’re satisfied.

On the other hand, you’ve probably had plenty of bad experiences before and in those cases you did not get what you expected. So you were unhappy.

But when you go to a fine restaurant and instead of just serving you with fine food, the manager also come’s over, asks how you heard about the place and personally welcomes you to the restaurant with a fine bottle of wine as a thank you gift – they exceed your expectations in that situation.

What’s more, you’ve gone back there and ever since every time you show up, the manager comes over and personally says “hi” and asks if you are happy with the service, or asks if there’s anything they can get you even if it’s not on the menu.

You’ve now become loyal because the restaurant exceeded your expectations with the first visit and part of nurturing that loyalty by the restaurant, is their consistency in service excellence.

If you want your friends, family and colleagues to have a guaranteed pleasant experience at a restaurant that serves fine food and great hospitality as a standard side dish, you know where to send them…

You’ve become loyal and are now recruiting others to the restaurant because

you've consistently had a pleasant experience eating there.

What's more, every time you refer friends and family there, the manager of the restaurant sends you a personal thank you letter and a free meal coupon as a thank you.

Because just like how the manager asked you how you heard of the place, he also asks your friends. They tell him they heard from you and he rewards you.

That's how you create refer-ability in your clients and this is re-iterated later on in the guide, but as you can see it's not hard to deliver service excellence and grow your courier business as a result of that.

How can you modify the restaurant example for your courier business? The manager of the restaurant follows a pre-planned system that causes them to over deliver and that causes you to become loyal in the process.

Do you have a system for answering the phone, what's the procedure when a new prospect contacts your courier business for the first time? Do you have an 'initial contact letter' that goes out automatically? Do you have a 'thank you for your first job with us' letter after they hire your services?

What systems do you have in place that causes your business to over deliver and turn that prospect into a loyal customer?

The restaurant manager really impressed you with their service. What's your version or the equivalent of that in your courier business?

If you want word of mouth marketing work for your courier business, think about how to implement the ideas just discussed.

Also, if the client does not have a smile on their face, you have not succeeded in over-delivering your service. If you're not getting good referrals, sometimes it is not the marketing, but the actual delivery of the service.

So if you combine what you're learning right now in this guide with service delivery excellence, your clients will feel compelled to talk about your service and refer you to their peers.

If you DO have a customer that complains about something, regard that as a vote of competence in you by your customer, because if the customer takes the time to complain to you, they believe you are capable and able to do something about it.

How many times have you had such a bad experience at a certain place and you

did not even bother to complain because you knew nothing's going to come from it anyway and you did not want to waste your time?

Well, when a customer complains, that's a compliment to you… now fix whatever they're complaining about! That is also why it is important to follow up with clients especially after you have delivered a service because you want to make sure they were satisfied.

Otherwise, they could just go away and you'll never know why they left. The importance of customer service excellence cannot be emphasised enough because up until this point, you've learned powerful marketing strategies to get into your business, now you have to impress them with great, consistent, high quality service to keep them and to get them to refer more of the same.

Sometimes all it takes to please a dissatisfied client is to just listen to them. Sometimes it means re-doing something or giving them something to 'make it better'.

Remember you paid to get that customer in your business – protect your investment with excellent service delivery. If you do, that investment will grow in monetary value and referral business and that's the strategic plan behind your service excellence system.

Some Mistakes to Avoid:

Now, if you're thinking all of this is really going to be additional headaches and it's too expensive to apply, then you need to raise your prices in order to implement what you're learning now.

Raising your prices will be discussed later but the bottom line is, you need to do whatever it takes to consistently deliver that happy client experience.

Another mistake to avoid is not clearly denominating the value of your service. If your service has a low perceived value, it does not matter if you have great service, low perceived value is their reality.

That is why implementing things like consumer awareness guides and free audits in your courier business is so important, because it increases the perceived value of your service.

Finally, no impressive experience – when your customer has no impressive experience with your business, that can undo all of the ideas we've discussed.

Customers expect a thank you and ongoing communication just like in the case of the restaurant manager.

3 Levels of the Marketing Funnel

Up until now, you've been on level 1 in the funnel. That is a customer that you've acquired through lead generation advertising, consumer awareness guides which will be talked about later, you can even use free recorded messages and all of the other things we've talked about, but you're not following up on a deeper level yet.

You've converted a prospect to a customer, but not into a client yet. A transaction took place but no relationships are being built yet.

And client status is level 2 in the funnel where relationships are being built through systematic follow up via post or email, service reminders, thank you cards, special client offers and something as simple as a monthly newsletter to stay in touch with your clients is so powerful which will be talked about a little later as well.

Now in level 3 of the marketing funnel, that's where you have a deep relationship with the client. Where the client becomes a strong advocate and source of referrals for your service, where you have client appreciation programmes, as well as a refer and reward programme. How to go about that will be discussed later.

When you've got all these systems working together, that's how you maximise the lifetime value of the client and that's how you continually flood your business with a steady stream of new clients on an ongoing basis.

Chapter 6 – How to Create Unpaid Sales Champions Out of Happy Clients

In this part of the guide, we are going to discuss how to create an unpaid sales force out of your happy clients will that refer your business like mad.

You need champions to create testimonials for your courier business, repeat business and referrals.

Let's focus on referrals in this session. But before talking about the methods for getting referrals, we need to discuss some personal traits that are important in regards to encouraging refer-ability habits in your clients.

The first habit and personal trait you must have is to simply show up on time. This is annoying for someone who **DOES** have this trait and then have to deal with a vendor who cannot make appointments on time, are late for everything and worse of all don't call and don't bother to apologise.

So show up on time. The next trait or habit is, do what you say you're going to do. If you made a promise to a client, do it. Don't delay; don't make excuses, just do it.

The third trait or habit is to finish what you start. There's a saying that says: *"The greatest weapon in the universe is a focused mind."*

Brian Tracy also teaches 'Single Minded Focus' and the importance of clarity. So when you start something finish it, don't put it off, don't digress from the task at hand and don't procrastinate, just discipline yourself to complete what you start.

The fourth is to always say please and thank you. Showing courtesy is also a sign of humbleness and people love people that are courteous and humble.

Always keep these 4 habits in mind and never break them because these are the habits you want to instill in your clients by way of example. These are the basis for good refer ability habits.

Now this all ties in with getting testimonials and referrals and the best way to get testimonials and referrals is to simply ask for them.

Most courier business owners never ask for any type of referrals or testimonials and this is largely for fear of rejection. It is amazing how many people will actually give you a testimonial, repeat business or referrals if being asked – so ask.

And the best time to ask for a testimonial or a referral is right after a client has made use of your services. They're happy, satisfied and hopefully impressed with your service, so now the law of reciprocity works in your favour and that is the best time to ask.

But asking for referrals is not an ad hoc event. It has to be structured and systematised. Many successful companies use this applying 3 variations of this system.

The first is a referral generation system, which is a way to generate referrals. The second is referral rewards, where you reward someone to give a referral and the third is thank you systems.

It's really simple to structure this, simply use a single sheet of paper with the client's name at the top that says:

Dear Mr/Mrs Prospect

I hope you were very pleased with our service.

Then you have a check box (see below)

I heard about you from the following:

Newspaper Ad
Free recorded message
A letter
A friend
I am a previous client
Other

Now you start tracking where they heard from about you and this allows you to track your advertising as well as determine what works and what doesn't.

Then it goes on to say:

Dear client, I hope you were impressed with the level of our service, if there is some reason why you're not, please notify the driver or call us immediately.

If you are impressed, I'd like to ask you a simple favour, as you know advertising is very expensive and instead of paying the Google or Yell to advertise I'd rather pay you, so if you take a few minutes to jot down 3 of your business associates who would love our courier services too, I'll reward you.

For every referral that you give me that becomes a client, I'll give you £50 in cash, it's that simple.

Frankly I'd much rather pay you than the advertising media. Remember, your referrals will be offered a free courier service audit and they will learn valuable information about choosing the right courier, even if they do not use our services.

Then there's a space for 3 names, phone numbers, addresses and/or email addresses. Then at the end it says 'Thank you very much'.

This is a single piece of paper that systematises the referral request process.

You don't necessarily have to give away cash; you can give away movie tickets, restaurant coupons and all kinds of things and use all kinds of ways to reward people. The point is you're re-enforcing the refer ability habit in people when you reward them. And of course thank them after getting referrals.

It's amazing how a single sheet of paper can generate you additional clients for your courier business because it is a systematised process, but to break it down in 3 phases, getting referrals requires 3 things. They are:

1. Earn
2. Ask
3. Reward

You've got to first earn the right to ask for a referral. In other words, if you've done a great job, you have the right to ask for a referral. If you've done a poor job or the client is not happy, then obviously that's not the best time to ask.

Next, is to ask. If you know you've done a great job, go ahead and ask. If you don't ask you can't get. The following is a real life scenario of this concept in practice.

A man recently purchased a fairly large gas heating appliance which was on the pricey side.

When he got to the store, the appliance was on a special offer. He then did something which some may call a bit cheeky, he went over to the manager and said, *"Hi, how are you? I notice you have this heater on offer. I really like the heater but is it possible I can get another 30% off the discounted price? I'll pay cash for it right now."*

To his wife's surprise the guy said "YES!" He got a discount ON TOP of the discount! This proves the point that if you ask, often times you can get what you ask for.

The same is also true after delivering a great service to your clients. Right after you've delivered the service, the client is in a euphoric state of satisfaction and that is the best time to ask for the referral.

When you reward an individual for giving you the referral, that reward compels the individual to want to reciprocate again, so they refer you AGAIN, and get rewarded again and so the cycle continues, growing your courier business in the process.

The best part about getting referrals from your clients is that the referred client is 60% more likely to do business with you because they were referred by a known person they trust. Compare that to the 15% if called upon cold.

You can also send the referral request form in the post straight after you have done the job, or do it via a website using an online web form. That way you can email the client a thank you message first and then ask them to visit the link to read the referral request details and then submit the info to you online.

Now after getting the referral, you need to have a follow up script when you call the referrals with nothing more than something that re-iterates that someone referred them and make them an offer for a free audit, or send them something in the post, just so you can make that initial contact.

You have to follow up with people if you want that to turn into business. Also make sure you put those referred leads on your mailing list or newsletter and newsletters will be talked about later, but you have to get them into your follow up funnel and keep them there until they are ready to do business with you.

5 Steps to Improving Your Referral Systems Effectiveness

The first thing to remember when asking for referrals is to make sure you ask the right person. You need to ask the decision maker or the person with authority to give you the referral so make sure you talk to the right person.

The second thing is you need to ask for the referrals at the right time. So immediately after the job, that is the time to ask for the referral.

Third, you need to educate the client as to why they need to give you referrals. Explain to them that there's a benefit, that you're going to give their referrals the same benefits and level of service that you're giving them.

Fourth, you need to follow up with referred leads if you obviously want that to turn into business.

The fifth, thank and reward them for giving you the referrals and if you do, that will become a behaviour you'll see repeated over and over again.

If you are NOT getting referrals, the reasons are the reverse of the 5 points just covered. They are:

1. The first is you're not talking to the **right people**

2. You're not asking at the **right time** (you're asking too late after the job has been done)

3. You're **not educating them** as to why they should refer business to you and if they can't see why, it's not going to happen

4. You **don't follow up** on prospects who have been referred

5. Failing to thank and reward the client when they do refer someone. That's where you need to make sure you follow the 4 refer ability habits we talked about

This is the single simplest way of doubling your business from existing clients. Meaning your best unpaid sales force is your existing clients.

Chapter 7 – The 'How to Sell And Promote your Courier Services Without Staff' System!

Earlier on in the guide we talked about free recorded messages, free special reports by mail, booklets, voice broadcasting and free audits and this includes all of that, but in this session we're going to focus on what is called 'consumer awareness guides'.

What is recommended is that you start using free consumer guides for your courier business instead of a brochure; this will be explained in just a moment.

But the mere fact that you're not advertising *'Call for a free brochure'* but a free guide, differentiates you from the competition immediately.

Something like *'A Guide To Choosing The Right Courier Company'* instead of a brochure that immediately screams 'SELLING' and then causes people to be less receptive, now offers something that promises to educate the prospect.

People have a natural aversion towards sales people, that's why you have to change your approach be it in person or via your advertising tools.

As you know fancy brochures usually cost a bit to make and you usually have to have at least a 1000 made to get a good price.

A lot of people don't know any better; they have literally thousands of brochures made for their businesses with boxes full of these things usually ending up just sitting in their garages.

Money tied up in these becomes a waste; if some of your details change, the printed brochures end up being rendered useless.

The same could happen to you. Maybe you decided to change something in your brochure, or a person referenced in the brochure had to leave your company and now you have all these brochures with redundant information.

A good recommendation is that you have a good quality printer so you can run small quantities from your computer.

The benefit to this is that you can re-do it and update it immediately if needed. Also with brochures you can't test different effects of your advertising and marketing message easily without it costing you a small fortune.

That's the great thing about this type of marketing system. Everything can be tested easily without spending a lot of money. You can print a small quantity, test

it, if it doesn't work change the copy of the ad and test again.

Guides, free reports and letters always get a better response than brochures. That is because people look at letters as personal and free reports and consumer guides as educational.

They look at brochures and they think sales.

The second thing is guides, letters and free reports are very inexpensive to produce. You can get a few done at a time as you need, or print them as you need them and all of your marketing investment will be out there working for you instead of being tied up in inventory.

Here's what it is briefly:

Title: [Choose a name for your educational tool]

Example: 'A Guide To Choosing A Courier Company' By: Your Name.

Sub Title: [Sub-title phrase below the headline]

Example: 'Free report on how to choose the right courier company as well as the 5 must ask questions to ask any courier company before they do work for you, as well as the 3 costly mistakes to avoid that can cause legal problems'.

Bottom of Guide: This is an educational service provided by [Your Company Name Here].

Inside of Consumer Awareness Guide

Section Headlines [Choose and create section headlines for your courier service that addresses fears and concerns].

Use these headlines as titles of each section. For Example: '*The 5 must ask questions to ask any courier company before they do work for you' – then you go on to explain the questions under this section.*

Next headline could be: 'The 3 costly mistakes to avoid that can cause legal problems' – then you continue to list the mistakes etc.

Results Section Headline [Choose and create a section headline that focuses on the result your clients are after].

Tip: Now that you've made them aware of all the pitfalls in choosing the wrong courier company, tell them what the right courier company can do for them –

results.

100% No Risk Guarantee Headline [Lower their risk to do business with you by offering a guarantee].

Tip: Let them know your goal for them is to be impressed with your courier services and you stand behind that with a no-risk money back guarantee.

Action Section Headline [3 Steps to Hiring the Right Courier Company].

Tip: Here you list the steps they need to take to hire your services risk free. This is your call to action.

Now when a prospect reads only the front cover of your guide, you've planted seeds in their minds about things they've never even considered when hiring a courier company.

Also, you create instant rapport with them because you're providing them with valuable information on how not to get ripped off by inferior courier companies.

And the information in your guide can also be used as a script for your free recorded message or visa versa.

And as you're the only person educating them, you must be the expert in their minds. This makes you stand out head and shoulders over any other competitor you're up against because you understand how to articulate your service effectively.

This is also a great tool to give out to new and existing staff because it immediately brings them up to speed about what you do in your company.

Sequential Direct Mail (Regular and Email)

In this part of the guide sequential mailings will be discussed. You've sent out your free consumer awareness guides, letters or reports, now you have to follow up with those people who made that initial contact with your courier company.

This has been tested in other businesses and people have found that most of their business comes from the second, third or even fourth letter.

When you don't send follow up correspondences, you are literally leaving money on the table. You're just walking away from the business if you don't follow up.

If you send follow up letters and they bring business in for you, meaning it was

successful, you want to repeat that mailing to everyone else who did not respond to it.

If you've sent something out and it did not work, then that's an indication that you need to change the message or you need to change the media.

Now if you're saying I tried this or that and it did not work, this time you should try exactly what is outlined in this guide instead.

So in direct mail, it has statistically been proven that 50% of the business will come from subsequent mailings. If you have success with a mailing, mail it again and again, but with different variations of the content naturally.

Then you keep mailing a variation of that successful letter until it is not profitable anymore.

If it is profitable, you continue to do so. Now when you combine some of the things we covered like a voice broadcast in conjunction with the mailings, it accelerates the response rates dramatically.

The same applies to mailings via email. The difference with email is that you can sign up with services like constantcontact.com that allows you to create and send sequential auto responder emails which is personalised with the prospect's name and other details automatically.

Next we're going to cover something that will give your courier business an immediate cash surge if you implement the ideas you're about to discover…

Chapter 8 – The Cash Flow Surge System - How to Get an Immediate Pay Increase in Your Courier Business

This is one of the easiest concepts to implement and probably the most feared to implement at the same time.

There's no magic formula here. By simply raising your prices you get an immediate cash flow surge. Now, most people think in the courier industry you have to basically charge what everyone else is charging, plus or minus here and there.

And right now you may be thinking if I charge more I'm going to lose clients. So let's talk about that in this section.

In business you need to know and understand the 4 'M's'. They are: Management, Marketing, Margins and Model. In this guide you are learning advanced marketing strategies that the majority of business owners out there will never encounter in their entire business career.

All of these elements are required to run a successful business and they all work together in harmony. Besides the original purpose of a business which is to create and keep a customer, your business must be profitable in order for it to be a viable business.

The Model under which you run your business must also be right. For example, do you sell transactions like the majority of business owners, or do you sell relationships?

But in this session we are going to talk about Margins and margin multiplication.

The Formula for What you Should Charge for your Courier Services

Most companies will come up with a price based on what a competitor is charging and either charges the same, less or more based on what additional services they offer and that's how they come up with their prices.

Now you have to price your services in a manner so people are going to want to pay for them, but the formula for how much you charge is as follows:

'Price your services based on your ability to sell it' – that's how you come up with what you charge for something. So the more you get skilled at what you do, the more you can charge for it.

Now you may be thinking 'I'm a courier" or "I'm an importer/exporter, what skills are there to get good at?'

In a fantastic book by Lawrence Steinmetz called 'How to sell at prices higher than your competitors' Steinmetz explains how price may result in one order but quality, service, competence of salesperson and error-free delivery create and then sustain long- term customer relationships.

If you are a marketing consultant, the more you get skilled at marketing, the more you can charge for your consulting. If you are in a service business, you need to work on error free delivery of your services in order to charge more for your services.

But this is not just about charging more so you can make more money; you need to understand the philosophy behind this strategy, as well as the fact that by charging more also allows you to deliver more value.

Larry also mentions that the difference between someone that buys a £50 watch and someone that buys a Rolex is that one is buying time, the other is buying jewellery.

So you need to understand what it is you're actually selling and what your clients are actually buying, why you need to charge more and why it makes sense. Most companies can increase their prices and not lose money.

But there are 5 ways to differentiate price keeping in mind we're now following the 'adding value and building relationships' model versus just being commodity vendors.

1. **Sell Based on Product** – That would be like providing Diamonds versus Cubic Zirconiums

2. **Sell Based on the Process** – That would for example be a courier that provides ongoing and value added services versus a one time service transaction. These are both different premises and one will get more money than the other

3. **Sell Based on Personality** – You can sell at higher prices based on your personality. If you have a unique personality, you've got a trademark to what you do, say or how you act. You can charge higher premiums based on that

4. **Sell Based on Service** – Think about the FedEx experience and USP of 'When it absolutely, positively has to be there overnight'

5. **Sell Based on Marketing** – The better you sell the more money you make. If you can communicate your message better than the competition, you can charge more than the competition

If everyone bought based on price, everyone would wear the cheapest clothes,

eat at the cheapest restaurants and drive the cheapest cars, so let's define what price is and what value is.

Price simply means – how much does it cost?

Value is what you get in relation to what you pay for.

And to phrase Steinmetz again, people that buy at premium prices have different set of expectations than those that don't.

So you have to realise if you are going to charge premium prices, you're going to be dealing with a different set of expectations.

Nobody will pay premium prices for delivery problems. This does not necessarily mean delivery of courier services, but rather any type of delivery to get a product or service in the hands of the prospect.

If you screw up delivery one time, your client will look for a different source to get that product or service. So if you want to sell at premium prices, you need to make your delivery problems go away.

And if you do have a delivery problem, you just struggle to get it delivered on time or be there on time, then here's what you do to solve that problem – ***you raise your prices.***

Most delivery problems are aggravated by prices that are too low. And when you charge prices for your courier services that are so low you barely make a profit, you are forced to not deliver a good a service as you can.

So if you want to sell your courier, import or export services to high end clients and if you want to charge the top prices, you need to ramp up your level of service.

And to do that is to charge more money so you can make more money, so you can deliver better.

You may be scared to death to raise your prices in fear of losing your clients, but studies have shown time and time again, individuals do not buy based on price.

Price is one of the least important things in terms of dealing with an individual or a company. We've learnt that things like confidence are very important with price lower down the list.

There are only 3 things that can happen when you raise your prices:

1. The first is your sales will go **up** and as unbelievable as this may sound it's true in some cases

2. Your sales will go **down**, or

3. Your sales will stay the **same**

Let's look at the first one – Your sales will go up. Let's say you deal with exports of personal client goods such as excess luggage or overseas removals.

Your client has a lifetime's worth of furniture, personal and sentimental value locked up in a container going half way across the world.

When you raise your prices because you have deliverability down to a tee, that client will rather pay the extra you're charging, because if you charge more than the competition, you must be able to deliver better than the competition.

The same is true for overland couriers. If you ask premium prices, you must be able to deliver premium service and that is more often what clients are looking for than just a cheap price.

So there is a price psychology that can happen in your business if you raise your prices.

Your sales will go down – research has shown that companies who raise their prices by 10% can afford to lose up to 40% of their clients and still make the same amount of money.

And as unlikely it actually is that you'll lose that much clients from a 10% increase, think about this for a moment. You now have 40% less fuel expenses, 40% less complaints, 40% less time to run around, 40% less effort, 40% less wear and tear on your vehicles. In fact you have 40% less of everything yet you're making the same amount of money.

But when you save 40% across the board in your courier business as a result of that 10% increase, you actually got a much higher return on your investment as a result of that 10% increase.

So even if you were to lose 40% of your business (though it is rare to make that much of a loss with just a 10% increase) there's all kinds of benefits in raising your prices, you should still be making or saving money.

The point is, unless you lose more than what your profits dictate, it only seems to make sense that raising your prices in all cases is a clever thing to do.

Also remember, the market place takes you at your own appraisal. Steinmetz also said that when you cut prices, you're the one who is bleeding!

Finally, your sales will stay the same – if your sales stay the same after raising your prices by 10%, you have just added a huge amount of money to your bottom-line.

You have already learnt a wealth of marketing knowledge, but if you never implement any of what has been discussed with you so far and only implemented this one strategy of raising your prices, you'll invariably see an immediate cash flow surge in your courier business.

The point is don't be scared to test this. Start with 10% or even 5% and test it. It can be guaranteed you'll see an immediate benefit in doing it.

The next thing is perceived value - whenever you want to buy something of quality, you instinctively look at the most expensive item available.

Whether that is reality or not, that is the perception we have. We automatically place high prices with quality, so the market place takes you at your own appraisal.

Now, the best offer you can offer your clients is when the perceived value is so much greater than the price.

This is done by the way you package and present what you do so it appears that what you're offering greatly outweighs the price.

Going back to the free audit we talked about earlier along with using all of the strategies we've covered so far; the free recorded message, the voice broadcasts, the three part mailing letters, the consumer awareness guides, the monthly newsletters, it all starts there doesn't it?

That's where perception starts and that's why it's easier for your clients to perceive your service as more valuable than the price you're charging, even though you're charging premium prices.

Another important piece of advice is not to assume your clients will be price resistent. When you place that limitation on a client it will show in body and facial language, in your speech and actions and when they perceive that, it will become their reality.

So treat your clients as if they can afford the price you ask and THAT will become their reality.

Attracting the Right Type of Clients for Your Courier Business

A lot of times, courier and many other business owners for that matter, complain about customers only wanting low prices. Well you're the one thing that's putting the bait on the hook to catch those fish, so if you want a different type of fish, change the bait.

You want to get paid really well for your services and you want you to have the type of clients you're excited to be of service to. So don't go after people you don't make a profit from.

If you want to live a certain lifestyle and have a certain income, you really can't afford to sell much of anything purely based on price.

And a customer that says "I can get the same service cheaper down the street" is not always telling an accurate truth. For one, you may not be offering the same service as the service down the street, or the customer can get it but it's not available right now, or the exact same service MAY indeed be available down the street for cheaper, but for some reason they can't get it.

Maybe they've aggravated the owner or did not pay a bill and so they can't get access to it. What you have to remember is that the customer will sometimes lie to get a better deal. That is their way of negotiating.

Now, if a client says they can get it cheaper down the road, just simply ask "well what are you doing here talking to me? Go down the road and get it there".

Here are another few reasons you don't want to mess with price buyers:

1. Price buyers take up all your time

2. They do all the complaining

3. They forget to pay you

4. They tell your other customers how little they paid you

5. They drive off your good customers by talking about what they paid

6. They're not going to buy from you again anyway. Once they find a better price elsewhere, they're going to go somewhere else because their only loyalty is price

7. They'll require you in some cases to invest in new equipment and staff to supply their needs and then they'll blackmail you for a lower price

They'll make all kinds of promises about how they're going to spend money with

you and after spending a lot of time and money on the client, it all amounts to nothing, leaving you worse off than what you were before.

8. They'll destroy the credibility of your price and service in the eyes of your clients.

9. They will steal any ideas or knowledge they can get their hands on.

If you've been in business any length of time, you'll have come across a type of individual who is the most difficult to deal with and who complains about price more than others.

The bottom line is those who want rock bottom prices are the most difficult people to deal with and those who pay the most are the easiest to deal with.

They will give you more referrals, more repeat business and help your business grow by becoming advocates of your service. It therefore makes sense to focus on those people who will make your business more profitable and more fun.

Don't play the price game because it's just not worth it. You want to do business with people that appreciate what you do, get value from what you do, refer you, want to have a relationship with you and pay you for what you do.

Price buyers do not want to have a relationship with you; they only want a cheap price at the expense of your time, money and effort.

If you believe that the customer is always King, you will always be a slave to your customer. Who ever came up with the phrase that the customer is always right… but a price buying customer?

The fact is some customers are nuisances and that's not to say you should treat them poorly or disrespectful, you just need to be honest. If you want to sell your courier services to premium customers, you can't do business with bargain hunters.

If the customer does not fit the profile of a premium customer, you need to be honest and say sorry I can't service you. If they want a premium service but don't want to pay premium prices, they have to do business with someone else.

Steinmetz said there are 5 basics on which one can compete in selling a product or service and price is only one of them.

Quality, service, sales capacity and the ability to deliver the product to the client when they need it, when they want it and on time are the other factors.

Each of those remaining 4 basics are far more significant than price. So if you're

selling your courier services based on price, you have not communicated the value of your service effectively to justify a higher price, or you have selected the wrong type of client.

Presenting Your Courier Services - There are several ways you can present your courier services by 'packaging' it.

This could be something as simple as offering a standard service or a Gold service to selected clients who are willing to pay a higher premium.

Gold clients may pay a yearly membership but then qualify for special discounts on collection and delivery services, packaging materials etc.

And if you do not sell packaging materials, this makes a great add-on as part of a packaged service. By simply looking at the value you create or can add, you can come up with several ways to present your service in a way that is attractive, convenient and different from the competition.

By packaging your services this way, you can charge a higher price for certain services grouped together. Then you give clients an alternative choice between for example a Silver, Gold or Platinum service package.

Most of the time your clients will go for the middle option which is exactly what you want. That is why you structure your service's packages in that way, with your preferred option in the middle.

You don't want to offer more than 2 or 3 price packages either, otherwise it gets confusing for the client to choose. So in closing, if you want to charge premium prices for your services; deliver premium services, follow the refer ability habits talked about and present your services in a compelling and elegant way that immediately reflects greater value than price.

Chapter 9 – Courier Client Life Time Dynamics – the Gold in Your Existing Client Database

It is up to 7 times more expensive to get a new customer than it is to sell to an existing customer. And what this means is you will make more money from a continued client relationship than a one time transaction.

Stop chasing new customers if you are neglecting your existing customers, because that's where the gold is, if you nurture those relationships and that's what this session is all about.

Almost all of the courier companies out there go after new clients, spending all their effort and resources on attracting new clients when there's a fortune in their existing client base.

Certainly you need to continually add new clients to your business, but are you mining your existing client database to its full potential?

Again, it costs almost 7 times as much to get a new client than it costs to sell an existing one. Bottom line, acquiring new clients is an expensive business and you don't need to spend an awful lot of money on getting them when you're neglecting your existing clients.

Think about the last time a company you did business with followed up with you? When was the last time you got a second or third letter to come back and spend more money with them?

Yet there's all sorts of ways to mine your existing clients for repeat business, referrals or testimonials, this is what we are now going to discuss.

Now the first strategy I'd like to talk about is the **'Please Come Back – With Bonus' Letter.**

But basically, it's just a letter that tells the client it has been a while since they used your services and you'd love for them to come back and if they do you'll give them a bonus of some sort.

Jay Abraham calls this reducing your *customer attrition ratio*. Your customer attrition is the amount of people who stopped doing business with you for some reason.

It is your responsibility to have a constant pulse on your existing clients by staying in contact with them via post or automatically via email.

constantcontact.com makes this easy to set up and manages your client

follow up automatically for you. The point is, in some industries up to 30% of those clients come back and use the company's services again. Certainly between 5-10% is reasonable to expect and that's 5-10% of additional business costing you only pennies to acquire.

Now of course this is dependant on the fact that you have delivered a quality service and they were happy with your services.

A lot of the effectiveness of this letter is based on the relationship you have with your existing clients. All the more reason you want to stay in constant contact with them as we have discussed.

But compared to the cost of such a mailing and the type of work letters like this can generate for your courier business, any response rate is a good one depending on the average unit sale of your service.

Another way you can do this is by using a **'Reminder Postcard'.** This is a very simple strategy and the aim is just to make contact and let the client know you're thinking of them.

Again, you can use the same type of format as the 'please come back' letter with something like *'We haven't heard from you in a while'* on the front of the card.

Your clients will feel appreciated and in many cases that will generate additional business for you when combined with some sort of incentive.

Finally, **Client Newsletters** is really the ultimate marketing tool to staying in contact with your clients, to generate continues business, generate referrals and more. This is also the ultimate tool to nurture client loyalty.

Client Newsletters is a marketing tool aimed at getting your company name out there and get a response back. Your newsletter should be full of response triggers like special offers, testimonial contests, referral requests, or drive them to a website or free recorded message about additional services you provide.

And this deepens the relationship with your clients. And the reason you want to send it monthly instead of quarterly, is because it maximises the life time value or life time dynamics of your client.

Courier Client Life Time Dynamics

Let's consider what the life time value or as Jay Abraham calls it, Life Time Dynamics of a client is.

You do not know how much you can afford to spend to acquire a client until you know how much that client is worth to you. So for example, if the average job is

£100 worse case scenario and the client uses your services 3 times a month in 3 years, that client is going to bring in £10,800.00.

That client is worth to you £10,800.00.

… But that's not entirely accurate… because if the client gets only one referral, buys a premium service and pays an additional yearly fee for a V.I.P gold membership…

That client is now worth £12,000.00.

…and even that is not entirely accurate because… considering that the client brought in one referral… That referral is also worth the same amount as the first client. Which makes the total value of that first client now £24,000.00, over a 3 year period.

The question is how much are you willing to spend to get that first client? Once you know your net figures it becomes easy because you could literally buy clients all day long because you know their life time dynamics.

Now calculating the cost of a newsletter x the amount of clients, divided by the amount of gross profit generated from your newsletter mailing = good profit for your courier business in relation to everything else.

Now you can sit and do the maths with your own client base and depending on the unit sale, you'll almost always make a profit from this marketing tool.

Again, in calculating the worth of one client, and say you have 100 on your mailing list, the cost of the monthly mailing to those clients, divided by the total worth of your clients, the difference is how much you have to spend on mailings to those clients.

And that adds up to an awful lot of years before it is not profitable anymore. And surely you'll get a percentage that will want to give you repeat business and referrals from your list.

The point is this marketing tool cannot not work. It works and if you use it, it will work for your business again with the caveat that you have to provide a quality service and foster a relationship with your clients.

Now many people may think 'I don't want to write a monthly newsletter. What do I say every month?' And the beauty is you don't even have to write anything. There is ready made content out there which you can simply format and share valuable content with your clients.

You can even hire someone for very cheap to put one together for you from websites like Elance.com.

And again, don't just send promotional material out to your clients. Build relationships. Give them valuable information.

This does not necessarily have to be about the courier industry, but anything that can help them in their businesses and add value to their lives.

You could even share suggestions they can use to improve their business by using some of what you're learning now. These are all ways you can stay in contact with them and become a fiduciary to them.

The actual newsletter is not rocket science itself. This can be a simple black and white 2 or 4 page piece folded in half and you can print it yourself or have it printed every month – that's it!

Nothing fancy or difficult. You can also use services like constantcontact.com to automatically schedule email newsletters to go out to your clients and thus automating the newsletter sending, as well as reducing your costs of mailing to virtually none.

Start using client newsletters as soon as you can and start seeing the benefits almost instantly.

Chapter 10 – The Power of Social Proof – How to Use Testimonials in Your Courier Business

There are 3 reasons people may fail to do business with you. First they are not interested, second they can't afford it or third they don't believe you.

Using social proof in any business automatically reduces buyer resistance in your service or product. That is also why it is absolutely crucial you systematise the testimonial request process as you'll learn in this part of the guide.

But let's say your prospects are researching a courier for their company, you hand them a consumer awareness guide and in it they read about Joe Smith from ABC Printers who said the following:

"John's service to our company has been nothing short of professional, punctual and a pleasure to experience. They consistently over deliver and from the first welcome letter we received from them, to the monthly newsletter tips we enjoy, I truly feel we have discovered a treasure trove we plan on doing business with for a very long time to come!"

How do you think that sort of a testimonial will influence a potential client? Social proof is an extremely powerful marketing weapon and that is what you want to start to collect and use in your own courier business.

You see when you say something about yourself people don't believe you, but when someone else says something about you or your company, it immediately raises you in the eyes and minds of prospects.

How to Get Testimonials

There are several ways of getting testimonials, and just like with referrals, the best time to ask for one is right after you have done a great job for a client.

Using a digital camera is just one suggestion; ask individuals whom you've just done business with the following:

"I'd like to take a picture of you and use your testimonial on my website, is that OK?"

9 times out of 10 they'll say "YES! Why?" Because it's their moment of fame. And guess what they'll do? They'll tell their friends and family their picture is up on a website and give them your company's web address.

They've now indirectly referred more customers which are being exposed to more testimonials from other satisfied clients to your business at the same time.

That is the leverage you can get by getting and utilising testimonials in your courier business.

And testimonials should be used everywhere in your marketing, in your consumer awareness guides, recited in free recorded messages, special reports and monthly newsletters.

You could even use them on flyers, invoices, business cards and more. Why? Because it works. It brings in clients sitting on the fence wondering who to choose from the multitude of suppliers.

And you want to get and use literally a preponderance of testimonials and proof in your courier business and in all of your marketing.

The Testimonial Questionnaire

One of the ways to get testimonials is by using a testimonial questionnaire and this is just a single sheet of paper, to use right after you have done a great job for a client.

Now you can post this out as well if it is not practical to use immediately after the job, but the point is you want to do it as soon as possible – timing is essential here.

This questionnaire then becomes a marketing tool you use in your marketing, on your website and all other advertising channels.

The Testimonial Letter

This is an actual letter you've requested from a happy client. The letter then gets used again, in all of your marketing campaigns with the client's permission.

Another way is **testimonial videos, photos and audio testimonials** combined with photos. And you can use all of these in your marketing on your website or **promotional CDs and DVDs** for your courier company.

You can also utilise **24 hour recorded voice lines** where you have your clients call in and leave audio testimonials. You can then leave these on a free recorded message line and let prospects listen to what other satisfied clients are saying about your business – very powerful.

So the easiest and fastest way of getting testimonials is by using the testimonial questionnaire and letter model. And again it is highly recommended that you take a digital camera with you and get a picture of the client along with their testimonial.

You can also use a **testimonial book** with all of your testimonials. This can be in the form of a ring binder or even use it in a PowerPoint presentation when you do free audits.

This again reinforces the belief that the prospect is dealing with a great company.

If clients come to your office, you can also put **pictures of your happy clients up on your office walls**. This was done by Joe Gerard, the greatest car salesman ever according to the Guinness Book of World Records.

Another great way of enjoying the benefits of using testimonials is to use **Endorsement Testimonials**. Let's say you've done a great job for a printing company, that company then endorse your service and you would use that endorsement in mailings to other printers or target markets.

And lastly, when you see all of these testimonials on your walls or other marketing materials, it reinforces to you and your staff how wonderful and great your company is and that makes you want to deliver even more quality services to your clients.

Let everyone in your company utilise these tools and you'll grow your courier business without almost any effort at all.

Chapter 11 - Review of the Marketing for Couriers Guide

As we bring this guide to an end, we hope you've learnt a great deal about marketing your courier services and we hope we've opened your eyes to new possibilities and avenues that you can follow to grow your business at lightning speed compared to your competition.

In this final chapter we want to review all of the marketing tools presented in the guide to reinforce the material a little deeper into your subconscious mind, as well as share some final thoughts with you.

Now, what we first introduced you to was the concept of working smart not hard. We've also discussed the importance of having the right mindset about growing your business.

Implementing these strategies begins with the right mindset and a mindset that you believe you deserve to be successful as a value creating entrepreneur.

But just having the right mindset is not enough if you never implement the strategies and ideas we have outlined in this guide.

You have to take massive action on the information you've learnt if you're going to benefit from it. Our suggestion is that you go through this programme at least 3 times so you retain up to 80% or more of the information you've learnt.

The next step is to implement one strategy at a time. Master only one at a time and then learn and implement more as you get more familiar with these concepts.

We've also talked about the courier business bull's eye and message to market match. You now have the information and the knowledge to go after whatever bull's eye it is you want in your business and go for it, because the majority of your competitors will never be exposed to this information so you have an absolute advantage.

The way you go for it is you use the autopilot advertising systems we discussed with you in Chapter 3 so you can spend your time talking to pre-sold, pre-qualified, pre-motivated and pre- disposed prospects.

And you do that by setting up your automated marketing systems such as the free recorded messages, the consumer awareness guides, the voice broadcasts etc. in advance.

That way your prospects are already halfway and often at times completely sold before they even talk with you on the phone.

In Chapter 4 we also talked about the courier customer conversion systems

where we discussed education based marketing, doing a free audit, presenting with a PowerPoint or website video, consumer awareness guides and making free offers, in the right context naturally and of course the money back guarantee.

And if you use all of these systems, then you'll have an automatic system that makes it easy for customers to do business with you with almost no selling on your part.

Then we talked about customer service excellence in Chapter 5, where we create clients out of customers. Remember we said that you are managing expectations in your business.

We talked about unhappy, satisfied and loyal customers and we made the example of the restaurant manager who demonstrated service excellence.

Then we talked about how to create unpaid sales champions out of happy clients that refer business to you like mad. And remember The 4 refer ability habits - show up on time, do what you say you are going to do, finish what you start and say please and thank you.

Then we talked about referral generation, referral rewards, thank you systems and how to implement a referral programme.

Then we talked about the how to sell your courier services 'without staff' system using free recorded messages, consumer awareness guides, free reports, by mail, by email, using voice broadcasts, free audits and getting the business by asking for referrals, back end sales or relationship building instead of selling just a one off transaction.

We also talked about sequential mailings. We mentioned that whenever you have success with a mailing, that you sequence another and another and so forth until it stops working.

And a side note on tinkering with what works. If something works for you, do not change it because you got bored with it. Remember you are not your own customer, so if it's working don't fix it as the saying goes.

We also talked about how to get an immediate pay increase in your courier business and the importance of raising your prices versus catering for price buyers only.

We also talked about the difference between price and value and of course price is what something costs and value is what you get in relation to what you paid for.

You've also learnt the importance of being able to deliver if you're going to

charge premium prices for your services. Also, we talked about how when you raise your prices, you are being perceived as better and more capable than the competition.

Then we talked about customer life time dynamics or the life time value of your clients, the importance of fostering good relationships with them and what you can spend to acquire a new customer, once you know what they are worth to your courier business.

We also said that you no longer compete in the commodity or transaction only business, but that you get into the relationship building business where the real money is being made.

We also talked about the value of keeping in touch with your clients through clients' newsletters and as a side note, every month you do not stay in touch with your clients you lose 10% of those clients, so you want to stay in touch with them on a monthly basis for optimal effectiveness and results.

And finally, we talked about social proof and testimonials. The power in using them in your marketing materials and the importance of collecting them using the methods discussed.

Well that's it you now have the most complete marketing and business growth programme available for couriers anywhere at your disposal. All that is required to make all of the principles and strategies work for you is a sequence of actions.

We hope that you will have fun implementing and watching these strategies transform your business into a fun and profitable business, that not only creates more and higher value for your clients and customers, but a business that also gives you and your family more fun, more life and more freedom.