

## PTL 1.0 Specify Target Market

Objective

Discover new contacts that would be interested in our products

*Gather very broad harvests from data records and bring them in and then organize them in prospective lists. This gives the company a competitive advantage as it reaches outside its normal advertising and into the realm of prospecting.*

### Key Points

- Who is our best customer?  
How can you identify and contact more leads like these?
- Are there any markets we don't sell to that might consider using our products?  
How can we identify these markets?

Who do we sell to, and who can we sell to. We want to find customers that use cast stone often. What do they all have in common? How can we identify those people and build on our list of regulars? How can we identify groups we should be able to sell stone to, but don't, for one reason or another.

Find a way to reach as many of the interested people in the target market, and as few people who aren't. Do all High-End architects receive the same magazine? Do all the masons in an area belong to the same professional organization? Perfect marketing is never quite achieved, but you want to hit your target as precisely as you can.

You can get customer and job information from Stone Works. You can find some customer information online, or from professional organizations.

## PTL Outline

### **PTL 1: Select Target Market**

PTL 2: Select Prospects & Match to Campaign

PTL 3: Convert Lead to Contact

