

## Revive an old Contact



Location: Media Support/Brochures

We have many old contacts in our database that no one has contacted for a long time. First you will want to call them (or email, if no phone number is available). After that, if they appear to be a viable contact, with some possibility of jobs upcoming, then you may wish to send them some piece of marketing material. Send something the contact will be interested in, the standard SL Branding brochure might be adequate, or send them a high quality print out of a few Project Portfolios.

### Marketing Spins

*Text for email to send with the flyer that tells a customer what he is looking at, written with different target audiences in mind.*

#### Spin 1) Architect General Contractor or Mason

Hello (XXX) we haven't heard from you in a while, since we bid on the (XXX) job (XXX) years ago. How have you been, we heard (something about him you found in the contact database) We just want to keep in touch with you, keep our network up. Are you working with stone much lately? We'd sure love to place a bid on another project for you.

#### Spin 2) End User

*Generally we don't make a big effort to maintain most end user contacts. They tend to make only the one purchase. If we leave them particularly satisfied with their stone, they will call us if they need something more.*

*This is not universally true. If you believe there may be a possibility of further stone sales to this contact, Don't hesitate to set up a task in Stone-Works as a reminder to recontact this person at a later date.*