

BBBI

BUSINESS BUILDING IDEAS

Q&A

Dear GW,

I work for a company that makes truck parts. Though we get good business, we are still small and don't have a large budget, resources, or time to really makeover our marketing plan. I was wondering if you could give me some tips on improving our everyday marketing plans without having to spend any money or take too much time out of our normal business practices.

Thanks,

Store Manager

Dear Store Manager,

Let's start with the small things. Treating the customer as a VIP is the best way to market your business on a budget. Each and every person who calls your business, whether they are just asking for directions or have dialed the wrong number, is a prospective customer. You should always make it seem as if you are happy to speak with them and excited that they called. Positive attitudes are contagious. When others begin to notice your actions, they will be more likely to follow.

When you are in a business that has stiff competition, as I'm sure a truck parts store does, great service can make all the difference. How you go about fixing a problem or satisfying a frustrated customer is a great way to market your business. Often times, a customer who has a positive experience will refer several others to your business. On the same token, losing a single customer due to dissatisfaction can lead to several others



We are a marketing communications company geared toward helping equipment manufacturers grow.

We create new ideas for small and large companies eager to build their business with increased sales of their products and services.

We've been doing this for over 50 years because we believe in the entrepreneurial spirit.

There are always great opportunities to grow.

The question is, always — "Are you Ready?"

A handwritten signature in dark ink, reading "Harold Wallace". The signature is fluid and cursive, written in a professional style.

Harold Wallace

Call me anytime: 405.834.5836 (cell).



GALLOWAY WALLACE

GEARED TO BUILD BUSINESS FOR EQUIPMENT MANUFACTURERS

choosing another business over yours.

Bottom line, you can market your business without spending a dime. Training your staff to treat customers with the utmost respect and appreciation will have a huge affect.

Hope this helps!

GW

Dear GW,

We have a great brochure for our company. It's clever, unique, and it looks great. However, I still feel like it's not enough. People in my business receive so many brochures, they end up in the trash most of the time. I was wondering if there was anything I could do to keep them from ending up as a coaster or in the waste basket.

Sincerely,

Marketing Assistant

Dear Marketing Assistant,

Why not try an audio brochure? It can be a really great way to generate new business. You would want to send them out sparingly, depending on your budget. It is easy to toss a brochure, but if there is a CD, DVD, or cassette tape attached, the person will be less likely to get rid of it without listening or watching. Most people don't use cassette tapes anymore, so I would recommend having a CD to send out. The CD can include anything from testimonials to general info on your products and services or company history. You might also try a series of clever promotional premiums that culminate with your audio or printed brochure.

Best of Luck,

GW

**If you have any questions or need advice, feel free to send us your questions.
Comments are also welcome!**

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