

In-person Outreach - The Final Task:

Prospect 1 - Dog Grooming Salon

After doing “recon” on Yelp and Googlemaps, I found a local Pet Grooming Service a short drive from where I am. I set off, laptop in hand, smartly dressed to the Prospect and asked if I could speak to the Manager of the Salon. The member of staff called over her Manager. I complimented her on the service she was providing, asked a few questions about dogs and what breeds her team mainly deals with (to lay the groundwork). I then segued into introducing myself as a local digital marketer out to help local business increase their sales. Initially, she was a little taken back but I managed to maneuver the conversation into her current landing page and what she was lacking that may be contributing to her loss in sales. She said she’s not willing to spend a fortune on a new website or “consultation fees” so I reversed the risk and said I’d be willing to do the work for her for a testimonial... She said she’d be happy with that but would get back to me next week and let me know if she was willing to proceed on the offer...

What I learnt - I’d have to say it was initially daunting at first but getting dressed smartly and professionally put me into that mental frame of a Professional Marketer going out to actually help a business. Had I have gone in my loungewear, it definitely would have been a disaster!

Taking a deep breathe and going in and acting naturally was a good way for me to go in and “break the ice”. Starting with an off-topic conversation about dogs and pets allowed me to warm the prospect for them to allow me to take 5mins of their time to explain what I can offer and how it would help them increase their sales.

Prospect 2 - Local Florist

Using Yelp, I found a local florist not far from where I live. I paid a visit to the shop, introduced myself as a local marketer to the proprietor out to help local businesses in increasing their sales.

Before I could start by complimenting their business and hardwork, I was told he already had someone taking care of his website and emails...and that he mainly relies upon “word of mouth” being established in the area for some time.

He then proceeded to ask me if I wanted to order any flowers for a loved one?! I politely declined, wished him a good day and left.....confused...lol.

What I learnt - Not everyone needs help from a digital marketer, some primarily rely upon word of mouth to drive their business. Not every business owner wants to grow large and dominate their niche. They seem to perceive it as “hardwork” not looking at the bigger picture.

Keypoint is not to be pushy and act salesy, even though the temptation for that behaviour does arise. Its important to maintain a professional frame at all times, even when things may not go well at the time for you. At the end of the day, there are plenty of other businesses out there waiting for someone to come and help them! Smile and keep moving forward!

Prospect 3 - Local Printing Shop.

I found a printing place not far from my home. I introduced myself as a local digital marketer to the business owner, an “old man”, probably in his 60s. I started the conversation about how his business is going and how long he’s been in the business for, to warm up the Prospect.

I then segued into areas of his funnel he may be having “leaks” in. Introduced him to the idea of creating an Instagram account to increase awareness for his business and making “slight” improvements to his website to increase conversions, even creating a mini email sequence to warm up his Prospects...

I explained it all in layman’s terms but i could feel he wasn’t interested in my services...

I persisted without being or sounding salesy, even going as far as offering my services for a testimonial.

He politely declined and said he was “old school” and didn’t want to expand outwards. Only being interested in serving local businesses in the community, people he knew for years...

What I learnt - Some business owners who have been well established locally for many years are only interested in serving their regular customers and not in need of becoming too big and expanding outwards. They perceive that as being daunting, preferring to stay in their own comfort zone, afraid that getting out of it would lead them to financial ruin. I thought that he had sons or daughters he wanted to pass the business on to. From the conversation I had, it seems that he may be planning on closing up shop soon....

Thanks for the assignment Andrew. I learnt a lot about myself through the process. And it really isn’t as hard as its made out to be. I learnt to trust my gut instincts when I am in the zone with the business owner. To gauge their body language and adapt accordingly to tilt the situation in my favour, all the while without being salesy and giving the business owner the impression that I am here to “serve their best interests”, which is what my intention was for them all along.