

THE BEST WAYS TO TARGET POTENTIAL CLIENTS

WHEN BUSINESS PARTNERS THINK ABOUT marketing their companies all types of questions come to mind. How do we reach board members and managers when we don't know who or where they are? Once we find them, how do we get their attention so we can tell them what a good job we'll do? After they invite us to make a bid presentation, how do we convince them to hire us? And once we're hired, how can we keep our clients away from the grasps of our esteemed colleagues?

HOW TO FIND 'EM

Except in the few states that require annual board member registration, current information about association elected officials is difficult to find. Here are some other ways to locate new clients:

- Attend CAI conferences and related networking functions where you can interact with homeowners, board members, and community managers. Better yet, organize an event or speak at a program.
- Encourage your employees to act as company ambassadors--you can't possibly attend every networking function.
- Write for industry publications.
- Announce new contracts and employee promotions, hires and awards in newspapers and industry publications.
- Ask existing clients for referrals.
- Pinpoint communities you would like to work with and check their bulletin boards for names of association leaders.
- Add new contacts to your company's marketing mailing list.
- Promote yourself to existing clients by providing superior service. Being recommended by an existing client is the most effective and least expensive marketing tool. This means you must maintain a stellar reputation. You may be a great salesperson, but if you don't produce what you promise, you won't keep the contract.

HOW TO ATTRACT 'EM

Now that you have some names of potential clients, what do you do with them? Advertising experts say you must keep your name in the forefront of your industry, because timing is everything. If you send potential clients one solicitation letter and give up when they don't respond, you're losing business.

Develop a marketing list of every prospective client you have ever contacted, including board members to whom you've presented bid proposals. people on your marketing list:

- Mail newsletters, new contract announcements, advertising postcards, and other promotional products to community associations on your marketing list. Make sure all promotional pieces are professional and well-written.
- Invite prospective clients to attend company functions such as an open house or board training program.
- Advertise in industry publications.
- Ask prospective clients for other names to add to your mailing list.
- Call prospective clients at least once every three months to keep in touch.

HOW TO GET 'EM

Once you've attracted potential clients, you must show them why your company is a cut above the rest. First, you need to survive the board's presentation selection process. Then, you need to deliver a mind-blowing presentation. Neither task is easy. Here are some tips that will help you compete for a contract:

- Mail prospective clients a packet introducing your company. Include the advantages your company offers, a description of your company's involvement in industry organizations, a list of employees who hold regional and national designations and certifications, clients' testimonials, and highlights of your company's goals and business philosophy Ask to meet with the board to discuss why it should hire your company.

continued on next page



www.caionline.org

#WeAreCAI

Follow us @CAIsocial    

THE BEST WAYS TO TARGET POTENTIAL CLIENTS *cont'd.*

continued from previous page

- Learn about the community's property, bylaws and CC&Rs, and financials.
- Ask a manager who best fits the community's character to attend the meeting. Rehearse your presentation.
- Try to schedule your presentation last. However, if the association board has invited several management companies to present bids in an undetermined order, arrive early.
- Prepare a formal presentation with computerized graphics or handouts.
- Encourage directors to ask questions. Carefully listen to directors' inquiries to determine their special interests and company comparisons. Answer questions as clearly and completely as possible.

HOW TO KEEP 'EM

Ah, the big challenge—how to keep your clients. You need to continually provide quality services and maintain educated, committed and experienced employees.



www.caionline.org

#WeAreCAI

Follow us @CAIsocial    