



Episode 29: **Make More Money Next Month - Creating Active Word of Mouth**

www.customapparelstartups.com/make-money-next-month-creating-active-word-mouth/

Mark S: Hey everyone and welcome to take 3 of Episode 29 of The Custom Apparel Startups Podcast; my name is Mark Stephenson.

Mark V: And this is Marc Vila and today we are here to talk about 'Making more money next month specifically creating active word of mouth.

Mark S: I love that topic.

Mark V: It's a fun title name.

Mark S: I like it. And we called it out for a couple of good reasons.

Mark V: Okay! So we're saying that we wanna make more money next month.

Mark S: Yes

Mark V: That's the goal of this podcast, just that you listen to this and then next month you're gonna be able to make money you wouldn't have made before because you listened to this.

Mark S: Right! Honestly if you don't wanna make more money next month, then you probably are wasting your time listening to any of our podcasts.

Mark V: Okay! Okay!

Mark S: You really are!

Mark V: But then we said creating active word of mouth. Alright, so the reason why we talked about word of mouth is because why Mark when you go in and you talk to customers that visit us.

Mark S: Yes!!! I tell this story all the time. So you know we have open houses here at ColDesi periodically and I do presentations on you know getting found online and things like that. Now having room for ColDesi customers and I will say you know, okay raise your hand if you have a website and that's how you get most of your business and maybe just a few people raise their hands. If I say raise your hand if word of

mouth is your primary method of getting business, then everybody else, at least 90% of those those people raise their hands.

Mark V: I agree. Most people that we talk to they say that they started their business and they grew their business through telling some folks about what they did.

Mark S: Yeah!

Mark V: And, then somebody within that group either directly needs some apparel.

Mark S: Or knows somebody..

Mark V: Yeah! or knows somebody and then you do some work that way and you continue to tell people what you do and you do work for people and they tell other people...

Mark S: So,

Mark V:..you getting your folks.

Mark S: Yeah! so the basically the premises is that the more people who know who you are or what you do, and are willing to share that information, the better your business will do.

Mark V: Yes! I think that's exactly what it is and it's that simple to get started but you can facilitate the growth of that.

Mark S: I like this. We're like, we're winding our way around, around the term here, it usually scares people.

Mark V: Yeah!

Mark S: Right!

Mark V: But you can. You can say that you can create more word of mouth, you can like more people know what you do.

Mark S: Right! And you might do that for example by going up to a business or a person that you're not familiar with and introducing who you are, what you do.

Mark V: Now, I'm scared.

Mark S: Okay! Ya because you're actually having to do something.

Mark V: (Laughs)

Mark S: because really what we're talking about and the word that we did not use in the title specifically, the trick you're going to listen to in this podcast is outside sales.

Mark V: Yeah!

Mark S: And, really what we're talking about, what we're not talking about; and let's say we're not talking about...

Mark V: Okay..

Mark S:...we're not talking about the person who knocks on the door and tries to sell you, you mentioned a water softener..

Mark V: yeah!

Mark S:...to me earlier.

Mark V: Security system.

Mark S: Yeah! Or maybe back in older times it was a vacuum cleaner.

Mark V: Encyclopedias

Mark S: Encyclopedias..

Mark V: Yeah! I've had both of those.

Mark S: Yeah! I don't think I've had anybody try to sell me an encyclopedia.

Mark V: I actually like to invite those people into my house so they can give their whole demo, so I can judge them and ridicule them.

Mark S: Laughs

Mark V: No just kidding! I don't do that last part but I do let's see I'll be person.

Mark S: I like to invite them in and wear them out.

Mark V: Laughs. Well you do, regardless.

Mark S: Yeah! I do that everyone who gets into my home..

Mark V: Yeah!! Right! So, back to business here, so if we want to create word of mouth by going out and meet new people, what we're talking about here really is making some kind of a plan. You can't just say that yes you're right Marc and Mark, we really want to make more money next month. And we understand, we're gonna, we need to meet more people, so we're gonna do that.

Mark S: So what are somethings then, let's maybe start breaking down some different things that we're gonna try to do...

Mark V: Yeah!

Mark S:... to create that active word of mouth.

Mark V: And let's call this, and I'm not sure if I mentioned it yet, but this is good podcast to take notes.

Mark S: You didn't mention it yet. But I like it.

Mark V: Okay! So if you're listening while you work which I know a lot of our customers do, that's great. But make sure that you at least take a few minutes at some point and listen to it again and again and again and again. And then, you know get out a pad and paper and start taking down some notes.

Mark S: Yeah!! And I think the notes are also about writing down some of these goals and things that you wanna do and that's because when we're not just gonna talk about this, this is one sort of list that you have to do...

Mark V: Right!

Mark S:...and this is how you're gonna do it because you and your business are different than everyone else out there that exists.

Mark V: Right!

Mark S: You are unique; I feel like this is like some motivation.

Mark V: It is...

Mark S: You know, you are unique; your business is unique...

Mark V: Yeah!

Mark S:...and they're gonna be people that buy from your business just because of you or whoever is representing your business.

Mark V: Right!

Mark S: So, you need to go out there and find all of those people that wanna make that connection with you and buy from you.

Mark V: Agreed! So when you taking notes, at the top of that page I want you to write down sales plan...

Mark S: Okay!

Mark V:...because that's what, you could call it the making more money next month sales plan and that might be more motivating; you can call it the making more money next month by meeting more people this month sales plan.

Mark S: Or the creating active word of mouth..

Mark V: You could definitely, sales plan.

Mark S: Laughs! Okay!

Mark V: You could definitely do that. So the first thing you really need to do is just kind of take a look at your business and figure out what kind of business you want. So are you a niche business or are you a GP, are you a General Practitioner? So, in a niche business for example, may be you have developed a business where you only sell bling to cheering desk and only the General Practitioner side, maybe you're an embroiderer who does polos and caps and uniforms...

Mark S: Handkerchiefs.

Mark V:...handkerchiefs; you know, you do things for general business. You know, maybe that's it. So you really need to figure out if you're a niche or a general practitioner.

Mark S: And, when you make that determination of which one you are, that's how you're going to figure out where you can go and what you're gonna do when you get there.

Mark V: Right!

Mark S: Right!!

Mark V:...because, I mean...

Mark S:...generally speaking....

Mark V:...because really in order for this kind of sales plan to work, you know, you've gotta have people, you know we're talking about physically people local to you or with a driving distance to you, that are potential customers.

Mark S: And, that's specifically we're gonna talk about today.

Mark V: Yeah!

Mark S: We're gonna do a few of these making more money...

Mark V: Yeah!

Mark S:...podcasts..

Mark V:...next month..

Mark S: And, next month we're going to do more or we're gonna do...

Mark V: Yeah! Yes, both!

Mark S: Okay

Mark V: We're gonna do more next month and it's about making more money.

Mark S: But, really we aren't going with it is, is this one is talking or we're gonna create active word of mouth by going out into the world.

Mark V: Yes!

Mark S: Okay, that's what this is about. In others we'll talk about some other ways of growing and making more money, next month...

Mark V: Right!

Mark S:...right now, it's about getting out there, so we're gonna determine what type of business we are. Am I the type of business owner I just say it doesn't matter if what type of business you are, I do anything

from sports apparel to corporate wear to custom things from, you know, weddings and ***. You know I do all of these things, I am an embroiderer...

Mark V: Right!

Mark S:...I do all of it.

Mark V: Yeah!

Mark S:...and if you're a that type of person then you can go, the amount of people you can see is much larger...

Mark V: Yes! In a geographical area...

Mark S: In a geographical area.

Mark V:...because almost every business is going to be a prospect.

Mark S: Yes! So every prompter and AC company and any business that goes, you know everything. You've got a ton to go to. That doesn't necessarily mean that that's better or worse than having a niche.

Mark V: Right!

Mark S: It's just different. In the local marketplace it's usually easier to develop business like that. You have a larger field to pick from.

Mark V: You've a larger field to pick from, the harder part about that is that you have to be prepared to handle all of those conversations.

Mark S: Right!

Mark V: So, maybe at this point of time maybe we can divide this, make a split here...

Mark S: Yes!

Mark V:...and let's talk a bit about the general practitioners style of business for a couple of minutes And then, go over to the niche one.

Mark S: Right!

Mark V: Then the combat together...

Mark S: Okay!

Mark V:...and move one to...

Mark S: This is a complicated plan.

Mark V:...and then moving on to actually executing it.

Mark S: Right!

Mark V: So, I think we need to talk about both because I, this is here the thing that's important about talking about both of those separately. If you agree...

Mark S: Yeah!

Mark V:...because you can, as a business owner you can do both of these. You can be a General Practitioner type and go out and try to create word of mouth all over, but then you can also say okay it's a day...

Mark S: Absolutely!

Mark V:...today I am going to specifically focus on you mentioned car dealers...

Mark S: Yeah!

Mark V:...I think it is a good idea; I'm gonna focus on every of the small local on buy here pay here type of car dealerships...

Mark S: Car dealerships; Yeah!

Mark V:...so I know that I'm gonna got there, I'm probably going to talk to the owner...

Mark S: Yeah!!

Mark V:...they're probably are gonna meet small order of things, but I might be able to close those deals and build myself. I can build a sales plan.

Mark S: I like that.

Mark V: So know, if you're the general practitioner type, okay...

Mark S: Yeah!

Mark V:...so how are you gonna go out there, talk about that.

Mark S: Yeah! And so, this is gonna be your plan.

Mark V: Okay!

Mark S: Right! So we're talking about the plan. So the first thing that you're gonna look at is, I want to start with the geographic areas, and then we'll start, we'll go to the rest of the thing because I really like this plan.

Mark V: Okay! Great!

Mark S: So, let's say you are in Tampa Florida, we're a mid size city, we've got probably one and a half million people within a 45 minute drive.

Mark V: Okay!

Mark S: So, if I was going to work at Tampa Bay area and I was a General Practitioner, what I would do is I would divide up the city or the general area into neighborhoods.

Mark V: Okay.

Mark S: Okay. Now some people will make a circle around the area and will do like pie slices. You know, but if you do up in neighborhoods I like that, because generally you get the same general kinds or types of environment certainly and specifically. So we've got the west shore business district here....

Mark V: Yup!

Mark S:...which is about 15 minutes from our office depending on traffic and there are a huge number of businesses there.

Mark V: Yeah! They're hundreds of them within a mile or two.

Mark S: Right! It's a good place. You know there area couple of buildings that are maybe 10 12 storeys, tall, nothing really huge but you know that everybody in there you know they generally work in an office; it's an office environment rather than just a retail environment. And you get lots of opportunities within that, you can spend a day, you know or four hours in time in that specific area.

Mark V: Yeah! You could spend four hours of time on a few blocks...

Mark S: Right!

Mark V:...of city.

Mark S: Right!

Mark V: So I think that what where we're going with it is if you're general type of practitioner we can do all this type of stuff, you can pick area of town or you can say I can spend 4 hours or 8 hours where that point of time you're gonna be working...

Mark S: Right!

Mark V:...on that day in this area.

Mark S: yeah! And you know what I'm just gonna say this I like starting at four hours.

Mark V: Sure!

Mark S: So, four hours is great; do on your plan you can pick okay, you know, what day of the week that you think you can scrape out 4hours of time because it's very important because remember this is how you're gonna make money next month. So pick a day. pick a 4 hour block and then write down the area that you have to go after. So here it's down town Tampa, it might be Harbor Island, it's West Shore, you know, in Alana it's going to be different, and then in Huston it's gonna be huge. if you have a very small are, then you know, maybe it's only one...

Mark V: Yeah!

Mark S:...you know section that you can cover in 4 hours. Whatever that it, I want you to setup those geographic area and make it if you can at least 4 or 5.

Mark V: And think I think you should pick of like you said a 4 hour time clock next week..

Mark S: Yeah!

Mark V:... and let's do it.

Mark S:I like that!

Mark V: Let's do it! Next week, pick a day, say where can I get 4 hours from say 9 , you know 9 to 1.

Mark S: Yeah!

Mark V: Range. You know, something like that. Where can I pick this block of time...

Mark S: Not Friday afternoon!

Mark V: Not Friday Afternoon. (Laughs) Probably not Monday morning.

Mark S: Right!

Mark V: You know Tuesday, Wednesday, Thursdays is a pretty good idea and more than likely, you know, I like it morning get up and be getting ready to stop in the first place before 9.

Mark S: Yeah!

Mark V: You know, 8.30 maybe...

Mark S: Yeah!

Mark V:...if you agreeing

Mark S: I like really early in the morning because that's when the owners are there.

Mark V: Yeah!

Mark S: That's when the decision maker's there, and I like really late for the same reason.

Yeah! So, you could do that or you could do, you know, starting off at say 2 O'clock...

Mark S: Yeah!

Mark V: ...and being done by 6.

Mark S: Yeah! I like that.

Mark V: We just have a guest stop in...

Mark S: Yes! Who is Lynda Chaveaon, the General Manager just came in and to hand us pieces of paper and she's a great example because she's one of the first people here, one of the last people to leave.

Mark V: Yeah!

Mark S: And that would be who you wanna talk to. Right! So, early in the morning, late in the day.

Mark V: Yeah! So now we're saying that okay in a week from now, I wanna pick a 4 hour time block, it's either going to be really early from morning first thing or in the afternoon. Either way you're blocking that time out and we're gonna go and we're talking about- now you could do this for area or niche but right now we're talking about the area and we're saying that you're going to pick an area of town...

Mark S: Yes!

Mark V: ...that where you can spend 4 hours and what are you gonna do within that 4 hours. Do we have a goal?

Mark S: Yeah! Well you know, you do have a goal and...

Mark V: ...or with area

Mark S:...I think so...

Mark V: ...okay!

Mark S: ...so we talked about that; we talked about the 4 hours. The only other thing I'm gonna say about that is because I've got a lot of experience in outside sales. And, when I was used to do is try to eat up as much time as possible driving, rather than actually talking to people because no one actually wants to go out and talk to people.

Mark V: Yeah!

Mark S: Right! That's right. So, you do the trick yourself with these little justifications and okay, well I'm gonna go work neighborhood that's an hour away, so now I only have to talk to people for 3 hours, but you know what it's an hour back too. So I'm going to leave at 9, I get there at 10, I'm working till 12, and I'll drive back it'll be 1 O'clock, that's went 4 hours.

Mark V: I've seen lunch too.

Mark S: Yeah! You have lunch too, now you're done with an hour. Take your coffee break. So, start really close to your business.

Mark V: Yeah! Start close to your business because you also, you do get the benefit of just saying, "yeah, I'm right here!"

Mark S: Right!

Mark V: And...

Mark S: I love that!

Mark V: ...so, which is cool but that's just a little tip to place your startup. You can eventually grow or move, maybe it's ,maybe that's not the best area for years as well a few. If, you know, if you live for and around from where all the action is, you know, and it is a drive to get in to there, well then you're going to spend that time driving but remember that's not a part of the sales time.

Mark S: Right!

Mark V: We wanna focus 4 hours on creating active word of mouth...

Mark S: Yeah! And so, that's part of your plan is figuring out what your area is. Correct?

Mark V: Yes!

Mark S: Then, maybe next what we should is talk about what you're going to need.

Mark V: Okay!

Mark S: Okay!

Mark V: Alright!

Mark S: So, what are going need and what are you going to do when you get there. Right! So, what you're going to, what are you going to say?

Mark V: Okay!

Mark S: ...and you're going to walk into a business, you know you're going to start at the closest one let's say, and you're going to just walk into a business and you're going have one in your hands and you're going to save that...

Mark V: Okay!

Mark S: ...so before I can make that decision...

Mark V: Okay!

Mark S: ...I need to know what do I want to happen.

Mark V: True!

Mark S: What do I want to happen when I go out there?

Mark V: Yeah! At the end of that 4 hours and you guys have to decide this for yourselves. Right! At the end of those 4 hours when I drive back to the office what do I want to have happened?

Mark S: What have I accomplished today?

Mark V: Right! Yeah!

Mark S: And then if we know what we're going out to accomplish, then we can figure out what do we have to bring in and have with us and be careful.

Mark V: Right! I've got 2 goals in mind.

Mark S: Okay!

Mark V: 1 is I'll like to get an order.

Mark S: Alright!

Mark V: Right! I don't care how big or small the order and that's really important to figure to go out the next Tuesday morning. Do your best to set yourself up for success so you get a small order. Okay! And, the rest of the time what I really like to do is build my email list, or build my customer list that I can mark it to. Because I'm more of an Internet Marketing guy, you know, what I want is to, I want to see 20 people at least, I want 1 of those people to buy something from me or say they're going to buy something from me. And I want at least 10 of those people, at least half of those people to give me card and permission to contact them again.

Mark S: Yeah! I think that for me I agree 100% with everything that you said. And from just a simple stand point of this is what I wanna do so I wanna be able to create this word of mouth that I exist, that my business exists. So I wanna try to go into, you mentioned 20 businesses...

Mark V: Yeah!

Mark S: ...which I think is a goof number. You can maybe even do more.

Mark V: No.. That would be the minimum.

Mark S: Yeah! So I think 20 is a good number to say is that I wanna hit 20 today because you might walk in to somewhere and have half hour conversation...

Mark V: Yes!

Mark S: ...which will be awesome. Right! But, you might walk into 20 places that get no work but all were trying to do is to try to like find out, for me I think, find out is this a good prospect for you...

Mark V: Yeah!

Mark S: ...so, which aka in another words do they buy custom apparel here?

Mark V: Right!

Mark S: Is the decision maker here? Do they actually buy custom apparel and do I make what they would buy?

Mark V: Yeah! Right!

Mark S: Okay! So that's like the initial prospect, is this even worth any time? If there is a local Comcast of arising or time wanner office, call us then, more than likely that's not a prospect really.

Mark V: Right!

Mark S: ...the uniforms that they wear if they wear them or probably not order bulk locally. There' probably someone in for corporate head for orders and handles that. But not a good prospect compared to say a local phone sales company...

Mark V: Yeah!

Mark S: ...that sells telecom systems to local businesses...

Mark V: Yeah!

Mark S: ...that's probably a great prospect for you...

Mark V: Yes!

Mark S: ...because the owner is probably there, or the General Manager, like we, you know, we have a general manager here and we make apparel here so we won't be buying it from somebody...

Mark V: But the company like us would! Because we wear shirts for trade shows, we wear them around the office, we wear logo on...

Mark S: Yeah! The technicians go out and wear.

Mark V: Yeah!

Mark S: So if there's a company that sells, say that telecom they've got a crew of technicians that probably wear some sort of uniform...

Mark V: Yeah!

Mark S: ...and they've got sales people that probably wear polo shirts, hats, or have hats, or shirts, or things like that and things like done on it. There might have warehouse people that wear t-shirts in the back...

Mark V: Yup!

Mark S: ...with a company on it. So, that's a potential prospect for you. So that's going number 1 for me is to find the potential prospects.

Mark V: Yup!

Mark S: And then go number 2 is to find out who makes the decisions there.

Mark V: Yeah!

Mark S: That I need to talk to. So that would be my top list book.

Mark V: Yeah!

Mark S: ...and then I like what you said get permission to contact that.

Mark V: Yeah! So, by that what I mean is- you don't wanna, it's not a drive by. Right! So you want to meet someone, even if it's a receptionist. You wanna talk to them about whether or not they purchase customer apparel, and then you wanna find out who is the right person to talk it about there. If they're there you meet them that's fantastic, and you can say, "Do you mind if I call again, or do you mind if I send an e-mail and put you on my e-mail list, so I can keep you up to date?"

Mark S: Yeah! And, that's essentially the initial goal for me...

Mark V: Right!

Mark S: ...that's initially what it is; is to walk in and say and not necessarily directly ask, but maybe just ask, I do custom apparel, do you guys have any needs here. I just wanted to let you guys know who I am, I make custom apparel and if you've got this is where you can fall into the area and niche. If you're, I'm sorry, the General Practitioner or niche then but if you're, we're talking about General Practitioner stuff at the moment...

Mark V: Yeah!

Mark S: ...but you walk in, you have to immediately know what, how I'm going to say it a little bit differently.

Mark V: Yeah!

Mark S: You know, in each business we're going to say, "Listen I can handle uniforms and things for sales people and technicians and all of that, I do all these types of things. I just wanted to reach out to the person here who made that decision, let him know who I was maybe send him an email about some of the different special things that I can offer your business.

Mark V: Yeah! And you might even do it in a way that says, "Hey! My name is Marc from ColDesi, I'm walking to the building today it's likely a business purpose. "

Mark S: Okay!

Mark V: You know, I'm collecting business cards, do you guys buy custom apparel? Logo church-rate and like that? Yes, great! Can I get the business card of the person that usually does that kind of thing?

Mark S: And, there you go!

Mark V: And, you're done! Here's my card, you know just in case that you come by or better yet are they here? Can I, you know, just introduce myself.

Mark S: They are going to be very used to people walking in and saying something like that.

Mark V: Yeah!

Mark S: They're going to be used to that first of all, that's why you don't have to be scared to do that...

Mark V: Right!

Mark S: ...because all you're doing is walking in, whoever's in the front and you come in with your, you wanna create a little pitch ahead time and just say...

Mark V: Yeah!

Mark S: ...Hi my name is Mark. I am, a newer business today area or I'm a growing business in this area. I do custom apparel like polo shirts, hats and t-shirts...

Mark V: Yeah!

Mark S: ...do you guys have a need for that type of stuff? I'd like to skip some of my information to the person who makes that decision, who could I send it to?

Mark V: Yeah!

Mark S: ...and then, right out of the gate there this person who is a receptionist or secretary or assistant or the owner or whoever it is...

Mark V: Yeah!

Mark S: ...whoever sits and receives people that come in. I've heard something like that, a whole bunch of times...

Mark V: Right!

Mark S: ...whether it's copy machines or....

Mark V: ...but never from an apparel decorator

Mark S: ...never from an apparel decorator, that's exactly true. That's very rare that they're going to hear that from the apparel decorator. So, you don't have to be apprehensive about saying that pitch, it's very short and simple and more than like we're going to say Bob handles that, here's is card.

Mark V: Yeah!

Mark S: Or they're just going to say we never order it.

Mark V: Right! No we don't do anything like that.

Mark S: We don't do anything like that. Thanks a lot!

Mark V: Yeah! Or you know, what I would do in that circumstances, well do you know anybody that does...

Mark S: Sure!

Mark V: ...or you know, is there a church or baseball team or anything like that that you know that does. You know I would probably do something like that.

Mark S: And, I think that's the experienced outside sales person....

Mark V: Yeah!

Mark S: ...and that's going to depend whoever's listening this right now; whether you say that or not is going to be up to you on how far you can take the conversation.

Mark V: That is the next step.

Mark S: It's a next level.

Mark V: So, I think the part of your plan is, you know, picking your area and setting your goals and then it's kind of getting that introduction down...

Mark S: Yeah!

Mark V: ...you know, what's the elevated picture you're going to use if you are, you know, Mary from Mary's Embroidery and you just started your business then you want to use that. I mean that's your personality. You know, your business when you start up is your personality. So, if you walking into a , let's say you're walking to a hair salon, and you say, "Hey. is the owner here? My name is Mary, I'm from Mary's Embroidery, I'm about 3 miles away, I just started my business, I do custom apparel like aprons and things like that. Do you guys buy any of that stuff?"

Mark S: Yeah!

Mark V: You know, I mean maybe it's something as simple as that and then you just do that, after business after business.

Mark S: Yeah! And if they say yes, yeah we do. All over sales people have that or yeah all of the ladies in our salon they have aprons and all of these things...

Mark V: Yeah!

Mark S: ...we do order them. Okay great! And then, it doesn't mean that at thins point of time you have to go on to a sales pitch to try to get that order specifically.

Mark V: Right!

Mark S: Because I want, what I'm envisioning is the person who's listening to this in not a sales proud; that's gonna be able to go out there and hear ohh yes we order that and immediately start you know taking out the new plan...

Mark V: Yeah!

Mark S: ...and getting somebody in there and say, "Well, how about I'll get you a deal right now?"

Mark V: Right!

Mark S: ...you know if you, what do you need? You need aprons?

Mark V: It happens! It could happen.

Mark S: Yeah! So, and it's great if you've got that person out. If you've if you've got that person already you do have, you've got a one out to push this through faster. But if you don't have that person already and you are trying to push yourself to do something new...

Mark V: Right!

Mark S: Yeah!

Mark V:...which is what i would like. I would like, if you've never done this stuff and it's the first time I really want you to do this.

Mark S: It'll be awesome.

Mark V: But, so what you do is, you walk in to the hair salon, you say I make custom apparel. My name is Mary I do, I have an embroidery shop, I could do aprons, and hats and shirts and all these awesome things and looks like you guys do that kind of stuff here. yeah we absolutely do. Whom I'd make the decisions, because I'd love to share some of my information that I can email to you and I have a little email list that I'll love to keep my customers up to date in different things that I'm doing.

Mark S: Yeah! And you should make notes, you know write down, you know for example of the kinds of things that you're going to say and one of them might be who does that.

Mark V: Yeah! (Laughs) It doesn't have to be big speech or anything, it's just like ohh great, you guys just order this kind of thing, I make this kind of thing who shall I talk to.

Mark S: Yeah! Who shall I talk to? And then it'll usually be something like ohh that's me, you know, here I'm the owner or...

Mark V: Right!

Mark S: ...or that's Susanne and she is with the client right now.

Mark V: Right!

Mark S: No problem! I just, what I'd like to do is I'd like to shoot her an email or draft office information, and that's, at the end of that if that's all you do is maybe get a business card and you drop the option.

Mark V: That's the way.

Mark S: You have created an active word of mouth at that point of time.

Mark V: That's nice, nice bringing a back; I like that!

Mark S: If you do that 10 times a day...

Mark V: Yeah!

Mark S: ...in a day, in the morning , you have 4 hour block, if 10 times you got to name a card dropped of some piece of litter at your business card, or whatever it is....

Mark V: Yeah!

Mark S: ...or whatever it is; if it doesn't look good don't leave it...

Mark V: Right!

Mark S: ...first of all you want a back up to that. Don't print something out with...

Mark V: Word!

Mark S: ...with clipart images...

Mark V: Yeah!

Mark S: ...and a word document. And you know, just have business card. And make your business card in format to say what you do.

Mark V: Right!

Mark S: You drop that off you get a person's name, you walk out give yourself a high-five in the car. You had a successful call...

Mark V: Yes!

Mark S: ...do that 10 times and then plan on doing that once a week, twice a week, three times a week and depending on...

Mark V: Yeah! So let's say you did that...

Mark S: Yeah!

Mark V: ...because I like that whole exchange...

Mark S: Yeah!

Mark V: ...because something like hair salon or a tyre shop or something like that, those are very non threatening things; it's not like you're walking in the office with a big receipt. Receptionist behind bulletproof glass...

Mark S: Yup!

Mark V: ...and a desk and everything, asking to see the president of finance. Right! So, you're going in to some of these smaller businesses and you're 10 times, you're getting the right information from them and you're creating that word of mouth. So at the end of a month you've met 40 new people...

Mark S: Yeah! If you doing...

Mark V: ...and a minimum if you're doing it twice a week you've met 80 new people, you've created active word of mouth because maybe that business owner or receptionist does not have an immediate need but man they are going to say that you know what I just the nicest person come in my shop...

Mark S: Yup.

Mark V: ...and give me business card. They do embroidery and they're right here on time.

Mark S: Yeah! And it might end up in the **, never mind. You know, it probably were...

Mark V: Right!

Mark S: ...you know, but the point is that you've also got their card...

Mark V: Yes!!

Mark S:...and their information so you can even shoot them an email or give them a phone call, won't talk about that stuff...

Mark V: Yeah! We're not going to leave you out there in the wild. You know what that kind of stuff. We're gonna talk about making more money with the email.

Mark S: Yeah! So, we're going to talk about all that stuff, but you've got a piece of their information or you can reach out to them again in another way, which will talk about another day.

Mark V: Right!

Mark S: But, you've got that goal accomplished. You've also, you've handed out a bunch of cards or brochures or flyers or whatever you've handed out, you're creating this word of mouth and what's going to happen is as you said the goal is to get a small...

Mark V: Right!

Mark S: ...okay! So you've gone out there and maybe if of the 10 people you talk to, 1 of them might in real, maybe not the first day or second day...

Mark V: Yeah!

Mark S: ...but maybe on your first call too...

Mark V: Right!

Mark S: ...they're going to say you know what...

Mark V: Yeah!

Mark S: ...and they're going to go into a conversation about how they, how their sales people shirts are all shrunk..

Mark V: Right!

Mark S: ...and..

Mark V: ...they look crappy.

Mark S: Ohh yeah! We did it embroidered brother, our logo shirts before. We stopped doing it. Ohh really what happened with that? Well, we got a bunch of shirts that sales people look sharp the first four days...

Mark V: Right!

Mark S: ...then they all washed them, all the embroidery puckered up...

Mark V: Yeah! They all look like crap.

Mark S: ...and the sales people looked bad, I told them to stop wearing them and now they're just wearing you know polo brand and Ralph brand shirts and stuff like that....

Mark V: Yeah!

Mark S: ...and then you can say, then now you get to be who you are...

Mark V: Right!

Mark S: ...and you get to talk about something that you know...

Mark V: Yeah! You can talk about you know why doesn't happen on your shirts.

Mark S: Yeah!

Mark V: You can also say well the problem is you were trying to wash it 3 times a week and need three times as more shirts.

Mark S: Yeah! (Laughs)

Mark V: So, there are these...

Mark S: So, I'm going to ask you to, I am going to push a little bit here, I am going to ask you to do this stuff!

Mark V: Do it, yeah!

Mark S: If you've gone to the trouble of making a plan of setting your goals, or picking an area, of putting in your sketch and going out to meet people and you've gotten that business card because they do something or they are mildly at least interested. I'd like you to just ask everybody do you need anything right now.

Mark V: Yeah!

Mark S: Just, add that's it. Oh yeah! Okay. Great thanks. You know, here's my business card and you know I'm going to keep you in the loop about what I do, by the way do you need anything now? Just ask...

Mark V: Yeah!

Mark S: ...just ask that question and they'll, maybe they'll say no but maybe 1 of those 20 people that you see are going to say Yes.

Mark V: Yeah! Which would be which is ideal. You know that's what you want and more than likely if you're asking that every time, sooner than later somebody is going to say yes.

Mark S: Yeah! And you have to try not to jump and down and clap when that happens...

Mark V: Yeah!

Mark S:...very well!

Mark V: It's the best feeling.

Mark S: Yeah!

Mark V: But I'll tell you that I know in personal experience that doing outside sales and when I first started doing it and most people that I know who have done it as well, I have a lot of friends that are sales people, will dance like asking somebody else out on the date...

Mark S: ...you've, if you've asked somebody on a date before especially when you're young you could have the whole conversation and I have this whole awesome story maybe one day I'll tell it on the podcast...

Mark V: Right!

Mark S: ...about this girl that I never asked out for like a year.

Mark V: Right!

Mark S: ...you know we talked everyday and I could never ask her out.

Mark V: Right!

Mark S: ...so asking somebody do you need anything right now, you might walk out just like I couldn't like them...

Mark V: Yeah!

Mark S: ...I couldn't like say these 5 or 6 words...

Mark V: Yeah!

Mark S: ...and that what happened and that's fine; that's fine if it doesn't happen...

Mark V: Right!

Mark S: ...just say, All I'm going to do is just say it...

Mark V: Yeah!

Mark S: ...and then nothing bad is going to happen...

Mark V: Yeah! And it's at the end. apt you've got your business card and everything like that, it's part of your sales plan, you're gonna know what you're gonna say, you're gonna introduce yourself, you're gonna introduce your company, you're gonna what's great about your business and they might want to do business with you. You're gonna ask if they do this kind of thing, you're going to find out yes or no. If the answer is yes who handles it, and then you know after all that can I get their business cards. By the way, do you guys need anything right now? That's all I want you to do.

Mark S: And, I think that's simple, that's not threatening and like you said it might feel a little bit apprehensive...

Mark V: Right!

Mark S: ...in swift...

Mark V: But don't worry about it.

Mark S: Yeah! don't worry about it because you've done the hardest part of it is just walking in and introducing yourself.

Mark V: Yeah!

Mark S: It's really, that's the hardest part. Just get past it because, almost everybody's going to be a jerk.

Mark V: Right! You know, I mean I was on the road, outside sales firm more than a decade and in that entire time I've had intensive outside sales stuff. I'd literally one person in my entire career that was a jerk.

Mark S: Yeah! I can think of, I can't think of specifics but in my memory, if memory serves me right...

Mark V: Right!

Mark S: ...one to three in all you know of people that were just like...

Mark V: Yeah!! And Marc Marco backed me up on this. I mean, I'm not a nice guy. So...

Mark S: (Laughs)

Mark V: ..You know, not a nice guy, it'll be very easy and natural for people to be mean to me with data.

Mark S: So we talked about setting your area, if you're a general practitioner, or we talked about setting goals, setting a schedule that you're going to do this and just imagine if you saw 20 people twice a week, that's 40 people a week, that's an 160 new opportunities for active word of mouth that you've created in a month. Next month somebody's going to buy something from you...

Mark V: Guaranteed!

Mark S: ...and you will have made more money.

Mark V: So. if there's like 1% rule ion sales that I, see a lot then you can experience it.

Mark S: Okay!

Mark V: If you just show off, which mean you're not good...

Mark S: ...Yeah!

Mark V: ...you don't do anything good, you don't say anything goo, nothing about is that great.

Mark S: Right!

Mark V: It's only moderately mediocre.

Mark S: Yeah!

Mark V: 1% of the people will contact you...

Mark S: Yeah!

Mark V: ...anyway to buy something.

Mark S: Right! You could throw business cards in the window...

Mark V: Yes!

Mark S: if you walk by.

Mark V: You literally.

Mark S: And somebody's going to buy something from you.

Mark V: You could go to a 100 businesses and just give a business card and barely say anything and you might get 1 phone call, actually had of that.

Mark S: Yeah!

Mark V: I mean it's kind of a weird reason.

Mark S: It's great!

Mark V: And the maybe, but the thing is when it's so random like then only 1% of those people will buy so ad to drop the thousand cards.

Mark S: Yeah!

Mark V: Now you could print a 1000 cards an run across your city...

Mark S: But you're not going to...

Mark V: ...and just throw them in, and you're going to get one sale.

Mark S: Yeah!

Mark V: Probably, but that's a ridiculous thing to do.

Mark S: Yeah! I think you should set that goal of seeing at least 20 people or spending a certain amount of time, get an order even if it's a small one and make sure that at least half the people you talk to give to a business card someone that you can contact later.

Mark V: Yeah! And if you're doing that like you said, if you're doing that twice a week, you know you're heading in number, you're going to get over a 100 in a month...

Mark S: Yeah!

Mark V: ...and then just like its said the 1% will, you're going to get 1 or 2 people that are going to buy something from you month...

Mark S: Yeah!

Mark V: ...they will and that's what's awesome about it now. Then we've got about 10 more minutes I'd like to chat about just a little bit on this...

Mark S: Okay!

Mark V: ...and we need to go into into the niche markets.

Mark S: Yeah! Let's do that

Mark V: Okay! So, in the niche market if you sell to new men, I believe you mentioned earlier about Bling and Dance, or...

Mark S: Yeah! If you are a, if you sell cheer-wear specifically because we do have a lot of customers ever pro spangle or canvas machine or brushing bag, they do rhinestones and bling for a living. And that's their passion. You know then, you've got some very specific markets that you can sell to. You know the landscaping business is probably not going to be into it.

Mark V: Yes! And the other thing is that if you're selling say cheer and dance wear, there might not be a 100 places in the drivable distance that you're going to go.

Mark S: You're probably not going to spend 4 hours a day, twice a week just calling on this process.

Mark V: Absolutely, you know that might be something to do once a month...

Mark S: Yeah!

Mark V: ...and that's it. Or twice a month and that's it.

Mark S: But it's calculated...

Mark V: Right!

Mark S: ...which means that you may only have 20 prospects in the immediate areas you want to reach out to.

Mark V: Yup!

Mark S: So say, if it's just dance school, might be 1. And this could be, you could niche this down any direction.

Mark V: Right!

Mark S: I mentioned before an embroiderer working with a buy here, pay here on a small carlocks.

Mark V: Yeah!

Mark S: You could pick any niche you want..

Mark V: Yes, so even if you're a General Practitioner...

Mark S: Yes!

Mark V: ...you can break it down into a likely and profitable niche.

Mark S: Yes!

Mark V: So, you, we can maybe as an example, you can talk about will be the bling stuff, I'll talk about...

Mark S: Sounds good.

Mark V: So let's talk about this for a couple of minutes because I think this is, it's the same approach but slightly different.

Mark S: Right!

Mark V: What you need to go into with this one is you're going out to these niche areas, you need to have, you need to be more educated, you have the opportunity to be more educated as prior one I would say...

Mark S: Right

Mark V: ...meaning that you would know exactly what you will sell them, you might know exactly the brands or types of shirts that you would sell...

Mark S: Yeah!

Mark V: ...the locations meaning left chest logos or jacket backs or tote bags...

Mark S: Yeah!

Mark V: ...or bag packs or stickers, whatever things you make...

Mark S: Yup!

Mark V: ...so you're gonna have a certain list of cards like going to sell them, so now you've got your opportunity to know how much do these items cost with the average cost to decotae them...

Mark S: Yeah!

Mark V: ...how much would I retail them for? How long will it take me to prepare them? You can have all of this now ahead of time because you're only going to make this sales call once or twice a month.

Mark S: Right!

Mark V: So, you can take more time to prepare and have the opportunity to go get and actually sell faster.

Mark S: That's true.

Mark V: Please think about it.

Mark S: No, that's true. And when I was doing outside sales in Audi Visual for example, we called on schools. So you could relate that to the bling business too; so let's say you are a, you're into bling business and you sell the dancing cheer but you also sell to schools. SO I would do it, I will take a drivable area, I would map out where the schools and where the dance schools are, the cheer academies and where the likely public schools and private schools are and I would make a plan to do to go contact each one of those. And I would be, I'd have an appropriate and corresponding samples in my had when I do, so not only are you prepared with okay these are the kinds of things I do specifically, you know what this shirt that I did for this other academy which I have a sample of right here, you knwo I sell this to business like here's to resell for x umber of dollars. That seems like a pretty good price. What do you think?

Mark V: Yeah!

Mark S: You know that kind of a thing.

Mark V: I think that that's fantastic as you've got the opportunity to go into a small business like this and I'm gonna talk about like going into these small own carlock things. You've got, what I would do is I'd prepare a pitch that it's an affordable shirt for them, it's going to look fantastic and it's going to help them sell more cars.

Mark S: Right!

Mark V: ...it's going to help them make more sales...

Mark S: Because they look more professional.

Mark V: ...by looking more professional. Exactly! So I would go into this and would say, I'm gonna wear a shirt just like one I'm gonna sell to them, by with my logo on. And I'm gonna wanna look sharpened...

Mark S: I like that!

Mark V: ...it is it going to be ironed, it's going to be fresh, it's going to be new shirt. If the color starts to turn up all I'm throwing it away...

Mark S: Yeah!

Mark V: ...and never going to wear that one to a sales car. I wanna look like they want their sales people to look.

Mark S: Yes!

Mark V: And then you go` out there and you say I make shirts just like this one, all your sales will look like this...

Mark S: Yeah!

Mark V: ...how do I look?

Mark S: What do you think?

Mark V: ...I look okay?

Mark S: Right!

Mark V: ...you know, and let them we can make them a joke you can laugh. But anyway

Mark S: Yeah you could say look at that guy over there, don't you wish he was wearing one of these shirts?

Mark V: Yeah! But, and then you go into this pitch, so maybe this pitch to them might be talking about well listen, you want to look like one of the big brand car sales companies...

Mark S: Right!

Mark V: ...you want them to feel just as comfortable and trustworthy as walking in Nuvola as it is walking into...

Mark S: Chevy or Ford...

Mark V: Yeah!

Mark S: ...or whatever.

Mark V: Yeah exactly. So this is something you could do. So, and really what I mean by all of that example is that you could be as prepared as you want because you're only going to go see maybe 20 or 30 or 40 businesses total in your area.. So, make every sales call as best as it can be...

Mark S: Right!

Mark V: ...make the pitch as best as it can be, but you could still just start off with the same thing that was circled back around to before. You walk in, you say Hii I do this, you know I talked to...

Mark S: Yeah!

Mark V: ...I would like to follow-up for the future, here's my information...

Mark S: Yeah!

Mark V: ...you need anything now?

Mark S: Only you get to add the, you know what I do stuff like this specifically for Car locks like yours.

Mark V: Yes!

Mark S: And, that's a great part of the pitch.

Mark V: And you say this I love that...

Mark S: Yeah!

Mark V: ...I love that is being here to let them know that you're an expert in handling in what they need.

Mark S: Right! You know what I do, you know I do nothing but cheer wear, or you know, I provide bling clothes or embroidered clothing to schools in the area, just like yours. You know, so you're positioning yourself, you're saying, "Hey, I know what I'm doing."

Mark V: Yeah!

Mark S: ...I do this for living, here's my card. Do you need anything now?

Mark V: And, do you know, I'm sure you know about the south east national championship...

Mark S: Right. You get to be the expert.

Mark V: Yeah! Well, I did all the apparel for that organization..;

Mark S: Yeah!

Mark V: ...for their last event.

Mark S: So, here's what I would do for sales plan on that side. You know we talked about geography and going by neighborhoods, I just went to Google maps and typed in Tampa Car lots. And they got a map with dots on him on about 21 22 car lots In Tampa. And I know where they are and what I would do is I would just print out this map; you know with the information next to it and I would get my car and see how many of these I couldn't reach myself to create active word of mouth with you know in 4 hours.

Mark V: So, another way to maximize that you just started mentioning that and we might have talked about it earlier but what I used to do I was in real estate banking sales study thing...

Mark S: Yeah!

Mark V: ...so I sold two Mortgage brokers, find all he mortgage brokers and then I would list them up...

Mark S: Yup!

Mark V: ...and I would print a map at that point of time now I'd probably do it or try to do it on my phone...

Mark S: Right!

Mark V: ...but I would get that and then I would write down all of my head at it...

Mark S: Yup!

Mark V: ...so it's only, I'm only looking to get in 20 or so or so in that. I'm fine...

Mark S: Right!

Mark V: Don't take that one to write down the 20 names.

Mark S: And those are always going to be your prospects.

Mark V: Yes! Yeah! and I would also write them down, I would literally, I haven't though paired, I would write down the names and I would give three or 4 lines and that are right and then I would give three or four names...

Mark S: Yeah!

Mark V: ...and then I would write down all of them. And then, walk in I would talk to him for a minute, I would come back out and before he left the parking lot I would make him know...

Mark S: Yeah!

Mark V: ...right next to it. Out of business maybe...

Mark S: Right!

Mark V: this is what he may say not interested with an exclamation point underline...

Mark S: Right!

Mark V: ...meaning that just like don't try to go back...

Mark S: Yeah!

Mark V: ...don't waste your time. Another one might be Johnny great guy, got his card...

Mark S: Yeah!

Mark V: ...you know...

Mark S: He coaches the little league team.

Mark V: ...he coaches the little league team. You know, and then at the end of the day, out of those 20 or 25 that I visited I've got 10 possible prospects...

Mark S: Yeah!

Mark V:...for the future and then maybe one or two that actually want a coop. They all want me to call them and I get to go back to the office...

Mark S: Yeah!

Mark V: ...and I already told them the time that I'm going to give them the call, I'm gonna get back to you by tomorrow morning.

Mark S: Right!

Mark V: And then I would go into the office, I'll handle everything that happened while I was missing, tomorrow morning the first thing I'll do, 'm drinking my cup of coffee...

Mark S: Right!

Mark V: ...desire preparing up that call, as I promised Johnny, here's the call for shirts for all your sales people that are going to look awesome, you're gonna sell some more products because they look so sharp.

Mark S: I love that! So we talked about the different kind of ways you have to be prepared for a niche market versus you know, a general practitioner. We talked about, you know, the time plans, scheduling your time out seeing 20 people, setting the goals of getting half those people to give you contact information, business cards and maybe making one sale every time. We talked about the different ways to map out what you're going to do, one with the general practitioner going after an area is go by neighborhoods...

Mark V: Yeah!

Mark S: ...For niche it's pick a representative of your niche, like Tampa carlocks or dance schools going to mapping software, you know like Google Maps or netcrust or whatever it is. Type that search order and see what pops up and make that your plan for your prospecting day. The one thing that we haven't talked about in all this is that you're going to need a plan after you get back to the office.

Mark V: Yeah!

Mark S: So what are you going to do with all that information, all these contacts, because hopefully you can have up to 20 new contacts, 20 new prospects after every day that you go out.

Mark V: Or, I think that that plan, is that plan another Podcast?

Mark S: I think it is.

Mark V: It is, another podcast.

Mark S: Yeah!

Mark V: And when you're going through your list, last time I made a couple of notes myself here, and I don't know if we specifically said it, you know, I wanna mention it...

Mark S: Okay!

Mark V: ...because it must be closed out. Mark Stephenson always says wear, once you say at least.

Mark S: Wear what you do.

Mark V: Wear what you do and so wear something that you do. If you are figure out a way to wear and look nice and sharp and...

Mark S: ...and professional

Mark V: ...and professional because when you're selling apparel to these folks, if it's the cheering dance wear for bling, you want it to be when you walk in, you want them to notice you.

Mark S: Yeah! It's going to be bad.

Mark V: You know, they really notice you.

Mark S: Big cheer mom unless you're guy on your shirt, you know maybe a bling out cap...

Mark V: Yeah!

Mark S: ...that you're wearing and a bag.

Mark V: You want them to notice that; whatever that might be. So, you know, that's great! If it's, if you do t-shirt printing and you specialize in that, maybe or maybe not you're going to wear a t-shirt but you need to be prepared for that.

Mark S: Right!

Mark V: You need to look good because the reason I prefer buying apparel from you is because they want to look good...

Mark S: Yeah!

Mark V: ...they want their folks to look good.

Mark S: Yeah!

Mark V: So, you've got a per-trainer...

Mark S: Right!

Mark V: ...which means that you need to have just the standard things that shouldn't need to be said, but this is important to mention you have to make sure they're ironed, make sure you're wearing a non faded building...

Mark S: Wear shoes..

Mark V: Wear shoes.

Mark S: Not flip flops.

Mark V: Preferably.

Mark S: Right! Unless it's beach work.

Mark V: Yeah! I mean for the....

Mark S: Yeah that's true. It really doesn't matter for that. But yeah marked right, if you're an embroiderer, you know, don't go into a business without a embroidered shirt on...

Mark V: Not at all!

Mark S: ...with a company logo ever. You know you should be wearing a cap, you know with an embroidered logo on it if you can. You should be carrying a bag or a notebook cover that's been embroidered. You should be able to easily show people just on yourself.

Mark V: Yeah! And you don't, maybe your personality is tacky, but you don't have to have a hat with your logo, or a shirt with your logo, or a tote bag with your logo, or what else with your logo...

Mark S: I don't know.. (Laughs) What're you trying to say?

Mark V: I'm saying you don't have to do that.

Mark S: Okay!

Mark V: You can just wear the cap or just have a bag...

Mark S: Yeah!

Mark V: ... you know because maybe your style is not, and maybe you're a small business owner, well man your style is not where to approach.

Mark S: Right!

Mark V: That's not your style; you don't feel comfortable when you don't think you look the way that you wanna look...

Mark S: Yeah!

Mark V: ...so you wear dresses

Mark S: Yeah!

Mark V: ...and that's just who you are. Then have the bag...

Mark S: Right!

Mark V: Have the bag with embroidery on it. You know, same thing, if you're...

Mark S: ...carry a cap or a polo. Carry something with you, at least you know, but have something with you that shoes your work because not that they're not going to believe you but it's just, but it's , but it's just something to talk about.

Mark V: Yeah!

Mark S: As well, and it's the message that you want them to have,, you want them to be jealous, in a way.

Mark V: Right! So you also, you know have to be able to relate to people who don't look like you.

Mark S: Yeah! okay!!

Mark V: So is you are Merry from the embroidery shop down the street, then maybe going in hair salon is very comfortable for you and maybe going into tier shop the guy behind the cover is going to look at you and not be able to relate to what you're wearing. So, in that case, carrying a cap, carrying an embroidered cap, carrying an embroidered apron if you've got going into the hair salon. Carrying an embroidered polo also got chances. If you're a DTG printer then maybe carrying a cool t-shirt that four colored graphic design on it is a great idea. If you're bling then, you know, carrying something a bumper sticker that you've made or a cheer mom shirt might be more appropriate.

Mark S: There's, and things that you can have with you, so really the point is that you know dress your best, dress appropriate for what you do...

Mark V: Yeah!

Mark S: ...for what you're selling, you know, that thing is really a part of it too...

Mark V: Right!

Mark S: ...and if you're a niche market, it's okay to specifically wear towards that niche market...

Mark V: Yeah!

Mark S: ...if you sell the youth sports apparel, you can wear a....

Mark V: Don't wear children's shorts with cheer on the body.

Mark S: No! That'll be weird but it's perfectly fine to wear a moisture wick, say if you do vinyl...

Mark V: Yeah!

Mark S: ...moisture wick shirt with your maybe you have a kid, or son or a daughter, or nephew or someone that they've a team, so you've got their logo on the front, their name...

Mark V: Their number...

Mark S: ...their number on the back.

Mark V: Yeah!

Mark S: And it is a nice looking shirt, it's a sport shirt, that's what you sell those division unit.

Mark V: Yeah!

Mark S: You don't have to be dressed up.

Mark V: Yeah! And you'll look like that.

Mark S: Yeah! And you look, and you say you're just like this.

Mark V: Yeah! This is what I do.

Mark S: And it's gotta look great; if it doesn't look great make another one...

Mark V: Right!

Mark S: ...and you've to do this.

Mark V: You've gotta do this.

Mark S: It is privilege.

Mark V: Suck it up, make some shirts. So, in our strategy for making more money next month. Kind of a part 1 creating word of mouth, making word of mouth happen, encouraging word of mouth by actually going out and meeting new people.

Mark S: Yup!

Mark V: You know, what we're gonna do is, we're gonna decide our approach, whether or not we're going to take the nice approach or an area General Practitioner approach.

Mark S: Yeah!

Mark V: We're going to set goals for what we're gonna accomplish, and we're actually going to wanna make those goals.

Mark S: Like, meet 10 people that are possible prospects.

Mark V: Yup. And sells one thing, you're going to have a kind of a written plan of generally what you're going to say. You know, how you're going to introduce yourself, the schedule of when you're going to go out, I'm gonna go out on Tuesday's and Thursday's , I'm going to go out on the first, second Wednesday of every month or whatever that is; you're going to make that as a part of the plan and what else?

Mark S: Then, actually do it.

Mark V: Then actually do it. That's the hardest part.

Mark S: Yeah! That's the hardest part. I think that's just it, figure out what you're going to do, what you're going to say, where are you going to go.

Mark V: Yeah!

Mark S: And, at the end of the day how are you going to label it as a successful day.

Mark V: I like that a lot. And here's, I'm gonna make an offer since Marc and I are both 4 hour outside sales people. Is, then you can call us.

Mark S: Yeah!

Mark V: You know if you wanna run a pitch by us or if wanna talk about a sales plan or if you're a little nervous about something, or want advice on what to bring with you or business cards, we've had this cap several times on websites for this I mean give us a call...

Mark S: Yeah! And.

Mark V: ...send us an e-mail.

Mark S: ...give us, or you can give a call and just say, "Hi Mark Stephenson. My name is Defry..."

Mark V: Right!

Mark S: ...and I do custom apparel local in here...

Mark V: Ohhh, I would love that.

Mark S: ...just call and just start with your pitch.

Mark V: Ya. You know, that's cool too. But, when, you know I started off when Marc and I met about this and why we wanted to do this is because we want you guys to sell more stuff.

Mark S: Yeah!

Mark V: We want you to be more successful...

Mark S: Yeah!

Mark V: ...and we want you; we want and need to you do more business...

Mark S: Yeah!

Mark V: ...and to be more successful and to love what you do, and this is one of those things that almost everybody that exists is scared to do...

Mark S: Yeah!

Mark V: ...is apprehensive about it because they're just, it's the fear of the unknown, I don't want to bother people and says no so listening...

Mark S: Yeah!

Mark V: On the door, all of these things but the encouragement that I would give is just all you doing is going out there saying who you are, what you doing, give them a card, and there's nothing is wrong with that.

Mark S: Right!

Mark V: There's nothing to fear about that and almost nobody is going to be a jerk about it...

Mark S: Yeah!

Mark V: ...almost everyone is gonna say thanks for stopping by, an hour of meeting, think you know we really don't buy that, or yeah we buy it all the time...

Mark S: Yeah!

Mark V: ...give me your cards and...

Mark S:...unless you're in jersey.

Mark V: If you know, then you're a jerk too.

Mark S: (Laughs) Good boy. Ouch!

Mark V: I'm from Jersey, an allowed to say that. Is it one of those things?

Mark S: Yeah! it s one of those things.

Mark V: But not, I mean depending where you are but more than likely most the people are really going to be cool about it and most of the people are going to say yeah, already. Agree. Thanks a lot!

Mark S: And honestly like it's completely self serving, because the reason that we want like this was going to happen. You sell t-shirts and the companies that you do business with could be more successful. The churches create fundraising stuff for are gonna make more money. The dancers that you provide clothes for are gonna be happier, those businesses are going to do better, as those businesses grow, your sales to those businesses is gonna grow. And guess what, as your sales to those businesses grow, your purchases from Colman & Company grow because we're gonna need more thread, more ink, more rhinestone, more spangles, more sticky flocked, more vinyl, or everything Colman & Company sells. And you're going to grow to a point where it guess what you're going to do- you're gonna need to add another embroider machine or a bling machine or a direct to garment printer or something that ColDesi sells. So, honestly the economy of the entire nation depends...

Mark V: ...on you going out there.

Mark S:...on you going out for 4 hours a week at least...

Mark V: Yup!

Mark S: ...and introducing yourself to at least few people.

Mark V: Absolutely. If you're going to these carlocks and you help them to look more professionals, you're helping other small business owners succeed...

Mark S: Yeah!

Mark V: ...by making them look good...

Mark S: Yeah!

Mark V: ...and they're gonna appreciate that from you...

Mark S: Yeah!

Mark V: ...and they're going to buy more from you. I mean it's and then we're creating active word of mouth which means that since are now a new map, you know, you met Susanne and Merry, who own this carlock, you met the,; you sold them shirts, they liked working with you. They have, their son and their daughter are in 2 different events...

Mark S: Yeah!

Mark V: ...you know, the daughter does soft ball, the son does base ball; now you're connected with new teams...

Mark S: They go to church...

Mark V: Yeah! they go to church so now you have the opportunity to meet one of the administrators at the church; you're doing fundraising event, you're doing something's for the daughters soft ball team, you're doing something for the son water league team, on that team you need to spindle...

Mark S: ...and they go to school. Yeah!

Mark V: ...Yeah! You just start, the tree starts growing because you went in and said Hi to this business owner...

Mark S: Yeah!

Mark V: ...you gave him your card and you created this word of mouth, you wouldn't have had before and if you go back to the know your numbers episodes...

Mark S: Yes!

Mark V: ...and you start doing the math from all that you'll realize that how if I can to a 100 people and make whatever number it is and make this many more sales a month, it's going to be that many more sales over time and over time and over time.

Mark S: Yeah!

Mark V: So it's awesome and it's really worth the time and it's not that hard to do.

Mark S: Yeah! I love all of that. And I hope you guys remember that last podcast. So, I think that's it..

Mark V: Yeah! It's wrapped up, hopefully written down some notes.

Mark S: Yeah!

Mark V: ...you've made a plan and you really put a day, put an actual day in the near future.

Mark S: Next week.

Mark V: ...not an excuse; don't write down an excuse of why you're gonna be so busy the next 22 months....

Mark S: Right!

Mark V:...because Easter's coming, and I think my cousin's doing to be in town...

Mark S: Yeah!

Mark V: ...great. Tell your cousin you have a little bit of work to do...

Mark S: Yeah!

Mark V: (Laughs) But go up there and actually do it and you will get fruit out of that labor. And we wanna hear success stories.

Mark S: I love that. So, join us if you're not already at the Custom Apparel Startups Facebook group, go to CASwebinars.com and see you at Mark and I are doing live online for us demonstrations. In the coming month and share this podcast with folks that you care about and you want to be more successful.

Mark V: Absolutely. Mark Stephenson thank you for the knowledge that you brought to this today.

Mark S: No problem. Thank you Mr. Vila.

Mark V: (Laughs)

Mark S: I appreciate that.

Mark V: And everyone have a great day.

Mark S: Yeah! Have a good business.

