

Master DELL's art of relationship marketing

Have you ever wondered how Michael Dell managed to put so many of your local computer companies out of business?

From thousands of miles away, Dell fosters and maintains relationships better than companies located just around the corner from you. How does he do it?

Dell runs advertising campaigns designed to generate responses by offering free catalogs. His goal is to build a database by collecting the names of every computer buyer he can find.

He then employs a Hybrid Direct Marketing approach (similar to what I employ at www.a2.com). Would-be computer buyers can access information via the web, e-mail, and now, wireless devices.

I'm certain you'd benefit from using similar tactics.

Receive a Free
Sales & Marketing
Evaluation

Taking your business mobile

The cell phone began as a high-tech gadget but soon became an indispensable business tool. It allows seamless access to the Internet twenty-four hours a day. I've outlined below a wireless-web application to improve bottom lines (see reverse side for printed example).

Information delivery, anywhere, anytime...

Sending information using a mobile phone is easy...

- 1) select material
- 2) enter e-mail
- 3) hit send

I set out to uncover a way to deliver information while on the road. In business, if you're not quick to respond, you lose customers. Hence, I developed a wireless application allowing me to send a professionally crafted e-mail message, including selected links to my online material—all within a few seconds.

Whenever I'm away from my office and someone asks me for information, I just send it using my cell phone.

I've stopped giving ineffective thirty-second sales pitches when meeting new prospects at restaurants or trade shows. Now, I simply ask for business cards and explain briefly that information will be waiting for them by the time they arrive back at their offices. After giving prospects time to digest my information, I follow up later that day. ♦



About David

David A. Berger, sales and marketing consultant, lives in Ann Arbor, Mich. He's a best-selling author and has worked with companies such as Cisco, NEC, Boyne USA Resorts and others.

David devoted over a decade to being a forerunner in applying technology to solve sales and marketing problems; few people surpass his knowhow and experience.

As a Hybrid DM Strategist for IBM, he developed marketing campaigns for its most prestigious customer base of Fortune 100 companies. IBM's total sales from direct marketing is reportedly more than \$20 billion.

Applying his proven sales and marketing techniques at Buhler of Switzerland, he generated record sales of more than \$5 million. He was top salesperson, selling to companies including General Motors and tier-one suppliers. Many of the sales he generated were firsts for the company.

He can be reached at 734-741-8913 or dave@a2.com.

Review
David Berger's Résumé
www.a2.com

Subject: Timing is everything

To: david@a2.com

Dear David,

Recently, at a local coffee house, I met a prospective client. We exchanged business cards, the usual pleasantries and something more...

When he asked for information, I used my mobile phone to select a personalized e-mail letter with custom links to my on-line collateral material. Within seconds, I entered his name and e-mail address, instantly delivering my portfolio to his desktop.

By clicking on the links below, you'll see first-hand examples of how I use technology to improve sales and marketing results.

David's eFulfillment system

* <http://www.a2.com/moreinfo>

Delivering information using a mobile phone

* <http://www.a2.com/docs/a2news.pdf>

Delivering information via your desktop

* <http://www.a2.com/presskit/docs/e-form.pdf>

FAQs

* <http://www.a2.com/faqs.html>

Overview, Power Point Presentation

* <http://www.a2.com/virtualtour.html>

Resume

* http://www.a2.com/resume/D_Berger.html

To view some documents, you'll need Acrobat Reader, which can be downloaded free from Adobe at <http://www.adobe.com>.

I'd appreciate an opportunity to discuss ways in which I can improve your sales and marketing bottom line.

You may reach me at dave@a2.com or the phone number below.

Cordially,

David Berger
Hybrid Sales and Marketing Consultant

A2.com

Ann Arbor, Mich., USA

734.741.8913 voice :: 741.4839 fax

*Here's an e-mail letter that was
generated using David's mobile phone.*