



7 Steps
TO MONETIZE
INBOUND
QUESTS



The RIGHT MESSAGE

First thing's first. What is being shared is as important, if not more important, as how you share it. Customers are... well let's be honest here...ignorant. They can see all your ads. They can watch all your television spots. They can even talk to someone who shopped with you a minute ago.

But if you aren't relaying the right information to potential customers in the medium they choose, they aren't going to absorb it even if it smacks them in the face. You have to spoon feed it to them and assume nothing. Moderation is important, as to not over do your messaging with invasive signs and relentless ads playing over the loudspeaker. You will have to find that fine line where it is enough to give them what they want but not too much to where it is working against you. I will have some more tips on this later on in the article. It is also paramount to change your ads consistently and frequently. A campaign should run about a month long and then end in a fire pit... but only to lie in a bed of ashes for the next ad to rise out of like the phoenix you want everyone to come see.

If you run campaigns too fast then the consumer doesn't have enough time to react. If you run them too slow or for too long they will procrastinate and miss out. It is always a good idea to include something like this in your campaigns.

- "Sale ends on _____"
- "Limited time offer"
- "Don't miss the savings, they will be gone before you know it!"

It basically needs to convey some sort of urgency that if they don't act now, and I mean right now, they will miss out on an amazing opportunity.

What are your customers hearing/ seeing?

The customer should always walk into a pleasant environment – and that includes audio. I feel this goes without saying but lets cover all our bases hear (no pun intended). Silence causes the customer to feel out of place and uneasy. These are (for obvious reasons) bad for business. But if you are playing music you need to utilize that to your advantage. If you are playing music lets run through the options and see which one is best.

◆ Radio ◆

These are the big four in the music department. Radio is out because it is unpredictable and unreliable – who wants to listen to commercials? - not to mention your competitor's ads may play over the loudspeaker. Instead, make sure you use this opportunity to promote yourself while customers shop and talk to your sales reps.

◆ Playlist ◆

Next is a playlist, aka a random assortment of songs you paid your son 20 bucks to piece together for you. For one he likely won't be choosing the songs your audience wants to hear. Second, if you do manage to have your own ads mixed in, they are probably homemade and sound like... well, like they should have stayed at home.

◆ Sirius XM ◆

Sirius XM is cheap and has many different channels, but unless you like hearing the same songs over and over again this option isn't very appealing. Also, guess what? NO ADS.

◆ Music and Messaging Provider ◆

Last but not least is a music and messaging provider. They will take care of all your needs and leave you with more money in your pocket than when you started if you play your cards right. A music and messaging provider allows for cross promotion, audio marketing, and driving traffic where you need it most.

HOW ARE YOU DIFFERENT FROM THE COMPETITION

This is a necessity unless you're the only guy on your block selling cars - in which case my hats off to you for controlling one hundred percent of your market. Unless this is you, the best way to make customers want to go to your store over the shmucks down the street is to stand out. Here are a few good ways to do this.

- Give them a story ●

People love nothing more than to buy a story. Consumers want to be able to go to their friends and say "I was going to go to XYZ but then I heard that ABC gives a car away every year for my church's raffle. Needless to say I bought from ABC". Is donating a car a little too much for you? That's okay, tell them the story about how you got started. How you came from humble beginnings and now you are grateful for every sale you get. The customer should tell their friends, "I am really glad I bought from ABC. After the sale the owner came out, shook my hand, gave me the keys and said if I needed anything I can call him directly. I couldn't believe it!

I mean I've seen him in commercials but never in person and here he is shaking my hand. Not to mention his hands were so soft...
"Okay, so maybe I went a bit far on that last one but I think you get the point. Make the customer feel good about buying from you because of your story.

● Make them see the advantage ●

Another way is to give them the advantage. This one is pretty straightforward. Maybe it's a promotional gift. Maybe it's hassle-free maintenance. Maybe it's just the customer service that does the trick. Whatever it is, make sure that little special something is enough to make them to want to come back to you over the bloodthirsty vultures down the street.

● Give them something extra for their business ●

Finally, give them something in return for their business. I do not mean a keychain and pat on the back, I'm talking about something lasting, like free car washes for life. Anything that will make them to want to buy from you again and again until they physically cannot do it anymore. You have already hunted the lead, now it is time to farm it into as many cash crops (other leads from the original customer) as you can harvest.

How are you collecting opt-in's and other quality leads?

By now I am confident everyone pretty much knows about the law stating that consumers must opt-in to be contacted by a business.

If you don't know about that cease and desist all contact because you are probably breaking a law or two. But if you want to get opt-in's and don't have any good ideas on how, let me show you a few tricks:

◀ The promo code ▶

First off, it's not as hard as everyone thinks to get people to opt in. The older generation is the easiest by far. They haven't quite caught on to the tech "trend" (as they call it) and have no idea what to make of it. But if you make it enticing enough everyone will opt in no matter what. The promo code is a great way to get numbers easily. Here's how it works: take something that they want & need, like oil changes. Jack up the price by about 15 bucks. Then give them a chance to knock 10 bucks off their oil change by texting the promo code to the number given and there you go. Now, you have to make sure that in the fine print it states in one way or another that they are opting in to communication if they text the code. So now you're making 5 more dollars every oil change and collecting digits.

◀ The updates ▶

Next, you can have them sign up to receive free updates and sales, along with coupons and in-store gifts if they agree to give their number and give permission to have you text them. When potential customers sign up, only send them stuff that will get them into the store and make them want to buy something. This works really well for retail stores both big and small.

◀ The sign here ▶

There is also always the option of having them sign to go “paperless” by providing a viable email and/or cellphone number to have their receipt sent to them electronically. But they are also consenting to free contact with them through the medium that they choose.

◀ The deal killer ▶

This is not a way to get contacts, but rather keep the ones you already have. None of us like to be bombarded with texts/emails. So don't do this to those who have agreed to receive info from you.

Make the communication relevant and worthwhile to open and read. I say this because just as they had the option to opt in they always have the option to opt out. You can make it hard for them to do (as I learned with Match.com) or you could simply make them to want to keep you apart of their digital scene.

How are you engaging with customers?

This tip goes much further than just saying hello when someone walks through the door. You have to be willing to

treat them as if they are truly guests in your environment.

If someone has never been to your house before do you simply sit on the couch and shout, “It’s open!” when they come to the door.

Hopefully not, hopefully you get up walk to the door and give them a pleasant greeting.


Maybe you offer them something refreshing to drink and a place to sit or guidance of some sort. This is how you should be treating those that come through your door and are offering you a chance at their business. If you are not the one they come to see, guide them where they need to go. To guide is to lead the path to the point of the objective, not simply sputter out half winded twists and turns to the spot that they need to reach. While you’re walking make conversation. Who knows what could come of it. They could be there for the parts department but could end up giving you a referral to a friend who needs a new truck for work.

It's opening the door and greeting them as if they are welcome in the store from the start. The steps should go as follows:

■ Greet, Help, Guide and Thank ■

Greet them at the door as they walk in. Ask them how you can assist them. Guide them to where they need to go. Thank them for their business. It may sound cheesy or even obvious to do these steps but I want you to take a moment and look out of your office door and without anyone knowing, see how the next couple ups are handled. I think you may be surprised.

It isn't always the most ground-breaking, cutting edge techniques and technology that can boost your profits. Sometimes it's the basics that we take for granted. If a salesman doesn't see an immediate payoff for his actions more than likely he won't do it. But if you make them see the potential you have a shot at a happy customer base and the likelihood they will continue to come back, simply because they feel they are in good hands and that you (unlike shortsighted McGee down the street) actually "care".



*How are you upgrading
your ambient sound
as you upgrade?*

I think at this point we can agree that sound in the store is paramount. If you are upgrading your look and you don't do the same with your sound then it's never going to work.

Businesses need to update every so often to ensure they do not look like they are being left in the past. While you're upgrading you should consider upgrading your sound as well. A facelift with new floors and walls does not mean much if you are still playing a radio station out of a 1984 boom box. This means getting a sound system and stepping into the twenty first century with a music provider than can give you the power to dominate your own airspace. The speaker system is of crucial importance. Customers need to be able to hear the ads you are paying good money for anywhere they go.

By the way, not having ads in your store is wasting valuable time that you could be using to update your customer on all of the great savings and specials you have going on. This is because let's face it, most customers do not want to talk to anyone until they have made up their mind. Well, let's help them make up their mind by updating your sound system, getting your competitor's ads out of your store, and directing them to where the best deals are.

It can be as simple as a customer going to your store looking around a bit. Using the restroom and coming out saying, "did I hear that right? I get free carwashes and car inspections for life if I buy a car here?" Good luck telling me you would not gross enough off that one customer to cover the \$150 it costs to have that ad there.

What are you leaving them with?

You are never going to convert 100% of the customers that step foot through your door. It is inevitable that some, if not most, will leave without spending a dollar with you. But the sale should not stop there.

The customer should be leaving with something that would make them want to come back to you. Now I'm not saying business cards aren't great but they can be a bit bland and cliché. If all you can get them to accept before they go is a card then that will have to do. But you should have something else you can give them to start with before the card. Here are a few examples that could do the trick:

- Sales promotion event (one page or flyer)
- Coupon for next visit
- Thank you gift for just stopping in (something small with your name on it, i.e. a pen)
- Literature about what they were interested in

The list could go on and on, but the important thing is that they do not leave empty handed. You want them to feel good about being able to come back and essentially saying, “leaving in the first place was my mistake and I’m back to rectify that” (like how we wish so many of our past girlfriends/boyfriends would say).

If the only thing they will accept is a card, give them one with the stores number on it only and pull back just as you go to give it to them and say, “You know what let me give you my personal number” and write your number to your desk phone on the card. They will never call the printed number and will more than likely assume the one you gave them is your personal cell number.