



# Sightings

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INSIGHTS...IN SIGHT

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## Upcoming Events

**12 Persuasive Techniques for Marketing and Selling A/E/C Services**

**APRIL 6, Phoenix, AZ**

**Persuasive Powerful Proposals**

**MAY 4, Seattle, WA**

**A/E/C Essentials: An Introduction to the Design and Construction Industry**

Co sponsored by The Society for Marketing Professional Services. (SMPS).

**APRIL 5, Phoenix, AZ**

**MAY 3, Seattle, WA**

More information about seminars can be found at:  
[www.longview-group.com/seminars.html](http://www.longview-group.com/seminars.html)



## Lipstick on The Bull Dog

by Dennis Schrag

Take Jeffrey Gitomer's (author of **The Sales Bible**) quiz:

1. *True or False* Cold calls are a necessary evil of selling.
2. *True or False* Cold calls are acts of professionals.
3. *True or False* In sales, it's not who you know it's who knows you.
4. *True or False* People want to do business with strangers rather than friends.

How did you do?

If you answered YES to any of the questions, it's time to go back to Professional Services Sales 101. Gitomer has a three-word definition of a cold call: **WASTE OF TIME**. Many prospects will view it as a negative since cold callers are infringing on their time.

Cold calling is like putting lipstick on a bull dog. It takes a lot of time. It makes little sense. The dog never looks better. It typically creates frustration for all concerned. One-shot efforts, like a cold calls will result in very little. Selling and marketing is a **PROCESS** not an event.

As professional service firms feel the pinch of increased competition, there is the tendency to inspire the sellers: **GET OUT THERE AND SELL!**

Warm up your calls by:

- Sustaining your present clients first.
- Branding your firm with target prospects. Use newsletters, targeted advertising, and community sponsorships of charity efforts to become known and visible.
- Creating demand for your services. Distinguish your firm from the pack.
- Building wholesome business relationships

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## So what can you and your staff do instead of cold calling?

Here are a few suggestions. Each takes time, planning and systematic efforts. And each is likely to be considerably more effective (and less expensive than) cold calling.

- Google the firm you are perusing. Research them carefully and fully. Know their values and their plans.
- Ask others who are in the know about the target—it could lead to an introduction.
- Network at business functions that your target will attend. Professional associations are key. Become known. Listen to what is important to the target.
- Hold a free or low-cost seminar for clients and prospects. Establish your firm as an expert. Make the seminar “meaty” and well worth the attendee’s time.
- Present a paper at a trade association meeting or convention that your prospects attend. Better yet, co-present with one of your clients.

## Once you are able to connect with your target:

- Explain the purpose of your call—best if the purpose will benefit the target. (“I have some information that could save you money on the forthcoming expansion.”)
- Ask for an appointment
- Accept their direction. (“What is the best way that we could get together?”)
- Don’t ask for business
- Don’t tell them what they need
- Don’t sell yourself or your firm over the phone

There is an old chestnut: “Out of sight is out of mind.” In the world of busy decision makers, the number of messages sent to them daily is BIG. Your’s will be one of many. Keep your messages flowing frequently and via multiple media.



## Persistence is so very important:

- 43% of sellers make one call and quit
- 25% of sellers make two calls and quit
- 12% of sellers make three calls and quit
- 80% of all sales are made after the fifth call.

Forget about COLD CALLING. It’s too cold! Warm up your calls and continue to be a professional friend. That is what wins work.

## Quotes : Architecture and Architects

“We require from buildings, as from men, two kinds of goodness: first, their doing their practical duty well: then that they be graceful and pleasing in doing it - which is itself another form of duty.”

– John Ruskin (1851)

“Architecture starts when you carefully put two bricks together. There it begins.”

– Ludwig Mies van der Rohe

“Architecture is one part science, one part craft and two parts art.”

– David Rutten

“Form follows function.”

– Louis Sullivan

“An architect’s most useful tools are an eraser at the drafting board, and a wrecking bar at the site.”

– Frank Lloyd Wright

“There is nothing more uncommon than common sense.”

– Frank Lloyd Wright

“I don’t want to be interesting. I want to be good.”

– Ludwig Mies van der Rohe

“Architecture should speak of its time and place, but yearn for timelessness.”

– Frank Gehry

“Architects are pretty much high-class whores. We can turn down projects the way they can turn down some clients, but we’ve both got to say yes to someone if we want to stay in business.”

– Philip Johnson

“Architecture is basically a container of something. I hope they will enjoy not so much the teacup, but the tea.”

– Yoshio Taniguchi

“Women are the real architects of society.”

– Cher

“Architects of grandeur are often the master builders of disillusionment.”

– Bryant H. McGill

## WHAT IS THE LONGVIEW GROUP, LLC?

Seeking more efficiency and effectiveness in your professional service business? The Longview Group, LLC provides you INSIGHTS through training, on-the-job coaching, expert counsel, and extra-hands services.

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