



## Lead Generation - Are You Creating Enough Heat? With Tony Gattari and Achievers Group

So you go out and spend money advertising in a bid to get more people through your doors. But how busy is your store?



A lot of retailers tell us that their sales are down because no one is walking into the store. When asked 'how do you measure this?' most of the time retailers don't measure the amount of foot traffic that they are getting. A simple solution (yes, we admit, not 100% accurate) is to get an electronic door counter.

Once you start to measure how many people are walking through your doors, have a look at your marketing campaign. What are you currently doing? If your sales are down, what are the current promotional activities you have in place? If you are just placing an advertisement in the local paper or putting out a catalogue a couple of times a year you are missing out on communicating to your customers in over 60 ways!

One of the greatest mistakes a struggling business owner can make is to give up on communicating with the market. An even worse tragedy is when a business owner continues with a marketing campaign that does not work, or continues despite not even knowing how much money the campaign has made.

Generating heat is a very simple exercise:

1. Set some sales and profit targets each month for the financial year.
2. Now develop a marketing planner that maps out the key events of the year (Christmas, Pet Expos, catalogue drops etc)
3. Brainstorm all of the ways that you can get a customer. Advertising, direct mail, a letterbox drop, spruikers, consumer shows. Whatever you feel will get people through the door.
4. Decide on the promotional activities that you feel will give you the greatest return.
5. Cost out all of these individual activities right down to the last cent (Guess what? Now you are building a marketing budget)
6. Assign the marketing activities to the relevant sales period.

From this assignment you now have a mechanism of well planned events, which will force you not only to generate leads, but also assign a measurement of how much the campaign will cost, and more importantly how many leads/sales you made from the campaign.

You will only fail if you don't try. Activity gets you results. To accelerate, work on multiple strategies, and measure the results. It's so simple, but it works.

### ABOUT ACHIEVERS GROUP

The author, Tony Gattari, is the Managing Director of the Achievers Group. He built Harvey Norman's computer business from \$12 million to \$565 million in nine years.

Shaun Mooney has been in the sports and leisure retail industry for over 10 years. He has experienced first hand successful and poor performing bicycle retailers, through his productivity, inventory and marketing analysis.

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