



Memo:

When 3M decided to correct an ineffective lead-handling system, we turned to Richard Erschik and www.richarderschik.com for help.

The benefits were quick and clear as the process he taught us doubled the conversion rate of raw inquiries into qualified leads.

Most importantly, a solid majority of the leads are now being contacted by a 3M salesperson or representative.

As is often the case with industrial marketing programs, our print, online advertising, and trade show programs were consistently generating the sales inquiries needed to meet our marketing objectives. But something was wrong. We quickly learned that generation of inquiries was only one step in a complete working process. Only when our raw inquiries were converted into qualified leads, and given to salespeople, would they receive the follow-up attention they deserved.

Rich's industry proven process was implemented and tested on a small scale here at 3M with results that clearly mandated full-scale roll-out of a process that is now managed by one person inside of 3M.

A key element of success was the expert teaching and consultation provided by Rich. Borrowing on his long time experience in sales and marketing, Rich showed us a DIY process that efficiently turned customer inquiries into highly qualified leads through a robust process that would ensure prompt and consistent personal contacts from the 3M sales force.

The most important element in gaining enthusiastic participation of our salespeople was Rich's highly effective presentation to the US sales force at their national sales meeting in Austin.

His direct experience with the inherent problems of sales lead systems gives him the "street cred" to quickly earn the trust and participation of skeptical sales reps.

Dennis Mick