

Email Marketing – Told Sold

Told Sold is an automated gap analysis system that helps you to inform your existing clients of the products or services you offer, that may be relevant to them, but they have yet to purchase.

My products/services

In the chart below write ten customers in the left hand column and write ten products or services in the diagonal lines at the top.

Now simply work through the boxes on the chart to cross if the customer has already bought (sold), or been informed (told) about the product or service. The blank boxes represent your opportunity to cross sell.

You could go away today and send an email to each customer with a blank box. It would be easier to generate sales if you had an email marketing system which could automatically send your customer an email that you had written about a product or service if they had a blank box.

HighwayCRM is an example of an email marketing system that does this.

