

# **Marketing Plan & Budget for Joe Rickman**

## **Keller Willaims / October 2005 to September 2006**

### **BUSINESS OBJECTIVES**

The objectives for Joe Rickman are summarized as:

1. With a primary focus on Keller Williams realtors that live and work in the Bay Area, conduct 2 sales presentations a month.
2. Every month conduct an email campaign to those agents who attended the monthly sales presentations.
3. From these efforts, we expect to receive at least 2 quality referrals a month. This will generate at least 2 sales transactions every 90 days.

### **KEY STRATEGIES**

Joe Rickman will implement the following critical strategies

1. Develop a list of all Keller Williams real estate offices located in the Bay Area. Make contact with each office to learn who the decision maker is over the weekly sales meetings.
2. Develop a powerful but brief sales presentation. Receive training from The 9 Consultants.
3. Attend two sales meetings a month. Purpose of each meeting is to develop an email list, introduce Joe Rickman and explain why they should give him those quality referrals.
4. Network with the Realist Association. State organization promoting Black Realtors working together. There are over 200 realtors in this network.

### **METHODS OF GENERATING REVENUE**

Joe Rickman only generates revenue from the sale of real estate. Estimated gross revenue from each real estate transaction is \$3,000.

### **STRATEGIC ACTION PROGRAMS**

The following strategic action programs will be implemented immediately

1. Develop list of all Keller Williams offices in the Bay Area. Began contacting via phone each office and learn who the decision maker is. Speak with these decision makers and gain their approval for Joe Rickman to attend and speak at their weekly sales meetings.
2. Work with Aaron Boyce, marketing consultant for The 9 Consultants, in developing a powerful, engaging sales presentation.
3. Attend at least two sales meetings a month. The purpose of these presentations is to introduce the agents to Joe Rickman, explain why they should give their quality referrals to Joe and collect their business cards along with their email address.
4. At least once a month send email to these bay area realtors. The email is to remind them of Joe Rickman, his services and the benefits of giving their referrals to Joe.
5. Attend all networking events put on by The Realist Association. African-American realtors group with over 200 members that promote collective work among members. This is another avenue to receiving referrals.

### **OUR BUDGET FOR MARKETING CAMPAIGN**

Based on the six key strategies as explained above, here is a cost breakdown for each strategy.

1. Receive training on the Act Database. (FREE)
2. Develop list of Keller Williams offices and the decision maker at each office. (FREE)
3. Receive training to develop effective sales presentation. Estimated cost. (\$225.00)

4. Attend 2 sales presentations a month. Includes cost of fuel, food and handouts. This is an estimate for the entire 12-month period. (\$1,680.00)
5. Conduct monthly email campaign. (FREE)
6. Referral program. Estimated cost for the whole year. (\$10,800.00)

Based on the above figures, we have a yearly marketing budget of \$12,705.00

## **IMPLEMENTING MARKETING PLAN**

### ***Develop List of Keller Williams Offices in the Bay Area***

What follows is a beginning plan for developing list of Keller Williams offices. There are exactly 15 offices in the bay area. Those offices include Castro Valley, San Jose, Berkeley, Cupertino, Fremont, San Leandro, Livermore, Marin County, San Mateo, Oakland, Pleasanton, Walnut Creek, Danville, Palo Alto, and San Francisco. Next Joe will call each office and learn the name of the decision maker in charge of the weekly sales meetings. The final step is to speak with each decision maker and gain their approval in allowing Joe to attend and speak at a future sales presentation. Based on the location of all 15 offices, we will break the bay area into three. North Bay, East Bay and South Bay.

**THE GOAL:** You are preparing the way for having at least two monthly sales presentations to Keller Williams offices in the bay area. By creating four markets, we can easily focus on one market at a time and this will help stay organized, focused and on cost less.

### ***Develop Effective Sales Presentation***

What follows is a beginning plan for developing an effective and engaging sales presentation. Step one is receiving training from Aaron Boyce, Marketing consultant for The 9 Consultants. Aaron will help in two ways. First he will help sharpen and refine your presentation skills. Second, he will help develop a speech or sales presentation that will be geared to achieve the goal of introducing yourself as a professional, making them see your benefits and features and persuading them to like and want to be of help to you.

**THE GOAL:** The most important aspect of this marketing plan is the sales presentation. Direct, face to face interaction with your prospects is the best way to win sales. However, the presentation must be sharp, engaging and extremely effective. With proper training the sales presentation will achieve these goals.

### ***Attend 2 Sales Presentation a Month***

What follows is a beginning plan for generating referrals by attending two sales presentations a month. In the beginning, Thomas Burns will act as your assistant and help with the first two presentations. This will provide you with an honest critique of the presentation and also help speak with agents if needed. Then, by the third presentation, Joe will have gained more confidence and insight into what works and what does not work. By the fourth presentation, Joe will have developed an extremely powerful sales presentation and he will be giving this presentation at least twice a month.

**THE GOAL:** To convince as many agents as possible to provide Joe with quality referrals as often as possible.

### ***Conduct Monthly Email Campaign***

What follows is a beginning plan for generating referrals through the use of email marketing. By entering the contact information of every agent attending each sales presentation, you will develop a list of email addresses. On a monthly basis, each agent will receive a personal email message. This message can be in the form of a letter, flyer or newsletter.

**THE GOAL:** To help show the agents you're a professional, reliable, dedicated and extremely hard working realtor who really wants their referrals.

### ***The Realist Association***

What follows is a beginning plan for networking with and receiving referrals from members of The Realist Association. The association has a Sacramento Chapter that conducts local events. Although not very important to this marketing plan, nevertheless we will attend as many events as possible. However, the state sponsored networking events will be attended and when possible, we will participate as an exhibitor or sponsor.

**THE GOAL:** Is to increase your presence with the highly successful collection of black realtors statewide.

### *Conclusion*

Based on the level of activity and the amount of funds being spent, I feel confident in your ability to receive at least two referrals a month within a 12-month period. There are several keys to success within this system. However one key that is often overlooked is patience. More than likely the referrals will not begin arriving until after you have done your 4<sup>th</sup> or 5<sup>th</sup> presentation. Meaning you will go roughly two or three months before you see your first referral. With patience and dedication to the plan, you will realize at least 24 quality referrals from Bay Area realtors by the end of this 12-month marketing plan.

Also, the second important key to this plan is staying organized and doing what you promise. Staying organized deals with your database and making sure you don't lose important information on the realtors. Doing what you promise refers to those realtors who will ask you to call them or email them or even visit them at a specific time and location. They are simply trying to test you and see just how dedicated you are to receiving their referrals. When you prove yourself worthy, they will stay in your corner.