



# Do You Know How To Decode Your Gigantic Database?

Here are a few pointers that wil help you relax while generating more Sales.

## Make A Detailed Portfolio

Do you know the most profitable type of person or company for your business? Customer profiling gives you that knowledge. Profiling involves looking at customers to identify common characteristics between them. For example, they may all be in a certain type of industry, spend a particular amount, or buy a product for a specific purpose. That knowledge can then be used to find new customers by creating marketing activities for that type of industry or promoting that type of usage.

## Water The Trees In Your Garden And Then Nourish The Saplings

According to a survey, 73% of people stated that they were more likely to be interested in direct mail if they were already a customer of the company sending it. Unfortunately, many companies forget about their existing customers and chase new business. Why not stay in constant touch with businesses that are already your customer?

Send out direct mail pieces to your customer list, or a regular newsletter (by email or mail), special offers and company news. In fact, anything that reminds the customer list that you still exist. If they know you exist, they would trust you to deliver on your promises and provide goods and services that they actually want; you'll never be short of sales.

A database is the tool needed to keep in touch with them.

## Keep The Monster Within Your Reach

Imagine how much time is wasted by employees trying to find customer or supplier information. Why not keep it in an easily accessible database? Then you won't have to spend as much time looking for it.

## Find Sales Opportunities

Profiling enables you to identify what attractive customers look like. Why not contact other customers in the database similar to those who do not have the product and try to sell it to them?

## Databases Are Not Monsters. Really.

There are none, but there are some major considerations to take into account; and most of them concern technology.

Efficient databases are invariably computer-based so you will need to have some knowledge of how to use them. If you're a confirmed techno-phobe this may worry you. It doesn't have to be complex; an extremely useful database can be created from Microsoft Excel. However, you may need to consider training in your chosen system to use it effectively. Remember that you'll need to allow time to learn how to use the database and set it up initially as well as committing to regular management and maintenance of it.

*“If you need more tips to handle your little monster, we can be of some help. Call us now.”*