

Drayton Bird

# Where to find missing profits (again)



I must apologise for what follows, because I said something very similar in an earlier idea.

However, I am prompted to repeat it with variations because of something which I remembered this morning.

I was writing to a client who has three unique products - products so good that, amongst others, the military, the banks, the railways and telecoms are interested in them - not to mention some of the world most famous brands.

Other people can see that they are great products, too, because he had no trouble raising a lot of money.

Yet he was not making a profit, which must have frustrated him - and plain maddened me - because I knew precisely what he had to do.

So this is what I wrote - and if it rings any bells with you, I'm glad!

"You have an almost unnatural ability to come up with winning products - I was actually telling someone about it the other day.

But you're only half way - from what you told me - to making a profit on them.

Without even looking, I wager I can tell you where the missing profits are.

They are in unsold leads. Millions of pounds worth of profits.

I recall that the very first thing I ever wrote for you was a follow-up to people who had enquired but not bought.

I will lay a lot of money that it is not being used systematically - and probably not at all. The reason is that your sales manager is in charge of this. For in nearly 50 years in this business I have ALWAYS found that:

- 1. If a sale is not made the average salesman (or sales manager) thinks it will never be made because the prospect is:**
  - a. Not interested or
  - b. Stupid or
  - c. Has no money or
  - d. Not the real decision-maker
  - e. Not the right kind of company
  - f. Not a genuine prospect

**2. Whereas in fact:**

- a. They did not like the salesman.
- b. The sales pitch was no good
- c. They had something else they needed to buy
- d. "Something came up"
- e. They moved to another job
- f. They couldn't persuade the money people

I guarantee that you have all the sales you need lying around in unsold leads but not

*"I recall that the very first thing I ever wrote for you was a follow-up to people who had enquired but not bought. I will lay a lot of money that it is not being used systematically - and probably not at all."*

followed up ... and I bet your sales manager doesn't believe it.

This is your friend speaking!"

© Copyright, Drayton Bird

## About the Author

In 2003, the Chartered Institute of Marketing named Drayton Bird one of 50 living individuals who have shaped today's marketing. He has spoken in 53 countries for many organisations, and much of what he discusses derive from his work with many of the world's greatest brands. These include American Express, Audi, Bentley, British Airways, Cisco, Deutsche Post, Ford, IBM, McKinsey, Mercedes, Microsoft, Nestle, Philips, Procter & Gamble, Toyota, Unilever, Visa and Volkswagen. In various capacities – mostly as a writer – Drayton has helped sell everything from Airbus planes to Peppa Pig. His book, *Commonsense Direct and Digital Marketing*, out in 17 languages, has been the UK's best seller on the subject every year since 1982.

## Co-ordinates

Drayton Bird Associates  
 Web: <http://draytonbird.com>  
 Tel: +44 (0) 845 3700 121  
 Email: [drayton@draytonbird.com](mailto:drayton@draytonbird.com) or  
[db@draytonbird.com](mailto:db@draytonbird.com)



## Important Notice

© Copyright 2015, Bizezia Limited, All Rights Reserved

---

This article appeared in Better Business Focus, published by Bizezia Limited ("the publisher"). It is protected by copyright law and reproduction in whole or in part without the publisher's written permission is strictly prohibited. The publisher may be contacted at [info@bizezia.com](mailto:info@bizezia.com) (+44 (0)1444 884220).

The article is published without responsibility by the publisher or any contributing author for any loss howsoever occurring as a consequence of any action which you take, or action which you choose not to take, as a result of this article or any view expressed herein.

Whilst it is believed that the information contained in this publication is correct at the time of publication, it is not a substitute for obtaining specific professional advice and no representation or warranty, expressed or implied, is made as to its accuracy or completeness. Any hyperlinks in the article were correct at the time this article was published but may have changed since then. Likewise, later technology may supersede any which are specified in the article.

The information is relevant primarily within the United Kingdom but may have application in other locations.

These disclaimers and exclusions are governed by and construed in accordance with English Law.

Publication issued on 1 August 2015