The 3 Cs of Marketing
Caring, comprehension and consistency — follow these principles for success

By Sheryl Vosler, business development and marketing manager, Olympic Coast Investment Inc.

As a mortgage professional, you have products or services for which you want consumers to pay. To increase your business, you must connect these products or services to potential customers. To do that, you must market.

In marketing and developing your business, remembering to employ caring, comprehension and consistency — the three Cs — can help your sales become more successful and fiscally sound.

Caring
Caring is your ability to respect and care about your target consumers’ time. Everyone feels that their own time is important, and potential clients want to know that you have the same value system.

For example, I am annoyed when salespeople tell me “This will only take a minute” and deliver a pitch that takes 10 to 30 minutes. This unmet expectation tells me that they really didn’t care or have any respect for my time. In the end, these salespeople have not only educated me on their services and products but they also have lost a potential customer.

This also applies to direct-mail marketing. Short, sweet and to the point is the best recipe for mailers. Remember, time is money. Don’t waste it.

If members of your target market have any questions, they’ll call you. Better yet, you can use the opportunity to make a second connection with a follow-up phone call.

Comprehension
Understanding your potential clients and comprehending their needs is essential. It also requires some research. You must know about your potential clients before you contact them and know the right questions to ask when you do.

Postcard, letter, etc.), running an advertisement in an industry publication, personally visiting homes or offices and making phone calls. The idea is to remind potential clients of your products and services so that when the need arises, they come to you instead of to your competitors.

By caring about your customers’ time, knowing their needs and being a consistent presence in their lives, you will receive the large profits you’re looking for in a timely manner.

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I have answered my phone several times to hear a 10-minute spiel by salespeople. This often ends with me interrupting to ask what product or service they are trying to sell me. Often, the conversation ends quickly when we both realize that I have no need for the product or services. This is a waste of time for the suppliers and for me.

Don’t let this happen to you. Know your target market and its needs.

Consistency
Consistency refers to marketing to your target regularly. Research shows that it takes consumers at least six times of contact with a particular stimulus (e.g., a company’s name, logo, etc.) to register it and to recall it when their need arises. This means that marketing only a couple of times a year — although inexpensive — is practically useless and a waste of money.

Marketing consistently may be more expensive, but in the long run, it can yield a greater return in profits. This requires a monetary investment, consistency in marketing and patience.

Examples of consistent marketing include: mailing a direct-mail piece once a month (e.g., a

Sheryl Vosler is the business-development and marketing manager for Seattle-based Olympic Coast Investment Inc. (www.ocinvestment.com), a commercial real estate, hard-money lender. Lending in more than 21 states nationwide, OCI works hard to fund loan requests that banks and conforming lenders can’t and won’t do. OCI offers portfolio lending on properties such as churches, retail and strip malls, residential (investment only), hotels/motels, raw land, and ranches and farms. For more information, call (800) 523-1979.