



## THE FEDEX MARKETING IDEA

### Engaging and Connecting with Top Decision Makers

Identify **10 companies** that you would like to have as clients. Identify the CEO of each of those companies. Send a one-page letter to each of those CEO's stating: *"With our experience in X, Y, and Z (your 3 best services), I think we could be of service to your company. I'd like to set up a meeting to learn more about your business."* Send these letters once a week, every week, on the same day by Fedex until they call. You could send these on a Wednesday for three-day delivery. They won't know it's not overnight and you'll save some money.

The fourth week, for those who haven't responded, start adding some yellow Post-It Notes, hand written. One should say, "I'm sure glad you finally opened this." Another could say, "Aren't you impressed with how I got your attention?" A variation to the Post-It note would be sending a "Round 2it" – hand written note saying "When you get a round to it, it would be great to connect."

Seventh week, send a new baseball in a little box with the following Post-It Note: "I'm the one sending the Monday morning Fedex packages. Sooner or later we will play ball. Call me at <your direct number>." Or "Our partnership would be like hitting a home run!" You may choose to send a basketball and use a magic marker to write on it "Give us a shot!" or "We're a slam dunk!"

Tenth week, send one brand new shoe in a box with the following note: "I'm the one sending the Monday morning Fedex packages. Now that I've got one foot in the door, call me at <your direct number>." The eleventh week, send the matching shoe with the note: "I'm the one sending the Monday morning Fedex packages. I know what you were waiting for to call me. You were waiting for the other shoe to drop. It just did."

Instead of a baseball or basketball, what gift could you send?

What would the corresponding message be?