The Electronic Postcard Program: An Old, Worthy Tool Receives a Facelift
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Are you struggling to grab the attention of a worthy prospect?

You might have tried to cold calling, but haven't had any luck reaching them, and you may have dropped off so much literature there's nothing left in your arsenal. Every time you call your contact they never answer the phone, and you're at the point where you're reluctant to leave another message.

Sound familiar?

The fact is, getting the attention of your prospect and setting the first appointment is the hardest part of being a sales professional, no matter what you're selling.

But have you tried the new **Electronic Postcard Program**? As of this September, the Electronic Postcard Program has helped modern the traditional mail-based Post Card program. You no longer need to stamp and mail out each postcard and hope your prospect receives it. It was a time-consuming way of grabbing prospects' attention, and there was a cost associated with the postcard itself, and purchasing postage. You can still mail traditional postcards out, but who looks at mail anymore? Even this baby boomer has given in to living in the digital era.

The electronic postcards are now available for download at no cost on **TEGGNet**, under the **Sales & Marketing section**. The best thing about each postcard is that it can be customized with your franchise logo and contact information.

To be honest, by themselves, the postcards are generally not going to set up appointments. You will always need to follow up with a phone call or an email. But the postcards do quickly grab prospects' attention.

The RAIN Group Center for Sales Research released many interesting statistics recently about prospecting in 2018.

According to their **study**, the biggest factor in whether prospects connect with you is a need for your product or service (75%). It also found that 8 of 10 prospects prefer talking to representatives via email, which matches up with the percentage of representatives (78%) who use email to contact their prospects.

I'd encourage you to read the study, **The 30 Must-Know Sales Prospecting Stats and What They Mean for Sellers**, for yourself. Based on these findings, I'd say it is safe to say the Electronic Postcard Program is an excellent tool to help connect with your prospects.

Please review **COM 2, Title 19: TEGG Leads Program** before utilizing TEGG's Electronic Postcard Program. The COM contains valuable information you will need to know before sending postcards to prospects.

If you have questions after reviewing the COM, contact your AVP.