

## **Knocking On Door Strategy of Marketing**

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Date of Submission: 18-01-2023

Date of Acceptance: 02-02-2023

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**Abstract:** My paper stresses on the new and relevant marketing strategies as well as implementations methods. It's primary object is to elevate the marketing skills to enhance its sales by perfecting your pitch, put yourself in the prospect's shoes.

Knocking on door is one such a lead generation strategy used by banking advisors to improve their business while keeping expenses at minimum.

This strategy was started in early 20's when there were no mobile phones, internet etc... where an agent is supposed to go in person to each and every home to collect insurance premiums while selling insurance products. Several strategies were introduced to collect insurance premiums this is one such a best strategy knocking on door is best for 2 type of products.

- 1) The product which requires a demonstration
- 2) Product which generates life time customer value.

For the 1st product the seller must clearly explain the advantages of their product and compare the product with competitors and explain them about the additional features their product provides. Some of the products like beauty products, insurance products etc.. for the product which generate a lifetime customer value like solar power, pest control, home alarm. Products like these require a personal support and advisor. There are several reasons why knocking on door is a best strategy till today. some reasons would be as follows.

**May not be having enough capital :** Some advisors enter into the market with a small budget where they lack adequate finance to publish their product in advertisement or for printing a card with the product details. they prefer door knocking rather than gathering the money to publish the product in market. Knocking on door helps to build a better customer value, better relationships with customers where we can study the customer.

**Maximizing Time :** The advisor may decide to knock on door to maximize the time so that he may use prospective appointment as a referral to cover more area. Where he/she may recommend the service. Some advisor may prefer face-to-face setting with the client rather than phone calls and mails to that they can ensure the client is interested in their product or not. Based on clients experience they can appropriately use techniques to attract client towards their product.

### **STRATEGIES**

**Brand Recall:** Face to face interactions are more effective than any other means of interactions. This was revealed by Harvard Business School that face to face messages results in 13times more brand recall. Advisors can make a lasting impression and build trust that can not be achieved by any other means. However, the ability of advisor to handle rejections bring the firm success.

**Less Competition :** While most of the companies now a days are focusing on advanced marketing methods such as SMS, mails etc.. while this method is viewed as age old once still works its magic as a very few advisors visit in person knows the customers behavior and they stay ahead in market.

**Working on Sales pitch:** Pitching related to our product plays a crucial role here. We are supposed to make sure that pitch will not pressure the customer to purchase our product. By pitching we build customers trust. show them our credibility and help them to connect to our product. We are supposed to use some sales strategies and techniques to pitch our product. We need to understand our customers prospective feeling and motivations. By understanding them we may now their needs and wants. Based on the customers personality we encounter we should change our pitch and strategy.

We are also supposed to fix the problem By using sales script to identify the problem they are facing and want to fix it. Let them now about our product explain them how our product can solve their problem.

**How to handle an objection :** As a door-to door salesperson, make sure we know how to handle objections. By using product knowledge, present them a answer for their queries.

Follow up: One such a major function of marketing our duty is not only to sell the product but provide the post purchase satisfaction to the customer as well. We are supposed to make sure we follow up with our customer and build a relationship with them over time.

Time of Day: Considering our customer will be home or not is an important step in knocking door strategy. if working hours are 9-5 then best time to knock the door is 5-9 pm rather than in middle of the day.

Closer: It is very important to have a good closer of the product so that we can improve our chances of making a sale.

### **Door-Knocking tips to get more lead in 2022**

#### 1. Offer help instead of doing a business:

Some common mistakes that new agents general make are they try hard to sell the product to total stranger. Instead, focus on how can we help them to solve their problem, understand their problem and provide them a solution to the problem then set to selling product.

#### 2. Don't forget to bring door hangers:

One of the best way to leave behind are door hangers. This tool works perfect when we don't find anyone in home we leave a laminated door hanger with a personalized message and attempt to connect with the homeowners at least four times, and then mail them a neighborhood market analysis. It is always a best way to follow our customer with mail, phone calls etc..

#### 3. A Small Compliment can go a long way:

A sincere, compliment can work wonder. One such best strategy that worked since last ice age and will continue to work for thousand years. So the next time when we go for door knocking, try to find something genuine to compliment on. Like, Nice yard, friendly pet, or beautiful flowers. Make the conversation about them not you. Addition to this provide them some value along with business card. Ultimately , we are supposed to build a relationship with them .

#### 4. Take the failure in order to get Better:

Every time we face a rejection learning new things from rejection will work its way to make a great sale. Its natural to get rejection at first. Successful people didn't get that way without breaking a few eggs. So remember to smile and laugh face the situation , learn to meditate, start a healthy morning routine - always try to remember that we are there to close deal.

#### 5. The Better We Dress, the Confident we feel:

We live in a country where people get judged by the cloths they were, well its not fair, some of them behave harshly, based on our appearance. In door knocking strategy we visit homes, where we usually see older people, who are going to judge you for what you wear, and there is nothing we can do about it. As long as we are comfortable, dress as nicely as you can when your doing a door knocking. The better we dress the confident we present our self.

#### 6. Create fun and bring them with you:

Create some fun, crack jokes, offer them some gift cards, convey your wishes on their special day, make them feel special. When its Chocolate day leave a bag of chocolate's at their door step with a business card, that says " you are like the first taste of chocolate like Unforgettable". This is a great way to help people remember us and our product every time they see a gift. A special touch helps to open the door to a better opportunity.

#### 7. Don't Try to Knock too many doors in One Day:

Contrary to popular belief, being physically and emotionally exhausted by the noon is not a signal that you worked hard. It's a signal that you're stressed, tired and exhausted. Who want to talk to a stressed-out stranger on their doorstep?

So if you want to avoid this situation, set yourself a goal for a day, of 15 to 20 doors to knock before we head to office.

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K.Manognya. "Knocking On Door Strategy of Marketing." *IOSR Journal of Business and Management (IOSR-JBM)*, 25(1), 2023, pp. 43-44