

Even a blind pig finds a truffle once in a while

Category: Execution

I had a client who had the most horrible collateral material. He defended it by saying that it had been successful in delivering leads, but he was looking at it from completely the wrong perspective. What he failed to understand was that while it had been effective, almost any collateral material would have harvested low-hanging fruit and he was simply throwing money away by using what he had as a direct mail piece.

This discussion took place in a peer group setting, and one of the other members said: "Even a blind pig finds a truffle once in a while". He got the point and changed his collateral materials.

It has further implications. Don't get excited if you find a new customer by accident, what I call a Bluebird. Successful businesses need to have well-tested and documented procedures for finding new customers and if you find them by accident don't fool yourself that your marketing plan is working.

Every employee should be sent into the woods to find them.