

NVTC Smart Marketer Workshop



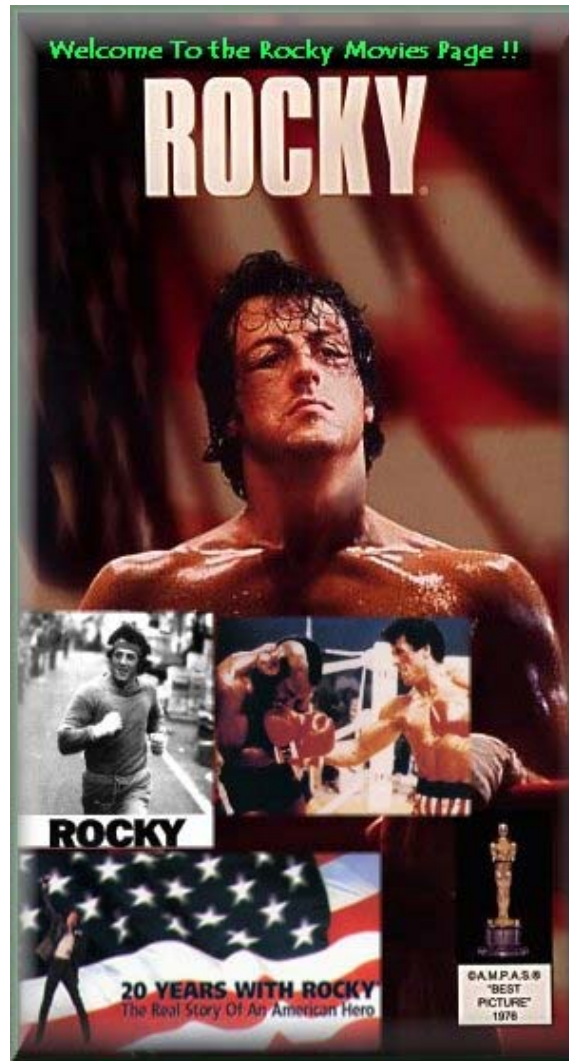
Sales Thinking for Marketing Professionals: And Vice Versa



Fred Diamond
DIAMOND Marketing
www.freddiamond.com



I was Born in Philadelphia





I Have the Greatest Parents





The Wives and Kids





If it Weren't for Omarosa...





Me Hitting Number 661





The House I Grew Up in





I Considered a Career on Broadway





Places Where I Did Marketing

McGraw-Hill



Plus, dozens of companies as a consultant



My Views on Marketing

diam  **nd**
marketing



*Marketing that does not lead
to revenue reward is a HUGE
waste of time*



Marketing's Goal: Get to Revenue



*What's the
highest quality
and least cost
road to revenue*





The 7 Commandments of Marketing

- ◆ Embrace 3-D marketing.
- ◆ Thou shalt make ROI your mantra.
- ◆ Thou shalt dive into your industry
- ◆ Thou shalt focus resources through end-to-end planning.
- ◆ Thou shalt remember thy vision.
- ◆ Thou shalt seek new paradigms for achieving teamwork and synergy.
- ◆ Thou shalt honor thy team members.

David Sudjian, CEO of Showtime Enterprises



Marketing is a process

- ◆ Marketing is a process that begins with offering conception and ends with exit
 - ◆ Marketing is not just tschochkes
 - ◆ Marketing is not just Marcom
 - ◆ Marketing is not just communications
 - ◆ Marketing is not just targeting
 - ◆ Marketing is not just the brand or the logo
- ◆ Measure



It's Not About the Tactics

billboards teamed events radio
promotions sponsorships Public speaking PR
kiosks telemarketing incentives trade shows
banners behind planes Search Engines
NPR sponsorships reseller motivation e-newsletters
stadium advertising Direct mail seminars
email campaigns catalogs Print advertising
webinars road shows



First Step: Corporate Goals

- ◆ Revenue
 - ◆ Example: \$4.2M in sales in FY 2003
 - ◆ Example: \$6.7M in SW sales, \$9.3M in services
- ◆ Market share
 - ◆ 15 new customers
 - ◆ 30 customers in 2002 – 65 customers in 2003
- ◆ Other pure business goals
 - ◆ 5 new *Fortune 500* accounts
 - ◆ First DoD client
 - ◆ Open Southeast territory
- ◆ Intangibles
 - ◆ Position company for sale
 - ◆ Get president on Fairfax chamber board

Step-Back Marketing



Not Corporate Goals

- ◆ To be the number one advertiser
- ◆ To do a lot of seminars
- ◆ To have the best booth at FOSE
- ◆ To put things in the mail 5 times a month
- ◆ To get millions of hits on the web site



Tip

Everything You Do Must Support the 4 Goals



Tying Marketing and Sales





Let's Get the Stereotypes Out

◆ Marketers are:

◆ Salespeople are:



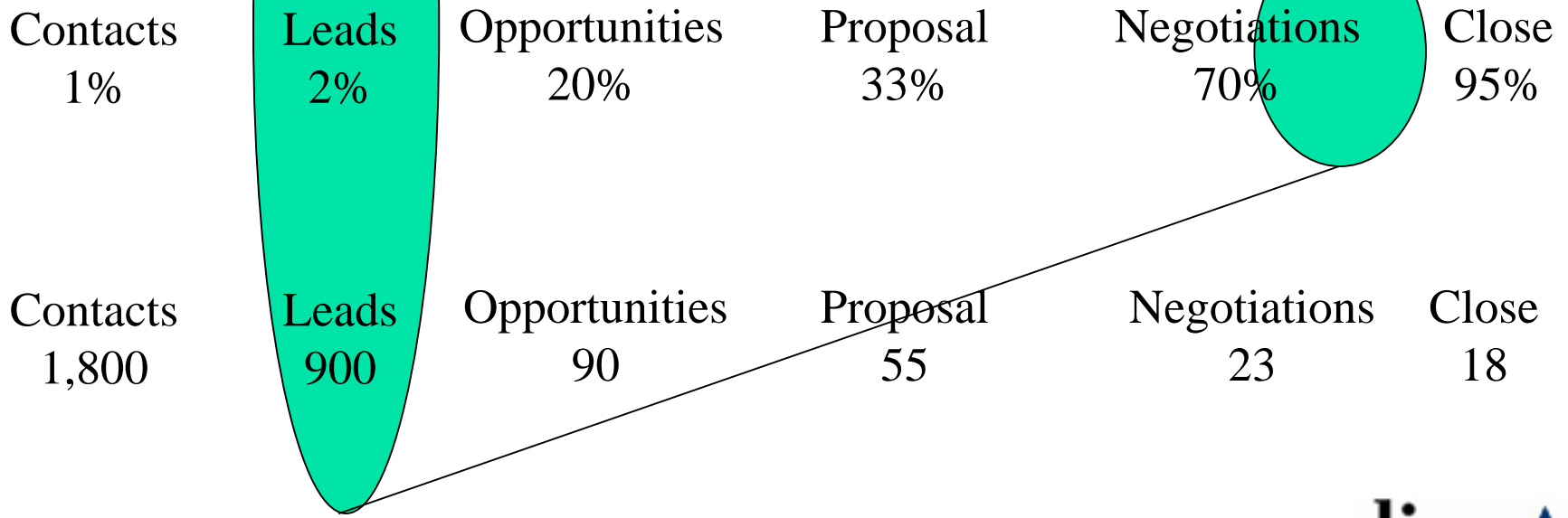
Tie “marketing” to sales

- ◆ Marketing is about acquiring new customers and growing the ones you have (Zyman)
- ◆ Historic organizational divide must be overcome
- ◆ If your marketing activity will not generate customer behavior (buying), re-prioritize
- ◆ Sales leads the effort...says the marketer
- ◆ Formalize your networking if it's a referral business
- ◆ Ensure domain expertise in verticals



Typical Sales Funnel

- Telemarketing cold call
 - Rep cold call
 - Trade show meeting,
 - VAR introduction
 - Website referral
 - Publication referral.
 - Targeted email marketing
 - PR response
 - Consultant introductions
 - Direct marketing activities.
- Marketing activity
Marketing activity
Marketing activity
Marketing activity
Marketing activity
Marketing activity





Tighten and Shorten the Funnel

You need to intimately understand how the customer buys and implement "marketing program" accordingly

Telemarketing
Consultant introductions
Local trade shows

Contacts
5%

Leads
10%

Opportunities
30%

Proposal
50%

Negotiations
70%

Close
95%

Contacts
360

Leads
180

Opportunities
60

Proposal
36

Negotiations
23

Close
18



Marketers Need to Think About

- ◆ The Length of the Sales Cycle
- ◆ Branding and building awareness is important to sales. But marketers don't understand that sales builds relationships based on those promises
- ◆ The process
- ◆ Sales is a critical partner for product or service launch because CUSTOMERS have questions



Marketers Complaints about Sales

- ◆ Sales teams don't care about strategies like segmentation or "customer lifetime value," they only care about making a sale and getting a commission.
- ◆ Sales teams are overly territorial and don't understand value or channel partnerships.
- ◆ Sales teams don't track leads, and don't follow up on the valuable leads marketing delivers.
- ◆ Sales teams make ridiculous promises to prospects to close a sale that can't be fulfilled.



Sales VPs on Marketers

- ◆ What marketers don't appreciate is that we are force-ranked against our peers. If I don't sell more than the guy sitting next to me, it can cost me my job.
- ◆ "Marketers go to a tradeshow and collect 200 names, and that's how they judge the effectiveness of their program. They're usually not judged on the quality of those leads based on how well they close -- that's just expected to be a sales problem."



Sales VPs on Marketers

- ◆ "They rarely bang phones, walk the block knocking on doors, or sit face to face with decision-makers. They just don't understand the sales process: finding a prospect from scratch, discussing and identifying the problems they're facing, proposing fixes to those problems, negotiating terms (a topic in itself) and closing the customer."



What drives sales people?

- ◆ Quota
- ◆ Customer Satisfaction
- ◆ Competition (Internal and External)
- ◆ Winning



Financial Gain Motivates Sales Reps

If a (sales) person is highly interested in financial gain anything that fuels that interest will incite an excited response. Anything that removes or diminishes it will elicit just the opposite.



**“What Really Turns Top Salespeople On”,
Bill Brooks**



So what can marketers do?

- ◆ Take charge
- ◆ Perform their jobs with dedication, constantly looking for ways push their profession forward.
- ◆ Balance tactical implementation with strategic direction.
- ◆ Balance the customer relationship lifecycle (CRL).
- ◆ Understand your role.
- ◆ Own the customer
- ◆ Eliminate excuses.
- ◆ Be smarter.
- ◆ Know the sales cycle cold; the role of inside and outside sales.
- ◆ Make friends with the sales people.
- ◆ Don't be a puppy dog.



Ensure That Everyone's Marketing

- ◆ Leverage and partner
- ◆ Most important sales rep is the receptionist
- ◆ Company with 15 people has 15^n reps
- ◆ Everyone needs to market from 6am-12am
- ◆ Do you have to market traditionally?



Take the Lead in Positioning

- ◆ Why are companies interested in our solution?
- ◆ What's causing them problems today?
- ◆ Are their current processes efficient?
- ◆ What else do they need to do that they cannot do today?
- ◆ What else do they need before or after their process?
- ◆ What do we do that they can't do today?
- ◆ What specifically does it do?
- ◆ What does it do that no one else does?
- ◆ What else does it do that no one else can do...or no one else can do as inexpensively as we do?



Positioning

- ◆ To position a company or product you want to first, identify one specific attribute that sets it apart from competitors.
 - ◆ Step 1: Make a list of all significant competitors and write a sentence defining their position in the market.
 - ◆ Step 2: Next define the current position of your company, product or service, as it really exists in the minds of consumers.
 - ◆ Step 3: Identify a specific attribute about the product that can differentiate it from the competition in a way that some consumers will find desirable.



Understand Your Role

- ◆ Let the marketing team show they're willing to serve a sales support role before devoting a lot of meeting time to talk about collaboration.
- ◆ Because the sales team is constantly in front of prospective customers, it's a valuable source of market intelligence.
- ◆ Sales can provide real-time feedback on responses to outbound marketing initiatives
- ◆ Sales can monitor competitive forces, and they can keep tabs on buzz in the marketplace.



Bringing it Together

- ◆ There's no final step for marketing and sales integration
- ◆ It's an ongoing effort just like any relationship.
- ◆ Be willing to invest in an attitude of service in order to build the kind of common ground that underlies true collaboration.



Where I Play (the Left of Launch)

Launch

Where I Bring in Partners or Manage Myself for Clients



Step Back Marketing



Thank You!

Fred Diamond
DIAMOND Marketing
www.freddiamond.com
fdiamond@freddiamond.com
703.281.1393

©2004 DIAMOND Marketing. All rights reserved. All trademarks and company names mentioned are the property of their respective owners.