



Turning your Marketing into an Effective Customer Building Machine



Expectations for Today

1. What roles do Branding, Marketing and Sales play in your business?
2. How do you identify holes and gaps in your Marketing and Sales?
3. What can you do to improve your decision making skills so that your marketing and sales efforts are more effective?

The Customer Continuum



The Business Continuum





Marketing

1. Created in the 1960's as companies shifted from:

- A production orientation (sell what you make)
- To a distribution orientation (sell where you can build markets)

2. Current focus:

- Marketing orientation (sell what your customer needs)



1. Saturated markets forced marketing to be involved at a strategic level determining:
- 2.
3. What should be produced?
4. Where it should be sold?
5. How much should be charged?
6. How should features and benefits be communicated to customers?

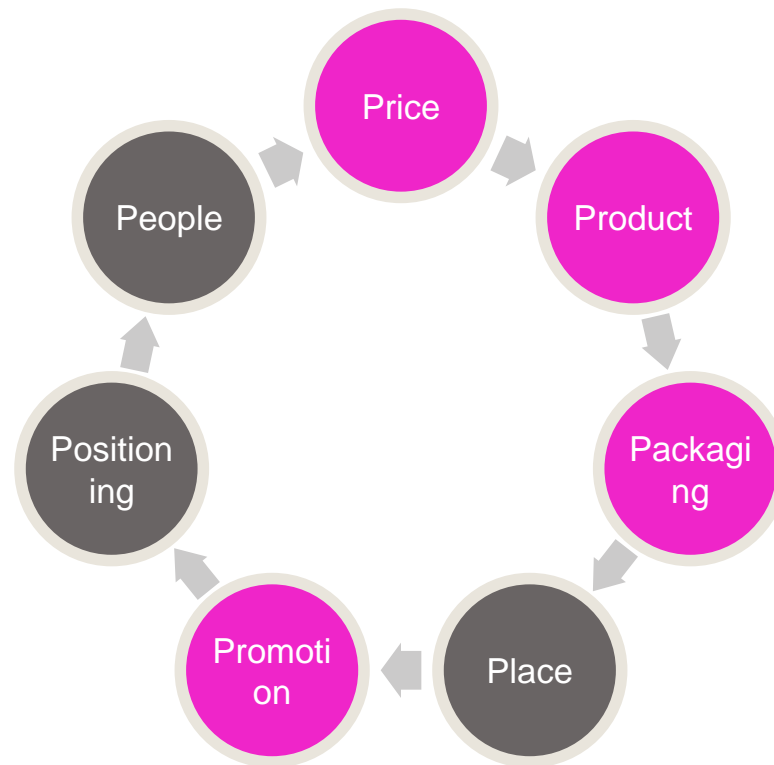




Definition of Marketing

1. The activities that target prospects specifically.
2. And, are designed to engage and compel prospects to the sales step.

1. The 4 P's of Product Marketing (and Then Some)





1. The Key to Effective Marketing

2. Planning

3. Positioning

4. Intention

5. Frequency



An Effective Marketing Mix

- 1.Meets customer needs.
- 2.Achieves marketing objectives.
- 3.Is balanced and consistent.
- 4.Creates a competitive advantage in the marketplace.



1. Marketing doesn't determine
the target market, target
message, USP or UVP...

2. That's **BRANDING.**

1.





Effective Branding Asks...

1. Who are you?
2. What problem do you solve?
3. Where can you make a difference?
4. When you work with your prospects what happens?
5. Why you? Why now? Why at all?
6. How?
7. What market do I focus on first?



How Branding and Marketing Go Together

1. Psychographic and demographic issues are addressed in branding.
2. These answers give you your brand, your positioning, and your target market.
3. Marketing has a clearly defined goal...Find these people and engage them!

Ineffective Branding Creates



BSOS



MTAPD



1. Marketing introduces a challenge and creates interest in finding a solution.
2. Good marketing gets prospects to self identify that the message is especially for them.
3. Marketing is all about positioning you as the **ONLY SOLUTION.**
4. It compels them to proceed to the next step.



1. Marketing is the sizzle.
2. Marketing appeals to the senses.
3. Marketing appeals to emotions.
4. Marketing is the hook.
5. It makes you feel good.
6. It takes you all the way to post-sale idea...thinner, happier, richer.











1. Marketing Builds Awareness, Creates Interest, and Compels Action.
2. Marketing is the PEOPLE MOVER of your business, but it needs to reach the right people or nothing happens.



What is Marketing?

1. Advertising
2. Sales Promotion
3. Public Relations
4. Point of Sale
5. “Advertising is a selling message in a medium the client rents. Sales promotion is a selling message in a medium the client owns — generally packaging.” (Sandelman)





1.Strategy - A method or plan chosen to bring about a desired future, such as achievement of a goal or solution to a problem. It is the result of choices made to maximize long-term value.

2.Tactic - A means by which a strategy is carried out; planned and ad hoc activities meant to deal with the demands of the moment, and to move from one milestone to another in pursuit of the overall goal.



1. Possible Strategies

2. Increase number of new customers.
3. Increase dollar amount of orders.
4. Build awareness among X audience.
5. Increase repeat business.
6. Increase number of recurring orders.
7. Increase market share.
8. Increase number of large company accounts.
9. Increase number of referral customers.
10. Increase trial of new products among current customers.



1. Possible Tactics





Effective Marketing Relies on Research

1. Market mapping
2. S.W.O.T. analysis
3. Patterns of purchase
4. Lifecycle of product
5. Understanding influencing circles (gatekeepers and influencers)



Metrics are Critical to Marketing

1.

2. Repeat sales

3. Customers spending habits

4. Open rates for email

5. Customer referrals

6. Social media engagement



1. So...Marketing is not Branding.
2. Branding is your promise to your customer.
3. Who, what and why are answers found in branding.
4. Where, when and how are answers found in marketing.

5. Marketing is finding your prospects and creating impactful messages that lead them to action.



Marketing Recap

1. The goal of marketing is to foster loyalty, interaction and long-term engagement on an emotional level.
2. Ultimately you want to show up as the brand you are, and the promise you deliver.
3. It's about being seen by who you value most.
4. Marketing is all strategy. You cannot develop effective tactics without identifying potential strategies first.





1. Marketing doesn't close deals...

2. That's SALES.



- 1.If MARKETING is your road map,
SALES is your destination.
- 2.If MARKETING is your arrow,
- 3.SALES is your bulls-eye.



The 3 Ways To Grow Sales

1. Get a current customer to buy more.
2. Get a competitive customer to switch.
3. Get a new customer to enter the market.



1. Definition of Selling - exchange or deliver for money or its equivalent.

2. Definition of Buying - obtaining in exchange for payment



The Dirty Little Secret...

1. You have to sell your product to have a business.
2. Most business owners would rather tell, share, explain, yell, plead, beg, teach.
3. If you believe in your product and what you offer then all you're doing is bringing an opportunity to an audience that will appreciate it!



4 Steps to Effective Selling

1. Qualify - Listen
2. Overcome Objections - Understand
3. Convert - Clarity
4. Close - Promise



1. Selling continues the conversation. Knowing why people buy lets you craft a message specifically for them.
2. Be clear in your message. Have an offer, a price, and a compelling reason to buy now. Have an easy path to purchase.
3. A confused mind always says "no". Clarity is key.



1. Basic Needs of Your Customers

2. Time.

3. Health.

4. Effort.

5. Cost.

6. Well being.

7. Safety.



1. What Stops People From Buying

2. No clear offer.
3. Not enough information to say YES.
4. It's unclear how you solve their problem.
5. No immediacy.
6. The right target group isn't being reached.
7. Never created a know, like, and trust factor.



1. If marketing creates the problem, sales solves it.
If marketing creates interest, sales drives action.
The sales conversation gives prospects a compelling why to buy now.
2. Prospects do not usually care about how something works, they want to know what it will do to make their life better or easier.



1. The goal of the sales process is to create a customer who will come back again and again.
2. A transaction is an exchange between a company and a customer.
3. A relationship happens when your product or service becomes #1 in the mind of your customer and not only do they return but they refer as well.
4. Your language is key because you want prospects to know that you understand what they need and can help them get it.
5. Repeat orders are the #1 way to measure your selling success!



1. Once you have a customer you've taken them off the market until you leave them alone or screw up without fixing the problem. The goal is a client for life. Having an ongoing intelligent and strategic conversation that is mutually beneficial is how you create a long term relationship.





1. "If people like you they will listen to you, but if they trust you they'll do business with you."

2. Zig Ziglar



By Frits Ahlefeldt

1. What Inspires an Emotional Connection?



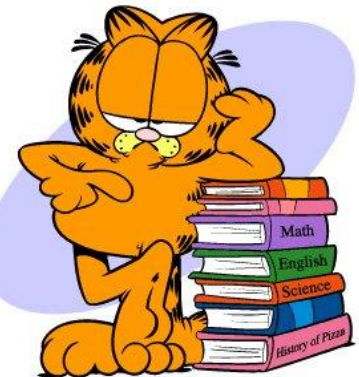
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You make me feel safe



save money





1. Understand the Decision Making Process

2. People make decisions emotionally.
3. People justify decisions with facts.
4. People are egocentric.
5. People look for value.
6. People think in terms of people.
7. You can't force people to do anything.
8. People love to buy.
9. People are naturally suspicious.
10. People are always looking for something.
11. People buy "direct" because of convenience and exclusivity.
12. People like to experience it before they buy it.
13. Most people follow the crowd.



1. “If your business comes from relationships, relationships should be your business.”
Doug Ales



5X



Sales Recap

1. Understand where marketing stops and sales begins
2. One way talking – Marketing
3. Two way talking – Sales
4. Follow the process
5. Qualify
6. Overcome objections
7. Convert
8. Close
9. Paint the picture by speaking to their pain, in their language
10. Be patient – let your prospect come to their own decision in their own time



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