



BUILDING THE BRIDGE TO YOUR TARGET MARKET CUSTOMER

Executive Overview for:

The 10-10-10 Sales Process

Delivering the Perfect Message – The Killer Sales Presentation and Other Must Have Sales Tools

“All of your marketing and sales investments and efforts are meant to generate an opportunity to make an in-person presentation. You would hate to invest in all of that and not have a professional, high tech killer presentation that is designed to meet the unique informational needs of each individual influencer in the “Decision Making Process. Your presentation should enhance the customer’s understanding of your solution’s performance outcomes and the services that will surround the experience. This professional exchange of meaningful information should satisfy your customer’s informational needs and during the presentation process also improve your Company’s Brand Image.” - YourBoard.US

1. Strategic Marketing and Marketing Communications Role in Support of Sales
2. Presentation Do’s and Don’ts
3. An Effective Elevator Speech that Reflects your Differentiated Message
4. Sales Leads



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The Marketing, Sales and “Lead Generation” Support required to effectively grow revenue and profits by “Building a Bridge to your Targeted Customers and Buying Influences.”

Marketing Support

1. The Strategic Marketing Team made up of key leaders in the company, must generate the market research and then coordinate the necessary company team members and sales influences to **conclude which product and service group solutions provide the differentiation to create value to the targeted customer group who share similar need** and also the margin to provide profits for the company while still being competitive. This was covered in the Part III segments on Building a Successful Business Model.
2. This same Strategic Marketing Team led by the internal/external marketing and sale influences need to identify the **target market customers** and the key **buying influences** that will place adequate value on your “differentiated” product and service solutions to consider a purchase.
3. The company’s Marketing Communications Team, again influenced heavily by the internal sales and marketing influences (and ideally an outside marketing resource) need to create first rate presentations for each product group solution to be customized to the requirements, needs and wishes of the buying, specifying and user influences that make up the “decision making process” for each individual product-service group.

The “client presentation” needs to be of the same quality as the product-service solution you are promoting. The sales team must provide evidence that it provides the most differentiated outcomes and is the “best” solution within a product category. Never take a highly differentiated and clearly superior solution and “dumb it down” by presenting it in a half-baked presentation format. A personal presentation to the customer’s key buying influences is the opportunity we have worked for...be prepared!



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4. The preparation and presentation to a targeted group of buying influencers is the culmination of everything your team has worked for with a targeted customer. Don't mess it up with poor preparation or an inferior presentation.

Even though it might cost a few dollars, it may be best to have an outside Marketing Communications Firm, (not a 5th Avenue Firm) but one who is used to working with closely held companies, prepare your presentation. You can find marketing support in the YourBoard.US Portal to Expert Support for Marketing.

Your product performance, strategic support and customer service and the way you project your brand image, not only in your presentation but in every method of communication you use, represents your brand. Brand equity or worth, and the strength of your brand name with your targeted customers, hinges on the reputation and trust you build with your buying influences. Your brand represents the “promise” your company makes to its customers and the promise your company keeps. Your customer presentation is the vehicle by which we make that promise and it should not be viewed as less than the promise itself that you are making to your potential clients.

Presentation Do's and Don'ts

Do not have a presentation with all words. Much preferred are pictures, bullet points, pop-ups, animations, videos and summaries are much preferred. Every different buying and specifying influencer may all be in the same room at the same time and listening to the same presentation, some wanting technical information, some wanting to know costing or payback information, some wanting to understand if their user needs can be met, some others interested in operating cost, installation timing and operating integration. Some are interested engineering specs and some are concerned with maintenance or warranty, etc. It is difficult to satisfy one influence and not put another to sleep.

The general principle to follow is to provide very succinct pictures and bullets that address the needs of the top two or three key buying influence needs where your product or service provides a unique and risk free solution and then, through either the presentation software platform or other methods, provide adequate “drill down” options for any of the various buying influencers to go for more complete information to satisfy their individual interests.



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The Wheel of Fortune Presentation format

Below you will see an example of one format that I have observed working very well:



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Advantages Across the Organization



Advantages Across the Organization



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Advantages Across the Organization



Never talk about your product's features and benefits. Instead, always talk in terms of the customer's desired solution to meet the known customer needs (pain points). Remember, a presentation should only be 5-10% about you and 90-95% about the customer's needs and how your products or services provide a cost-effective solution for those needs.

Address and capture the lead buying influencers' needs, wants and desires first and then give the opportunity for each individual influencer to drill down i.e., Purchasing, Engineering, Operations, Maintenance or Senior Management, etc. It is always ideal to understand who the "power" person is in the decision-making process and what their key "pain points" are at the top of their lists.

It is always best to have a full presentation available for to leave behind for those that could not make it and those that want to refer back to it or drill down on a key point of interest. The secret for a great presentation is to hone in and directly address the specific need in detail for each unique buying influence to whom you are directing your presentation.



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If it is not possible to segregate the buying influence groups, it is best to give a “highlight” presentation including the high-level needs of each influence category with the ability for each to drill down on their own. An offer can be made by saying, “You have all the complete data and information available for each category of information needed. If there is an interest to go through each one we can.” With that offer goes the option of taking home a flash drive we provide that has all of the detailed information broken down by influencer interests that can be reviewed at will. You can actually offer, on the flash drive, each specific presentation you developed for each influence.

It is important that the key points are made to assure each influencer understands “what’s in it for them.” The goal is to have everyone walk away with a great feeling about the particular “differentiated solution” that you presented.

A total interconnected tool box of Digital offerings that are all inter-related and inter-connected.

Create a buzz around your company, your brand, and your differentiated product-service solution by utilizing all of the available **cyber sphere offerings that are available and touched on below.** This, again, probably will require at least some support from an outside marketing firm who offers the development and maintenance of digital marketing tactics, techniques and analytics which can pinpoint the targeted interest of various buying influences within each industry you are targeting.

- Either identify a local outside firm or use the YourBoard.US Portal for Expert Support. You need a firm or internal person who has the complete skill set to provide the development and maintenance of digital marketing tactics and techniques.
- It is critical to have a first rate, complete, navigable website using all available forms of digital analytics and the maintaining and updating it on a daily or weekly basis to keep it fresh. Remember, over 60% of the people who may or may not ultimately buy from you, first viewed and did research on your product or service through your website. Everything else you do can be perfect, but if you have a poor website, you will never get the opportunity to properly represent your solution in person.
- Utilize all appropriate social media that fits within your industry: *(at first you may not think that social media should fit with your marketing plan—you will find that to be wrong in time)*. Facebook, LinkedIn, Blogs, Twitter, YouTube etc. are now all accepted methods of communicating your desired method to your desired markets. These social media vehicles must be updated and freshened up very regularly. It is best to use an outside marketing communications firm.



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- Develop a **Stay-In-Touch Automated Contact System** that allows your company to represent itself, with new techniques, ideas, concepts or news that will have “true value” to all of your targeted buying influences on a regular and consistent basis through automated e-mails. The key is to be certain these stay-in-touch blurbs are not done too often to be annoying and that they provide true value to your targeted influences.
- Provide on-line webinars on very pertinent topics that would serve the interest of your targeted buying influences. The webinar presentations allow you to accumulate valid leads from customers who may have an interest in your solution.

Inviting several buying and specifying influencers from one company to a webinar of interest is both effective and cost efficient. The customized webinar technique designed for just one company can be a perfect lead in to a personal visit and presentation.

- Prepare a top-notch trade show booth and presentation. My philosophy is to present at trade shows where our targeted customers are also presenting, not where your competitors are showing. By doing this you know that your targeted customers will be in attendance and you have time to see them and invite them to your booth or presentation. Attend all industry type networking meetings where your targeted buying influencers are present.
- Develop the required literature and leave behind information that supports your differentiated message and opens the door for a future visit. These marketing pieces must get the key points of differentiation across in one glance.



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The Elevator Speech – That too has changed

What I have been told by all of the marketing experts I know is that in today's world, with people working harder and more hours than ever before, with social media, text and e-mails mails taking up additional response time, that the definition of the "Elevator Speech" has changed.

The term "Elevator Speech" used to be the time you had while riding the elevator from floor to floor to tell a stranger all the important things about your company and product. The point being was that you didn't have people's attention for long, so you had better state your compelling solution by the time the elevator door opened at the other end of the ride.

In today's world, you only have the time it takes for the elevator door to open and close while you wait to get on. The art of condensing all of the "important" and impactful facts into very succinctly structured thoughts, graphics and pictures that focus specifically on satisfying the customer's needs, not on your features and benefits, is the only style of presentation that will be absorbed and acted upon. **The presentation should always be about solving the customer's specific needs, not about you and your product's features and benefits.**



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Sales Leads

1. A lead generating “machine” is very important in order to achieve cost effectiveness with your outside sales team and your Independent Distributor Reps.

It has been proven over and over again that if you use a lower cost, part-time or co-op person to process and assign all leads from trade shows, your website and your “unqualified” database research and allow your outside sales team to spend their time in front of customers, that sales productivity is higher. Even with the cost of this additional sales support, the company’s cost of selling as a percent of sales is lower.

In addition to processing, prequalifying and assigning website, advertising, automated stay-in-touch and trade show leads, the sales support resource now also has the capability to use websites and social media to identify targeted buying and specifying influences within targeted accounts. This information is very valuable and time efficient to a sales person.

In some cases a very good sales support researcher can also make calls to identify buying influences and will occasionally even get appointments. There should be a small bonus plan attached to getting the actual appointments.

2. The “sales support person or team”, in addition to research, prequalification and lead assignment, should also be the inside representative of the sales team to gather up materials, demo units, special information, etc., to support the goals of your Business Development Philosophy, which is to keep the special skill set of each sales person in front of targeted buying influences.
3. There is a saying “no man is an island.” What I have found is that no successful sales person is an island. There must be a strong link and communications loop between all of the corporate functions and the business development person in the field in order to achieve consistent profitable growth and understand valuable market dynamics.



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