## **BUSINESS, LEADERSHIP & LIFE**

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The BOSS factor – eBook Series

# SALES & MARKETING

A Crash Course in SALES & MARKETING

**TREVOR MARCHANT & EVE DALLAS Business &** 

**Performance Coaching** 

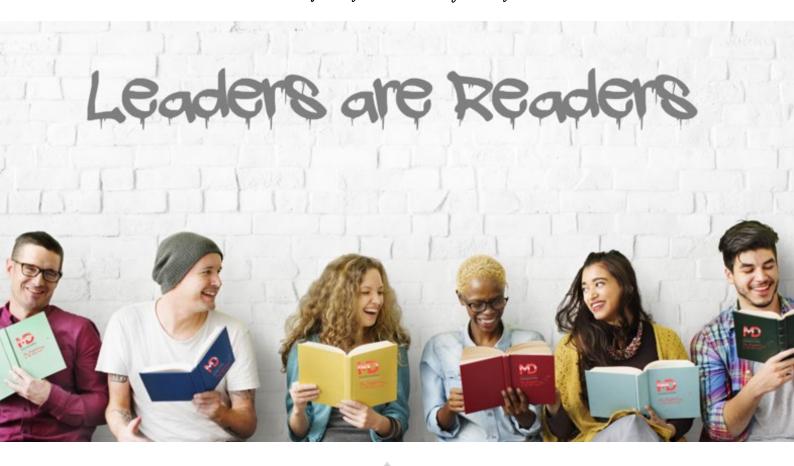
#### Thank You for signing up. Welcome to The BOSS factor Library

We read to spend time with smart people. Without reading, our expertise will be limited to our direct experiences. We don't experience life quickly, so our direct experiences are limited. Of course, book learning is not as good as hands-on experience, but it may open the door to opportunities for hands-on experience and make us more effective when we get the opportunity.

Libraries change lives. They are the original and still the best search engines.

Libraries store the energy that fuels the imagination. They open up windows to the world and inspire us to explore and achieve and contribute to improving our quality of life.

"The measure of intelligence is the ability to change". Einstein





"A magnificent collection of ideas and strategies to help you grow personally and professionally and build literate, productive, engaged, and energised business teams." Robert E Johnson, International Motivational Speaker, Author, and Management Consultant.

# SALES AND MARKETING

### A crash course in Sales and Marketing

One of my favourite 'mentors' is Michael Masterson. He is now retired but here are plenty of his books around for you to read if you wish and that's the thing isn't it – you may not be able to meet with Michael or anyone you admire for that matter but you can read what they have to say and make up your own mind whether or not the advice is for you.

Here's a few lessons I learned form him back in 2008.

He said I should take an hour, right now, and study the following lessons and then study them again once every month for the next year. As I learn each lesson – do something about it and over the next few years watch as our business doubles, triples, its revenue. He was right.

### Lesson 1. Your customers do not care about you or your business. They care about themselves.

- Do your marketing messages take this basic fact into account? Do they talk to your customers about their problems and desires, or do they talk about your company and your products?
- Are your customer service people trained to be sensitive to your customers wants and needs? Do they see themselves as problem solvers or just data input clerks?
- Do you salespeople ask thoughtful, probing questions? Do they listen to what your customers are telling them? Do they see themselves as problem solvers or peddlers?
- Do the top people in your business understand the reason the company exists is to serve your customers? If they understand that, do they teach it to their employees?
- What is the most common pronoun used by anyone in your business who deals with customers? Is it 'I' or is it 'You?'

### Lesson 2. A small portion of your customer base is giving you the lion's share of your business profits.

• Have you identified the 'big spenders' in your customer base?

- Do you communicate with them separately from your other customers?
- Do you communicate with them more frequently?
- Do you thank them for their business?
- Do they know how much you value their patronage?
- When you go after new customers, are you targeting theses big spenders?

#### Lesson 3. Understand why your customers buy from you.

- I've long known (and we teach it in our SALES factor course) that customers buy for only two reasons : to feel good (about themselves) and/or to solve a problem ...which could lead to feeling good about themselves.
- Are your marketing efforts doing theses things? If not, why not? If so, how well? Going out to dinner, buying scuba equipment, and getting a new puppy are feel good decisions. Buying a home, a lawn mower, or car accessories are problem-solving decisions.
- If you sell feel-good products, make sure your advertising makes prospective customers believe they will feel better after they buy them.
- If you sell problem-solving products, express the value of those solutions in terms of dollars. For example, if you are selling rubber O-Rings at 10 cents each, make sure your advertisements and your salespeople point out that purchasers will save 30 cents in reduced warranty claims for every O-Ring they buy from you.

### Lesson 4. Almost every sales transaction begins with then process of generating leads.

- Lead generation can be accomplished in many ways, but the most effective , by far, is with direct marketing ... in terms of effort for numbers.
- If your business doesn't use direct marketing methods to generate leads, you are missing a great opportunity.
- Become a direct-marketing expert and double your sales.

#### Lesson 5. Learn multichannel marketing.

- In today's world, single-channel marketing is good for starting up, but not good for getting through the later stages of business growth.
- There is no reason why every business cant employ at least three of four separate sales and marketing media.
- Among those you should try are direct mail, direct e-mail, radio, television., magazines, and newspapers for the purpose of generating leads.

### Lesson 6. Follow the Golden Rule of Marketing Genius: Treat your customers the way you want to be treated.

- Many business owners bd marketing directors have condescending attitudes toward their customers. They even talk about marketing in warlike terms, with their customers as 'the enemy.' Unless you begin to view your customers with respect, you will never be able to build a large , self-sustaining business. You may develop a large company, but it will require an extraordinary amount of energy to keep it going.
- Develop the habit of thinking pf, speaking to, and treating your customers the way you like being thought of, spoken about, and treated.

#### Lesson 7. Understand the Secret of the Four-Legged Stool.

- Every great marketing campaign has four elements. If you make sure your creative team (maybe just you) addresses all four in every advertisement and/or promotion you won't have to worry about failures. Like a four-legged tool, it will be rock solid.
- The first element (leg) is the Big Idea: each individual advertisement should have at its core, one engaging idea. It takes guts to go with one idea rather than half-a-dozen, but big breakthrough ads are always based on one big, new, cutting -edge idea.
- The second leg is the Big Benefit: Remember your customers are interested in themselves

   in their own wants and needs and problems not in you or your company. In all your sales and marketing efforts, make sure the customer stays at the centre of attention.
   Express all your product's features in terms of benefits, including one Big benefit, and how they will benefit your customer.

- The third leg is the Big Promise: Somewhere in each advertisement or sales pitch, a Big Promise should be stated. The Big Promise should be a succinct and compelling projection of the Big Idea and the Big Benefit, melded into one. Insist that your copywriters take the time they need to craft the perfect promise and everything will be easier.
- The fourth element (leg) is the Proof: Throughout your sales and advertising efforts you will be making specific claims about product quality and performance. Be sure every claim is backed up by solid proof. Claims and proof do not really sell products ( promise and benefits do ) but claims and proof allow customers who have already made an emotional decision to buy a product rationalise that decision.

## Lesson 8. Understand that customer complaints and objections are the key to better selling.

- Inferior business people hate customer complaints and objections because they feel like they are being criticised personally.
- Superior business people understand that complaints and objections are the building blocks of better products and stronger sales pitches.
- Marketing geniuses encourage objections; they don't run from them because they know objections are just unanswered questions...and they can learn from those questions.

#### Lesson 9. Maintain a 'no dead end' policy regarding products.

- Every sale should be seen as a link in a massive system of links that go on forever.
- There should be no limit to the number of things you sell.
- Each sale should lead to some other opportunity for you to solve a customer's problem or satisfy a desire.
- Figure out where each customer is after making any particulate purchase, then figure out what they might want to buy at that point, and then sell it to them.

#### Lesson 10. Take advantage of customer inertia.

• Establish a 'bill to forbid' relationship with as many of your customers as possible.

- Marketing genius understand that lethargy and apathy are the main reasons why customers stop buying.
- By making their additional purchases automatic, you can easily double the profits of your business and keep them at that higher profit level. Although each business is unique in terms of how customers need to be sold, almost every business can benefit from some sort of bill-till- forbid sales program.

#### Lesson 11: Understand the 80/20 Rule.

- Apply Pareto's Law to your marketing strategy. Since 20 percent of your customers will be giving you 80 percent of your profitable sales be sure they are treated like the VIPs they are.
- Big spenders know they are big spenders. When they don't get treated like the good customers they are, they can become disillusioned with your business. You don't want that.

#### Lesson 12. Understand the unique selling proposition (USP) of every product.

- Before launching a product ask, "How will this be different and better than other products out there? And is that quality or characteristic meaningful to the customer?"
- Ask "Is it something that people really care about today? Or is it something that is no longer valued?"
- It is not sufficient to have a unique selling proposition. The USP must be desirable. Make sure every one of your products has a desirable USP, and then promote it like crazy.
- Make sure when your customers think of the product, they think of that USP.

#### Lesson 13. Every product line needs its own branding.

- Just as every product needs a USP, every product line needs and identity.
- Be aware of how each of your product line differs from the competition. Translate that difference into a benefit, and market that benefit as brand.

#### Level 14. Never lose your marketing edge.

- Don't ever lose sight of the effectiveness of individual marketing and sales campaigns.
- As your business gets bigger, you will notice that many sales and marketing efforts go on simply because they have been going on for many years. Whether they are still profitable is a question nobody asks.
- Be sure you are aware of the efficacy of all your company's major marketing and sale campaigns. Eliminate the weak ones and promote the strong ones.

#### Lesson 15. Understand the Secret of the Core Complex

- To create breakthrough marketing campaigns, you need to be in touch with your customers' core worries and desires.
- What appears to be a desire for a luxury on the outside may be a fear of embarrassment on the inside.
- Knowing the subtleties of how your customers think and feel will make you a much stronger sales person.
- Think of a customer's personality as an onion. To really understand what is going on in their heart, you must peel back many layers.

#### Lesson 16. Practice reciprocity with your customers.

- Giving your customers something valuable for free is the best way to start to establish a long-term profitable relationship.
- By giving before you get, you will teach your customers that they are safe doing business with you.
- Once you have given, make sure you get something in return. This is the fundamental ethic of a commercial transaction. Honour it.

### Lesson 17. Understand that intimacy is the key to a customer's lifetime value to your business.

• Familiarity is the soil in which sales grow. Intimacy makes easy sales even easier.

- Constantly speak to your customers about what they ate interested in.
- Make your company 'transparent.' Let customers know about products you are developing and about which of your products are popular, and which are not.
- Always be honest with them in your communications. They will appreciate it if you do and know if you don't.

#### Lesson 18. Be confident and enthusiastic when you sell.

• Never be afraid to make a sales pitch. Great home-run hitters seldom get a hit more than once out of every three times at bat. And they never, ever get a hit when they don't swing.

#### Lesson 19. Don't push or bribe your customers.

- Cold-calling and other forms of hard-core selling are fundamentally weak because they rely on bullying and, therefore, create imbalanced relationships.
- If your business relies on hard-core selling tactics. You will be doomed to all the troubles that accompany such tactics for as long as you are in business.
- By developing a benefit-oriented marketing strategy that pre-qualifies customers before you sell them, you will eliminate 80 percent of the hassles of selling and assure yourself of a steadily growing and more profitable business.

### Lesson 20. Develop and nurture a sales and marketing culture that emphasises three sentiments.

- First, make sure that providing benefits to your customers is at the heart of all product development.
- Second, teach your employees that providing value should be at the heart of all your sales transactions.
- Third, put sincerity at the heart of all your communications with your customers.

There is one more lesson you need to learn to turn yourself into a marketing genius: **Understanding the buying frenzy**...and because it is so important, we will deal with it in a separate publication. Live Well, Lead Strong and (always) Good Selling

Sincerely

Trevor and Eve

TREVOR MARCHANT & EVE DALLAS

**P** If you haven't already done so, DOWNLOAD 'Readers are Leaders' an INTRODUCTION from the website as it gives you the what and why of the BOSS factor library and the many ways you can use it.

**PS2**. Keep Charging...



### THE MARCHANT DALLAS BUSINESS SYSTEM

...for holding on to what you've got and attracting more of the same.

#### "A business improvement and growth system for ALL business owners."

There's a common thread that runs through those few businesses who are just bursting out the top - all the time.

They're meeting and exceeding goals. They're realising their visions and aspirations.

They're always over and above expectations....and these robust, energised, continually successful businesses seem to have a secret. And frankly, we have studied it, we have gone to school, we have consulted, we've done everything we can to find the formula that says – "We will be one of these businesses in this very small, select group that achieves perpetual success."

The secret, the clue, the common thread is simply how you treat people.

It's how you treat your fellow man, and how you treat your team members and how you treat your clients, your regulators, the public, your audiences, your communities. How you value the worth of an individual, how you bring the human factor into real importance and not just a statement you make in your 'wish list' of strategic objectives.'

If you treat people with respect, then you are well on your way to earning respect...which is what every business leader must have to even have half a chance of becoming successful.

If people don't respect you, it follows they usually don't like you either and therefore they won't trust you...and trust as you know is the one thing that changes everything.

Without trust - you may as well go home.

So, if you want to improve your retention rate and remember a 5% improvement in retention will lead to a 25- 60% increase in profits and if you want to grow your revenue exponentially and all of this makes sense to you then a closer look at the MARCHANT DALLAS BUSINESS SYSTEM for ALL business owners is an essential NEXT STEP...





# DANKE! THANK YOU! MERCI! GRAZIE! GRAZIE! DANK JE WEL!

### THE MARCHANT DALLAS COMPANY

www.marchantdallas.com.au

TREVOR@marchantdallas.com.au

0416 13 81 85