



EXPLAINING MARKETING Idealisation AND SALES

Two different perspectives that excel together

It is the combination of the two

All of the best stories have many layers. On the surface there is a very straightforward meaning but beneath, a deeper meaning exists. If we take a look at Star Trek we see that it is no different; the plot usually takes the form of an intruder attacking Earth with the Enterprise coming to the rescue but underneath is the bond shared between Captain James Kirk and Commander Spock, his alien science officer. In this story of diversity we see two individually flawed people who cannot first see each others perspectives but in time come together to achieve a winning combination of thinking, planned logic and feeling using gut and emotion.

It is this combination which ensures the best results, you only need look at moments in history from the Renaissance, a mixture of art and science, to the innovation of Apple, condition of fashion and engineering, to Woodward's 2003 Rugby World Cup team, his meticulous planning and the passion of the players.

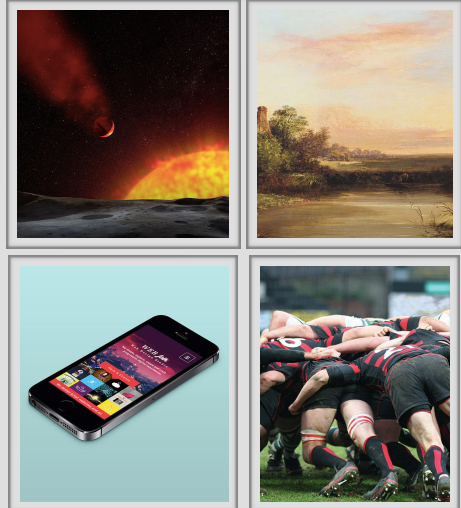
The same applies to acquiring new business, it is in the combination of MARKETING and SALES. This paper covers some high level principles to help you create your best practice.

Marketing and Sales

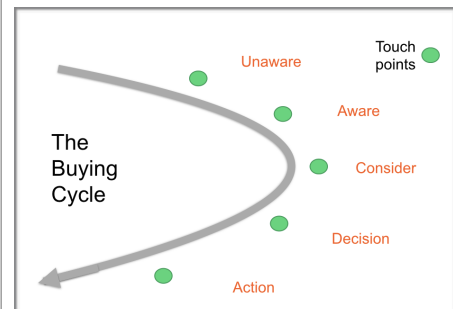
Whether you're buying a house, a holiday or a Mars bar we all go through the same buying cycle from unaware to aware, to consider and decide, this can be fast or slow which is timing dependent, defining the two: Marketing is about pushing; creating awareness and positioning a message of value, where Sales is about pulling in and helping the customer over a line.

They work best at different points in the buying cycle, if marketing has to pull it fails, if sales has to push through power sale it will fail, this is often why people see no benefit and give up on either one or both.

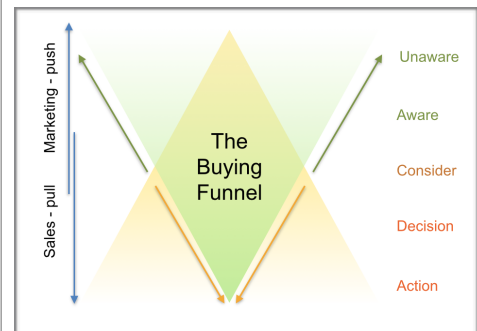
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The **Buying cycle** describes the journey a prospective customer takes to point of purchase:



The **Buying Funnel** is used to describe how to encourage prospective customers into purchase:



Did you know 60% of sales activity is wasted ,as prospects are not yet ready to purchase.

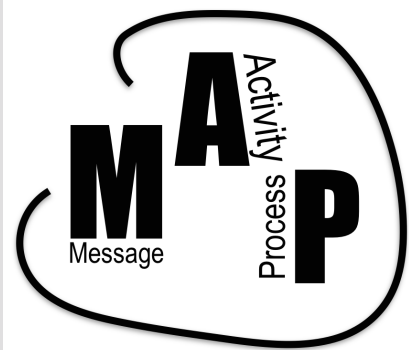
Marketing planning and logic

A strong brand is one of the most significant strategic advantages any company can have, valued as highly as any commodity. By understanding where you are positioned you can generate additional presence, custom and value.

'MAP' is a simple tool which works for both Marketing and Sales. M is for Message, if the message is unclear or out of sync with your customers, then no matter how good your service or product is you will struggle (in the Process and Activity). The message is about the Brand and what the brand stands for; see our paper on building brand: [click here for paper](#)

P for Process and is about ensuring the prospects are encouraged through the buying funnel. A for Activity, activity should not start until the other two are in place, but equally it is better to start and to learn, evolve and improve.

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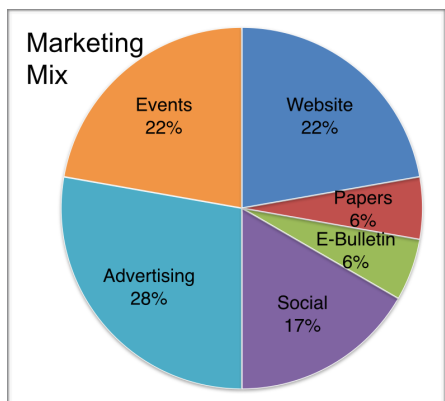


A. From unaware to aware

Additional presence is first about moving your prospective customers from unaware to aware, this is about creating 'noise' through activity. There are many ways of doing this from advertising, social media, events etc. The 'marketing mix' is the best tool to use to decide on the relevant course of action here, in consideration of what your targeted audience is likely to see. This can then be developed into a marketing plan (programme of activity).

The marketing mix is crucial when determining a brand's offer, and is often associated with the four P's: price, product, promotion, and place.

Marketing mix is about deciding where to invest and making the best investment for maximum reach to your targeted audience.

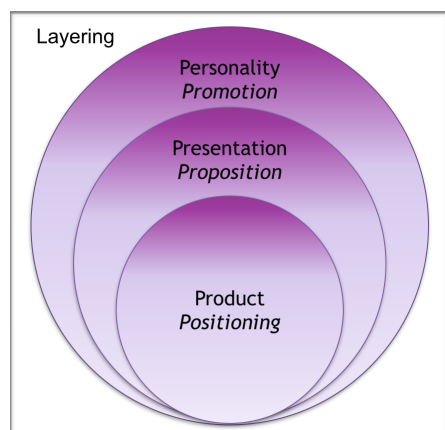


B. From aware to consider

In conjunction (as all stages are in conjunction, due to your prospects being at different points in their journey) you should encourage prospects from aware to consider, this is about communicating the value you bring either in your prospects' need or greed. A 'value proposition' is the best tool to develop this, it is not static but is ever evolving as feedback is sought from interest, and interest is usually captured and measured via analytics.

The ideal value proposition is a wide promise of service or feature intended to make a company or product attractive to multiple customers. It should appeal to the customer's strongest decision-making drivers but only become concise at point of the individual sale.

The **Value Proposition** should work at multiple levels to assist the purchase: Logical decision, Passionate in its purchase and Ethical in its contribution



Sales feeling and emotions

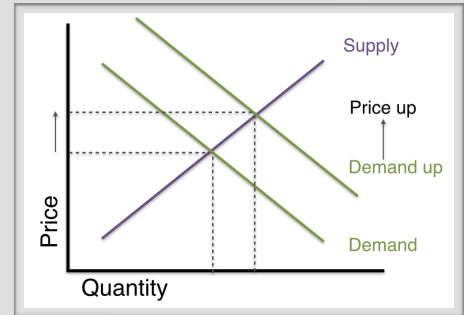
At this point it is worth remembering that this is about 1. A journey and 2. About as many people on the journey.

This is economics supply and demand; the more people interested the more choice you have, more choice means you can be selective, choosing better prospects and therefore a greater margin.

Now you have choice this is where sales is best utilised. Using a fishing analogy; marketing is the bait and sales the hook, sales is about selection for both parties.

A great salesmen listens first before speaking, finding the prospect's point of pain or gain and then aligning what the company does with that pain or gain (emotion).

By increasing 'noise' and articulating value benefits of the service and product the sales team can now make profitable choices and close sale:



**'DON'T
FIND CUSTOMERS
FOR YOUR PRODUCTS,
FIND PRODUCTS FOR
YOUR CUSTOMERS'**
Seth Godin

C. From consider to decide

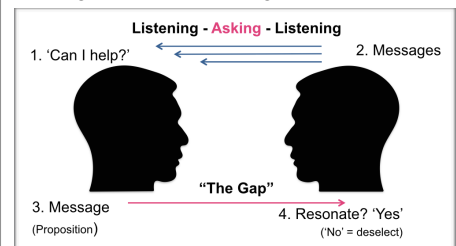
Much advice is available to encourage a sales close and it could be a mix of experience and natural skill, but it starts with first listening, then probing, ensuring to offer the right advice for a customer's need, seeking buying signals and then closing. A mistake often made is not to recognise that this is a process and is personal in the time of decision to the individual, it cannot be rushed. Timing then is best managed either through sales programme, pipeline report or platform tool which captures the leads, progress, reminders and next action.

Business to business sales (B2B): It is often argued that B2B is different, although not listed here studies have shown this is only part true and that the fundamentals are the same. The only major difference to note is to recognise that you are not selling to one person but a group of people and each will often be at a different point in their own sales cycle. The categories are usually: Project sponsor, Finance sign off, Technical check and Project manager.

D. Action and post action

At point of sale you must initially stop selling, however the work is not done. Keep close as your customer will experience something called cognitive dissonance (a term not from Star Trek), having inconsistent thoughts relating to a decision or change 'did I make the right choice?'...

Selling starts with listening...



Relevant high quality collateral is essential for sales people, it helps to reinforce messages and articulate value to customers in purchase.

The Buyer Decision Process					
	Need recognition	Information search	Evaluation of alternatives	Purchase decision	Postpurchase behavior
Unaware					
Aware					
Physical	WOM/Meet Business	Tele sale call	B2B Brochure	Offer Part-	Follow up D-script
Audible	Tele sale call	Website SEO	Digital media		
Visual	Advertisement	Digital media			
Digital	Digital media				Post offer Extension

A variety of formats can be used to measure where your customers are in the buying process



It takes a 10% loss of focus to lose a customer but 90% focus to win a new customer, hence it is economically sensible to ensure you look after existing customers

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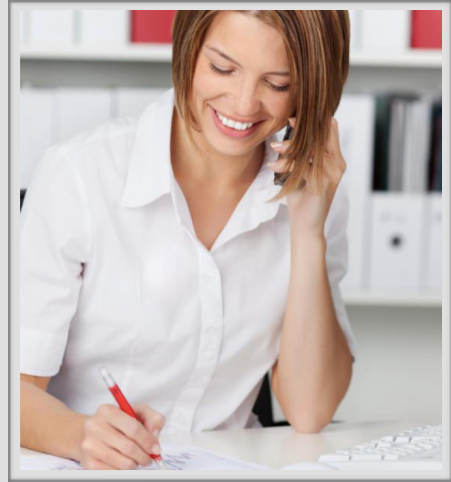
Idealisation: helping you to excel

We are an innovative value based practice that looks to help your business excel, by generating ideas for your people and provoking thought and imagination to create further inspiration to allow your business to succeed.

So whether your challenges are in strategy, customer, people or leadership we can bring new ideas for your business to excel.

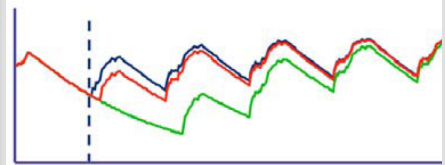
- Access new ideas unique to your needs
- Development of your leadership, teams and people
- Flexibly designed to work for you
- Trusted in our approach and conduct
- Practical embedded professional thinking

Our services offer strategies for managing the process through which are flexible and designed around you.



Confirmation marketing and sales works but that its return takes time to realise

Long term case history



Sales vs time period of 5 years. Green: zero investment / Red: half budget / Blue: full budgeted investment.

Case study brand enhancement

LINK Licensing: inspiring a brand

Our ambitious customer looked to start a new venture in the highly competitive licensing industry, desiring not just success but taking market share from some of the major industry players.

By understanding our customer's objectives, reviewing their market, their competition and why they were special, we designed a targeted position, which would provide our customer with the confidence to ensure revenue and create further investment. **This was created through clarity and a focused strategy, from the initial messaging, through to acquiring new custom.**

'Instrumental in helping us focus in a practical and pragmatic way when we first looked to launch our business. Briefed on the all important aspects of our offer, reason for being, objectives and key milestones to ensure we had a structured plan'.

Ian Wickham Co-founder and Director

LINK Licensing

