

## The Definitive Guide to Choosing a Marketing Consultant

### **FIND SOMEONE WHO HAS EXPERIENCE OUTSIDE YOUR INDUSTRY**

Research has proven that most disruptive technologies and innovation come from OUTSIDE industries, NOT from within them. Tang came from NASA, not Tropicana.

When you're choosing a consultant, make sure they can bring innovation from other markets into yours.

### **FIND SOMEONE WHO LAUNCHED PRODUCTS & SERVICES INSIDE A COMPANY, NOT JUST SPENT TIME AT AN AGENCY**

There's nothing like real-world, get-it-done-or-you're-out-of-here experience to sharpen your wits and your performance. The best marketers have spent time in the corporate world in charge of products, in groups, and with P&L responsibility.

If you live, breathe and survive depending on whether your marketing works, then you need to work with someone who has lived that way too.

### **FIND SOMEONE WHO'S CARRIED A BAG AS A SALESPERSON**

If you actually want to create marketing that sells for you or helps you sell more, then I *cannot overstate* the importance of this point.

Let's face it: There's nothing like sitting in front of a customer (or a boardroom), sweating bullets to figure out exactly what to say to them in order to close your deal, make your numbers, and feed your family.

That experience is priceless.

The best marketers have pounded the pavement selling, have agonized over closing deals and have sweated with the raw fear and exhilaration of starting and growing a company. They also have created marketing that helps do the same. Find people who have lived in your shoes and you can be confident that you'll build marketing that sells – not just *stuff* that makes you look good.

### **FIND SOMEONE WHO CAN ARCHITECT GROWTH, NOT JUST BEEN SOMPLACE THAT WAS GROWING**

Too many times we get impressed by someone's experience at a company that was growing dramatically. While it does sound important when they claim 'I worked with the team at Apple in the iPod business,' or 'I was at Google when they hit \$1Billion,' you want to probe a bit deeper.

Ask them what they did that helped contribute to that growth? Did they mastermind or drive any revenue increase? Or were they part of a team that happened to be there at the right time?

ARCHITECTING growth is very different than PARTICIPATING in growth. You want a builder – someone who has built a business from scratch, resurrected a struggling business or grown revenues that were stalled. Or all 3.

## **FIND SOMEONE WHO KNOWS HOW TO MAKE YOU MONEY, NOT JUST MAKE YOU LOOK NICE.**

I love the scene in *Braveheart* where the Princess of Wales first greets William Wallace near the Castle at York:

**Princess:** I understand you've been recently given the rank of knight.

**Wallace:** I have been given nothing. God makes men what they are.

People either do or don't.

But a title doesn't bestow experience or ability. Even if it was 'VP of \_\_\_\_\_.'

Find someone who has created marketing that grew revenues and made their clients money, not just made someone's website and collateral look spiffier.

## **FIND SOMEONE WHO KNOWS HOW TO LINK MARKETING TO THE SALES PROCESS, AND HOW TO OVERCOME OBJECTIONS THAT ARISE**

The top 2% of marketing consultants can actually show you SPECIFICALLY how their process links to the sales process; and can help you overcome objections and close deals faster.

They are the unique few that can actually bridge the 'great chasm' that exists between so much of sales and marketing.

You'll be lucky to find someone who does.

But when you do, you'll never regret it.

## **DON'T BE DAZZLED BY BOOKS AND DEGREES. BE IMPRESSED WITH RESULTS.**

Sometimes we get overly awed by someone who has written a book. Now, writing a book is not inherently bad—I have several I am working on and have had my writing published as well. But you have to figure out whether the person can actually get the work done or just write about it.

Several years ago a gentlemen was referred to me who was a marketing 'expert.' Along with another 'expert,' he had founded a new marketing consulting firm. As an associate of some of the most recognized marketing 'gurus' that you read about, one would naturally assume he did not need my help to grow his business.

But lo and behold, our conversation confirmed something I had already suspected.

This 'guru' (and his associate gurus) was asking for help on the most basic of marketing issues.

He said: 'I've just written a book, I am published weekly in a national newsletter, I am an associate of Mr. XYZ; but I can't get anyone to pick up the phone and call me.'

Whoa. Red flag!

A marketing consultant who can't get anyone to pick up the phone? Isn't that one of the main purposes of marketing? To generate qualified prospects and new business?

I was polite, but inside I was disappointed that someone with such credentials didn't actually know how to do marketing that mattered. Despite the books, resume and B-school lecturing, there's not much this gent is going to be able to do for someone dealing with the bottom line vs. the theoretical.

To do that, you need to have someone who understands how to create marketing that sells.

### **FIND SOMEONE WHO KNOWS HOW TO GET INSIDE CUSTOMERS' HEADS.**

If you can figure out why customers buy your product and stay with you, you've discovered the crown jewels of marketing! This elusive treasure is found in the most sacred of places:

*Inside your customer's head!*

Find and work with a marketing consultant who knows how to rapidly build trusting relationships with customers: he or she will need to do that in order to find out the REAL REASONS customers buy from you.

Anything else is just an educated guess.

### **FIND A MARKETING CONSULTANT WHOSE ETHICS, VALUES AND STYLE MATCH THAT OF YOUR BUSINESS**

Last, but not least, just like when evaluating a potential mate, you need to look beneath the surface.

People of like values, ethics and styles stay together. People who look good on the outside but aren't compatible on the inside—well, the tabloids tell us plenty about those.

Business relationships are complicated enough. Be sure you're paired up with a firm or consultant who shares your values and style.

→ **About Product 180**

Product180 specializes in creating marketing that makes people money, not just makes them look good. Our ideal clients are business owners and executives who are looking for fresh ideas to increase sales, but are fed up with wasting money on marketing that focuses on everything else *except selling more*. These same owners and executives are often pleasantly surprised by the growth and consistent results generated by Marketing 4 Sales.

**Free 20-Minute Consult**

→ If you'd like a jumpstart to building Marketing 4 Sales in your business, give us a call to arrange a 20-minute consultation. This will not be a thinly disguised sales pitch; rather, we will offer as much value and clear direction as we can during our conversation.

→ **For More Information**

Please contact:

Steve Rankel  
**Product180, LLC**  
300 Fifth Avenue, Suite 316  
Waltham, MA  
Tel. (888) 361-7536 x81  
Fax (888) 724-2506

[www.product180.com](http://www.product180.com)