

What the Heck Is “Marketing 4 Sales?”

In the last 15 years I have helped multiple companies to double, triple or quadruple their revenues and get acquired. One recent company was acquired for \$357 MILLION dollars.

But let me tell you something – I did not start there.

I started by sweating it out with my sales calls each day. With marketing support that was WEAK. In other words: marketing that DIDN'T help me SELL ANYTHING.

I got up every day and steeled myself to make 50, 100, even 130 cold calls (so did the other salespeople around me).

And when I *finally* got someone, I spent ALL my time trying to convince them they needed what I was selling.

It was painful.

Do you have a similar story?

Perhaps one of these real-life stories sounds familiar:

TRUE STORY #1

One 6-figure sales guy told me that his firm hired a *fitness instructor* to be the marketing director in order to help their *software* company grow.

Her first “promotional campaign?”

She gave the sales reps little toolkits with company logos on them as “bait” to offer physicians when cold-calling them.

Guess how much business that generated?

Yup. Virtually nothing.

TRUE STORY #2

I went sailing on Cape Cod with another successful sales guy who sells for a big multinational. We were riding in his SUV and at one point I glanced at his cargo area. Guess what I saw? Stacks of marketing materials strewn about—bent up and unused.

TRUE STORY #3

One software company's new VP of Marketing decided they really needed new brochures. The kind that is ten pages, full color and printed on heavy stock. And cost \$12 each.

Oh, and he was worried that they might run out.

So he ordered 30,000.

You do the math.

Guess where those beautiful brochures went?

Into a warehouse on pallets, where most of them still are today.

I could tell dozens more stories like this, but you get the point:

Most marketing sells nothing

Most of what people call "marketing" is nothing more than *stuff*.

It's collateral, brochures and sell sheets; it's detailed (and boring!) lists of product features decorated with pictures of company founders; its logos, branding, look-and-feel —or worse.

Companies generate this *junk* because—well, you're supposed to hand people SOMETHING when you meet with them, right?

But it's marketing that is disconnected from the sales process, doesn't address sales objections that potential customers have and never speaks to the real reasons people buy.

And it's marketing that still makes selling an *uphill climb*, instead of reversing the buying slope so prospects come to you.

Can you relate?

If you own a small business, are on the front lines selling or own the sales organization at your company, ask yourself these questions:

1. Does our marketing help us sell faster?
2. Does it make selling easier?
3. Does it anticipate and overcome objections?
4. Does it attract the right prospects and repel the time wasters?

If you said "NO," then you've come to the right place.

And if you said, "Sort of," then we can help you make that a resounding "YES"!

ENOUGH IS ENOUGH: I FOUND A BETTER WAY

Back to my story.

Over time I began to search for a better way to use marketing to sell and generate revenue.

After many mistakes and heavy investments of time and money (mostly my own) a powerful, repeatable process emerged that would consistently generate sales with marketing.

That process is now called Marketing 4 Sales.

SO WHAT EXACTLY IS MARKETING 4 SALES?

It's just what the name implies: a proven marketing process that generates sales.

More specifically it:

1. Defines the playing field for prospects (to your advantage)
2. Attracts 'ideal customers'
3. Repels time wasters
4. Sells your unique strengths
5. Anticipates and counters major sales objections
6. Reduces the time it takes to close new business
7. Grows sales revenue in a repeatable, powerful fashion

Bottom line: Marketing 4 Sales is Marketing that SELLS FOR YOU.

WHERE DOES MARKETING 4 SALES WORK BEST?

Marketing 4 Sales works for:

- Commodity products where sales battles default to reducing the price.
- Complex technology being sold to conservative buyers who are confused by Techno-latin and get 'lost in the specs.'
- Large companies with distributed sales forces where no one is on the same page.
- Small companies where one person bears the brunt of sales responsibility.
- Small businesses that have hit a plateau and seek the magic formula to get to the next level.
- Start-ups looking to get customer #1.
- Anyone fed up with cold-calling, fighting with prospects, and getting rejected.

WHAT KIND OF RESULTS DOES M4S PRODUCE?

Here are some examples:

1. A manufacturing firm is struggling to grow during a downturn in the economy. They have a great product, great people, and loyal customers, but they are stuck. Fast-forward four years: Our help, coupled with implementation of the Marketing 4 Sales building blocks has helped them gain a new investor, 434% growth, and Citibank and Disney as flagship accounts.

2. A British software company comes to the US. They have five customers and zero market penetration. Using the fundamentals of Marketing 4 Sales, we generate hundreds of new customers and put them on a 112% per year growth path in less than two years.
3. A telecom service provider's investors want out, but the company has gone through a downturn and needs to grow first. By applying Marketing 4 Sales techniques, we TRIPLE revenues in just three years, adding new Fortune 500 clients like MCI, VW and Ryder Truck. The investors are smiling because we SELL THE COMPANY to a happy customer.
4. A blue-chip company is selling cutting-edge technology but is confusing prospects and salespeople alike with Techno-latin, stalling sales and leaving a virtually empty pipeline in their target healthcare sector. We apply Marketing 4 Sales techniques and voilà! They see IMMEDIATE pipeline growth & win more new customers in nine months than in the previous two years.

The best part? Minimal product changes and the technology is featured as a competitive differentiator in a company sale for \$357 million dollars.

5. A web and IT consulting firm struggles to differentiate itself in a crowded market space. Most selling is done face to face by the owner, and takes months. We interview their best customers, learn the 'magic words' that moved them to buy and introduce this language and key testimonials into the sales process. The acid test? The 1st prospect we test on gives a verbal commit for a \$91,000 project in under 28 days, without a single in-person meeting. Instead of the normal two to three months.

These success stories are no accident. What worked for them can work for you.

ARE YOU READY TO START?

If you've read this far, then something I've said has resonated with you.

If you're ready to explore how Marketing 4 Sales can help your business, here are some suggestions:

1. Get up to speed on Marketing 4 Sales by visiting our website and downloading some of the Scorecards and Expert Guides available on 'Steve's Musings.'
2. Begin identifying the gaps in your marketing using one of the Scorecards.
3. Set up a 20-minute consultation to talk about how to bridge some of your marketing and sales gaps.
4. Finally, sign up to receive Marketing 4 Sales tips that will keep your momentum going.

These resources and others available on our website will help you get closer to the ideal marketing and sales system - to 'Marketing 4 Sales.'

Godspeed in your journey.

Best Regards,



Steven J. Rankel

PS If you have immediate needs or a tough situation and you want help right now, call our office and book a twenty-minute consultation with me at no charge. You can reach our Boston office at 888-361-7536 x81.