

Industry Experts Speak Out

Integrating Sales & Marketing “does work”!

Marketing Messages that Sell...

Marketing works hard to craft great messages and pitches. Sadly, the pitches they design often bear little resemblance to the actual presentations given by sales. Benefit statements, concepts, and examples that are central to the core message are lost. How does marketing know about this, and how do they respond with improvements? The all-too-common answer is: they don't. If marketing and sales management don't watch the sales team execute the pitch, they are relying on a sort of Zen; a feeling that the right message is "out there" with no tangible proof.

One producer of embedded Telco systems solved this classic marketing-to-sales disconnect. They rolled out their new corporate pitch to the entire sales and executive team. Each person presented the pitch and was coached on presentation skills, probing, and objection handling. Breakthroughs were made in quality and consistency. Now they have confidence that a strong message makes the long journey from marketing's hard work to the prospects eyes and ears.

Bob Feldman, President
HPC Marketing
www.hpcmarketing.com

Is your website working as hard as the rest of your sales team?

Your website is often the first place a prospective customer comes across your company's brand and message. But the chain of events that brings a prospect to your website and then motivates them to engage with your organization has many individual links. If one link is broken the entire process fails.

Do people search the web for the kinds of products or services that your company offers? When they search, can they easily find your site? When they find your site, do they stay, explore and initiate a relationship with your company?

As the number of Internet web pages increases, it becomes increasingly difficult to appear in the top-ten search engine results, out of 1 million, 10 million or 100 million relevant pages. As more companies bid on search keywords, cost-per-click charges rise from ten or twenty cents to ten or twenty dollars. At that rate, getting a hands-on education in Search Engine Marketing can be very expensive.

It was easier when there were fewer players. Today, the companies that consistently win the Internet marketing battles against their competitors are in the minority. They have access to people with specialized skills and tools that can measure campaign results. They understand the on-line behaviors of their most productive website visitors and what brought them to the site in the first place. For such companies, on-line marketing is an investment with a positive outcome, not an experiment.

Hans Riemer, President
Market-Vantage, LLC
www.market-vantage.com

A View from the Telephone...

Companies that are focused on squeezing every possible dollar out of their Marketing programs are almost always focused on leveraging the talents of the Telesales and Customer Service representatives. These companies acknowledge the role telephone contact has on the success of the Marketing program.

The benefits of connecting with Telesales and Customer Service early & often:

- Extending the conversation: People on the phone are touchpoints for the target prospects and customers. They can extend the conversation you started, providing a seamless customer dialog.
- Gathering additional information: Every telephone call, whether it is customer or company initiated, provides yet another opportunity to get to know the customer and gather important Marketing data. The Marketing message gets them interested; the telephone call keeps them interested.
- Asking for the order: The Telesales Rep and the Customer Service Rep are in a position to close the deal. Is there any better way to report the impact of a Marketing program than reporting the sales that resulted directly from the program?

Starting with the (Tele) End in Mind and preparing your Telesales and Customer Service staffs to do their best work for your campaign will go a long way toward supporting the success of your campaign.

Denise Clancey, President
Teledirect Partners
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Marketing leverages e-mail campaign to convert leads...

At GOT Corporation, converting leads to customers through email is a powerful tactic we use to stay top-of-class. Just how powerful? At a recent DMA trade show, we collected a number of promising leads. Upon our return, we implemented an automated 3-touch email campaign, aimed to show what our award-winning email marketing product — CampaignerPro – could do in action. Support content for the initial email consisted of a simple ‘thank you’ theme and contained helpful links to important eCommerce ‘pain point’ topics discussed at the show. We followed with a second, highly-targeted email. This follow-up used dynamic content to display images and messaging relating to the interest topics clicked on by each prospect in the first email.

A final ‘call to action’ email seeded heavily with names & contact numbers completed the campaign. Days later we met to analyze the results, then divvied up the prospects among the sales team according to vertical interests and areas of expertise. To date, conversion rate for the campaign is 40 percent. And there you have it...the benefits of cross-integration using one-to-one email for BIG results!

Greg Singleton, VP Sales
GOT Corporation
www.gotcorp.com

PR Needs to Fuel Your Sales Engine...

When marketing and sales are in alignment, both functions are directly supporting the company's revenue goals – clearly and consistently communicating a distinct customer value proposition to a focused community of buyers. This alignment changes, and suffers, with swings in the economy. In a down economy, marketers are pressed to deliver sales leads. In a booming economy, marketing is king and everything is focused on brand awareness. In reality, it is not an “either/or” proposition, a choice between branding activities like advertising on the one hand, and lead generation programs like targeted email campaigns on the other. Ideally, all marketing functions – advertising, PR, trade shows, SEO, collateral, Web content – should be laser-focused on the same goal as the sales organization: building a robust sales pipeline and driving revenue goals. At Emerge PR, we see public relations is one of the most effective and credible tools for delivering a strong value message to a customer, and we have been delighted to partner with a strategic sales firm like MacGillivray & Lee to help clients align sales and marketing.

Catherine Marengi, Principal
Emerge Public Relations
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Linking marketing strategies to drive partner sales...

One of the primary low-hanging fruits available to most technology companies is the opportunity to better integrate sales and marketing strategies to include business partners. Companies that think of business partners as an extended sales team, and a potent avenue to reach new customers, extend the same sales tools, product training, demand-generating marketing programs, and compensation opportunities available to their branded sales teams. Companies that consider business partners integral to their selling arsenals brief business partners well in-advance of a product launch so that their respective selling teams are equipped to hit the ground running at first customer release. A surprising outcome of working more effectively with business partners is learning that business partners often times have significant knowledge about their customers. Selling and marketing to, and with, business partners provides tremendous upside to companies eager to scale their businesses.

Jacqueline Franklin, President
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