

**Consider this:** marketing and Sales training ROI should include changes in market position, revenue-volume, margins, discounts, win-rate and customer satisfaction. In addition, there is a need to synergize and synchronize marketing, sales 2.0, product development and production to maximize revenue and profitability in these areas:

**1. Marketing System – prospecting**

- Competitive Intelligence
- Brand
- Price
- Advertising campaigns
- PR
- Internet
- Marketing currency
- Customer service – customer retention

**2. Sales 2.0 – conversion and prospecting**

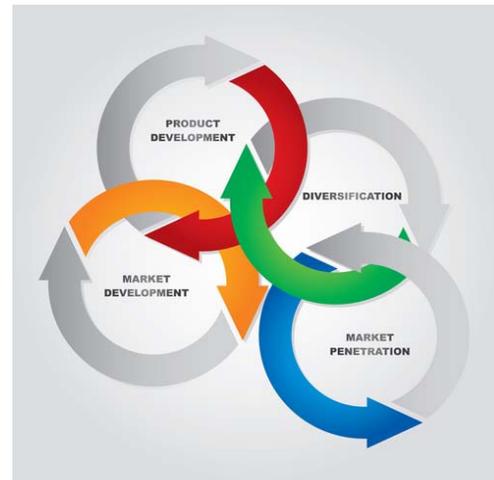
- Sales process
- Funnel
- New sales – repeat business

**3. Production – fulfillment**

- Quality
- Delivery
- Cost
- Capacity

**4. Product development – new product**

- introduction based on the needs of prospects and customers.
- Benefits and features
  - Design for manufacture and service



And it helps everyone if they know and adhere to the company’s **USP – Ultimate Strategic Position** – as provided by the Leadership team!

**Ask yourself, is there anything new?** From my research and experience, there are *not any breakthrough differences* between the scores of sales and marketing programs available because it is a very mature industry – there are so many competitors; but there are *excellent* perspectives, tools, scope and depth that *significantly differentiate* them for marketing, selling and educational purposes. Certainly, there are programs that are definitively better, more comprehensive and motivational than others and can achieve better results from micro to big businesses. Technology will continue to add new ways to communicate and collaborate. **The key is to find that right one based on your own SWOT and objectives!** A little trial and error may be required.

One of my favorite definitions of marketing is: **“MARKETING IS THE PROCESS OF MAKING YOUR PROSPECT FEEL DESPERATE TO SOLVE THEIR PROBLEM WITH YOUR SOLUTION.”** ~Glenn Livingston

Marketing is not just being opportunistic in finding desperate problems and offering up a solution. The best marketers know how to MAKE you feel desperate about whatever *their* particular solution is...for *your* particular problem. And they do it by applying their differentiated advantage to the greatest unmet

need with a series of targeted communications, facts, and experiences with a flair for using common sense and emotion...the force of life. This allows for an incredible amount of variation – there are so many different ways to do it which I can't cover here. Each company is unique whether they know it or not. It's a matter of finding their most valuable market position and espousing that identity to their target market.

**When it comes to selling,** too many times sales training effectiveness is turned into a memory event and



of course sales people don't remember if they don't apply it and get a good result. This is the fallacy of most sales training programs. Marketing can be even more ethereal if metrics aren't invoked. Leadership doesn't measure training against short- and long-term objectives and results letting sales operate on an informal basis – rather than be accountable. In other words, there isn't enough deep practice starting with field training – joint sales calls, on-going mentoring, open-loop feedback and adherence to a predictive sales process. The talent as it pertains to these processes and skills is not developed. It becomes a short term motivational foray that most sales people realize will just waste their time...the fad of the day.

**In addition, the sales organization and people may not be specialized enough to properly focus on their primary objective, making a sale.** And if marketing, sales and production are not in collaborative mode from an organizational perspective, confusion reigns with cross purpose activities. Obviously, you get the same results if nothing changes damaging long-term revenue, profits and ROA.

**Application and use of organizational structure and CRM software** (many include competitive intelligence software applications) to create a **relational customer centric organization** is important. And the #1 reason driving the purchase of CRM applications is to increase sales productivity, which leads to increased revenues. The best way to do this is by focusing on the right opportunities in the pipeline based on the customer lifecycle; that is, the opportunities you are most likely to win and the ones you're most likely to close quickly by applying unique touch points to each one. In addition, a major side benefit is the collaboration between sales, marketing and other functions that leads to collaborative selling across the organization. Think of CRM as a primary operating system, not an adversarial requirement.



**The selling perspective bottom line** is that finding superstar salespeople is *very difficult* because the majority of salespeople don't have the critical combination of skills, ego and empathy; many are just ego. It has been observed that sales superstars are relentless prospectors, know how to mentally prepare a sales strategy to win an account with excellent presenting and closing skills. If they are not of the "superstar – rainmaker" type [the top 4% outsell 57:1] with this critical combination of skills, behaviors and mindset, keep looking or train rigorously to develop them. Either way, turnover may be high as you sift through the opportunities. Learning the best interviewing and training techniques to

increase the probability of success is obviously desirable. The end goal is to sell *ALL* of the company's production capacity!

**A successful solution** puts sales people in charge of customer relations and customers in charge of the buying process. The success of these programs should be measured by the marketing qualified leads, MQL, sales qualified leads, SQL, and conversion rates that they intend to produce. *In my opinion*, it's about common sense and keeping frame control as mutually interested businesses exchange valuable information to discover the truth about each situation via accelerated learning:



- buying criteria
- people
- agendas

- needs
- pain
- desire

- strategy
- cost
- ROI, etc.

**Then, value can be created for the customer** via surprise (new information), innovation, benefits-features, price, etc. to positively impact their market power as they provide feedback based on experiences and new requirements; **enhancing value to the seller** in product development, quality, volume (increasing revenue, maximizing production capacity, reducing costs, optimizing price) and thus contributing to cash flow, profit and ROA. **Both entities need to use accelerated learning to move up the experience curve.**

**In practice**, this means having an agile organization that is constantly innovating, spotting and reacting to new opportunities and evolving with the customer. Even if your products can be copied, the personnel and process driven commercial capabilities in marketing, sales, product development and manufacturing within your organization can be **unique sources of competitive advantage.**

Ultimately, marketing and sales are two of the "*salient seven*" most significant profitable growth success factors embedded in "**The PROFIT SYSTEM**", a **business support program** created by The Profitability Catalyst for small-to-medium manufacturing companies:

1. Skilled, insightful and courageous multi-level leadership and management team;
2. Having a strong differentiated strategic position and decisive operating plan;
3. Driven by a robust strategy process based on competitive intelligence and accelerated learning to drive marketing, product development and production systems;
4. In-sync with highly skilled rainmakers applying a great sales 2.0 process and operating talent right down to the point-of-work;
5. **Boosting asset efficiency and managing the balance sheet to generate 100% more profits, ROA and free cash flow...meeting the needs and concerns of management, investors and lenders;**
6. While focusing on innovation processes to create high quality products and services that customers need with a goal of dominating the market;
7. Then, ownership will have capitalized on their most valuable asset – the business itself – with the highest sale price for when they are ready to cash-out, the really big bucks that allow them to retire.



It's a short life. Imagine the one that lights you up and ask: ***"What is YOUR true leadership strategy for managing YOUR market and organization for profitable growth?"***

***Stay healthy, profit and grow!***

***Here's what to do now:*** Contact John today @440.759.1915 to schedule a FREE and confidential ***PROFIT POTENTIAL Strategy Session*** or learn more at [www.theprofitabilitycatalyst.com](http://www.theprofitabilitycatalyst.com); ***The PROFIT SYSTEM.***

In our strategy session, you'll get exclusive access to ***"Profitable perspectives on sales and marketing programs, books and gurus"***; their unique differences and which ones may be most beneficial to you!



***John Howard is known as "The Profitability Catalyst™"*** due to his tested-and-proven high-value focused frameworks for increasing cash flow, profits and ROA...backed-up by his B.S. degree in Chemistry and MBA in Business Systems. He has worked in and with both small and Fortune 500 manufacturing companies for over three decades, including ADC Telecommunications, ABL Canada and U.S. Steel; and played key roles in founding or launching four companies.

Specializing in turnaround or growth situations, John helps companies respond to rapid change by working with leadership and management to help them become more profitable, flexible and higher velocity organizations. His advisory insights into the human side of change management provide ***"Game-Changing Guidance for 100% More Profits!"*** YOUR key to long-term endurance and growth.