



Get Your Customers *Buzzing* With Networking & Sales

Massachusetts Small Business
Development Center Network

Southeast Regional Office

The Marketing Mix

- 4 P's
 - Product
 - Price
 - Place
 - Promotion
- And three more:
 - People, perception and performance: ***BUZZ!***

Promotional Strategies

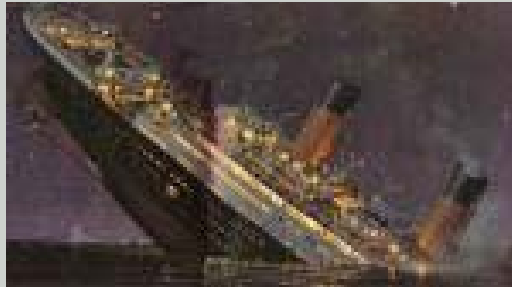


Advertising

- WHO? Right Audience!
- WHAT? Right Message!
- WHEN? Right Time!
- WHERE? Right Place!
- HOW MUCH? Right Budget!

Elements of an Advertisement

When it comes to your business, you may not want to “go with the flow!”



Going with the flow may take you where you don't want to go. A good business plan will help you navigate your business around the obstacles.

Assure your business' success by preparing a business plan. **NxLevel** will help by providing you with business planning classes.

Don't miss this opportunity to learn what you need to know about keeping your business afloat. Call today!

Business Training Classes
1234 Main St., Downtown, 555-1234
www.NxLevelBusiness.com

The headline grabs attention

An illustration may pull more readers than the headline does. Make sure it works with your message.

A little text that sells the benefits or shows how to avoid problems

Name, address, phone number — Now they want to talk to you!

Public Relations

PR is:

- Advertising without paying for it
- Press releases
- Sponsoring events
- Drawings, contests, give aways
- Speaking as an “Expert”
- Participating in community organizations
- Networking



Trade Shows and Consumer Fairs

- Good place to meet a lot of prospects at once.
- Great way to show the product in operation and provide samples.
- ATTEND the show before you exhibit.
- Train your staff extensively.
- Have a demonstration/video/sample in your booth.
- Don't forget business cards and brochures.
- Follow up promptly.
- Evaluate the experience and all its costs. LEARN!



Advertising vs. Personal Selling

table 17.1 Factors Affecting the Importance of Personal Selling in the Promotional Mix

VARIABLE	CONDITIONS THAT FAVOR PERSONAL SELLING	CONDITIONS THAT FAVOR ADVERTISING
Consumer	Geographically concentrated Relatively low numbers	Geographically dispersed Relatively high numbers
Product	Expensive Technically complex Custom made Special handling requirements Transactions frequently involve trade-ins	Inexpensive Simple to understand Standardized No special handling requirements Transactions seldom involve trade-ins
Price	Relatively high	Relatively low
Channels	Relatively short	Relatively long

The Sales Process: AIDA



Prospecting and Qualifying

- Prospecting—identifying potential customers.
 - Time-consuming and involves many sources.
- Qualifying—determining that the prospect really is a potential customer.
 - Must have means, decision-making authority, and be open to possibility of a purchase.



Approach

- Initial contact with prospective customer.
- Use pre-call planning research to learn about the industry, the customer, his or her needs, and how your products might best meet these needs.



Briefly *Speaking*

"Pretend that every single person you meet has a sign around his or her neck that says, 'Make me feel important.' Not only will you succeed in sales, you will succeed in life."

—Mary Kay Ash
(1918–2001)

Founder, Mary Kay Cosmetics

Presentation

- Conveying marketing message to the customer.
- Features-benefits framework focuses on the good or service in terms that are meaningful to the buyer.
 - WIIFM
- **Be mindful of customer response and adjust accordingly.**
- Technology must be used efficiently to be effective.
- Cold calling—approach and presentation happen simultaneously.



The Million Dollar Question

WHY SHOULD I DO BUSINESS WITH YOU?



Demonstration

- Buyer has a chance to try a product or see how it works.
- Multimedia interactive demonstrations are becoming more common.
 - Example: Demonstration videos Black & Decker posts on its Web site.
- **Key to success is planning.**



Handling Objections

- Expressions of resistance by the prospect.
- May take the form of stalling or indecisiveness.
- Use objections as an opportunity to reassure the buyer or offer more suitable alternatives.



Closing

- The point at which salesperson **asks** the prospect for an order.
- Possible strategies:
 - Offering two alternatives that each result in a sale.
 - Advising the buyer the product is about to be discontinued or the price will soon go up.
 - Remaining silent so the buyer can make his or her own decision.
- Keep communication open by letting buyer know you are ready to be of service.



Follow-up

- Successful sales people turn today's customers into tomorrow's by reinforcing the purchase decision.
- Ensure that customer service needs are met.
- Strengthens the bond salespeople build through relationship selling.



Evolution of Personal Selling

- Selling is an activity that is thousands of years old.
- Salespeople are problem solvers who focus on meeting customers' needs before, during, and after the sale.
- Must be able to do the following:
 - Focus on customers' needs and problems, and offer solutions.
 - Follow through with phone calls and other communications.
 - Develop knowledge and technical expertise about the industry in general and their own firms' goods and services.
 - Go the extra mile. This means making an extra effort to fulfill customers' needs—**beyond their expectations.**
- Bureau of Labor Statistics predicts that jobs in sales will grow by 10 percent over the next decade.

Four Sales Channels

- Channels all include both business-to-business and direct-to-customer selling.

1. OVER-THE-COUNTER SELLING

- Personal selling conducted in retail and some wholesale locations in which customers come to the seller's place of business.
- Local businesses often succeed by providing personalized service.

Briefly
Speaking

"Sometimes the better part of innovation is responsiveness, listening to your customers."

—Steve Ballmer (b. 1956)

CEO, Microsoft

2. FIELD SELLING

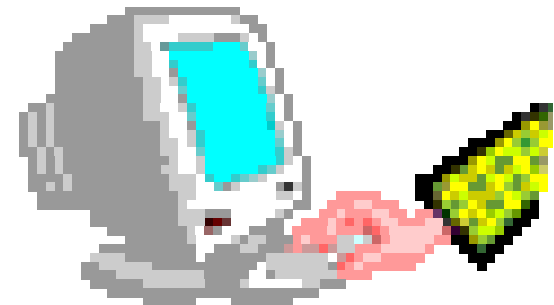
- Sales presentations made at prospective customers' locations on a face-to-face basis.
- Expensive form of selling, particularly because of necessary travel expenses.
- In routine form, salesperson processes regular customers' orders.
- In more complex cases, salesperson prepares for weeks, makes presentations, and follows up.
- Network marketing—personal selling that relies on a host who organizes a gathering of potential customers for an in-home demonstration of products.
 - Examples: Avon, Mary Kay Cosmetics.

3. TELEMARKETING

- Promotional presentation involving the use of the telephone.
- Outbound telemarketing—sales force that relies on telephone to contact customers. Beware of Do Not Call Regulations!
 - Technologies allow companies to double the number of calls per hour, to dial numbers continuously, and to reach unlisted numbers and block Caller ID.
 - Most consumers dislike outbound telemarketing, but it is inexpensive and often successful.
- Inbound telemarketing—typically involves a toll-free number that customers call for more information, make reservations, and purchase goods and services.

4. INSIDE SELLING

- Selling by phone, mail, and electronic commerce.
- Turn opportunities into actual sales.
- Support technicians and purchasers with instant solutions.
- Strong consumer orientation.



Integrating The Various Sales Channels

- Firms generally blend sales channels in their sales organization.

Alternative Sales Channels for Serving Customers



Trends in Personal Selling

- Companies rely on various selling approaches to meet customer needs.

RELATIONSHIP SELLING

- Regular contacts between sales representatives and customers over an extended period to establish a sustained buyer-seller relationship.
- Must create sustained, long-lasting relationships with customers by exceeding buyers' expectations.

Briefly *Speaking*

"There are no problems we cannot solve together, and very few we can solve by ourselves."

—Lyndon B. Johnson
(1908–1973)

36th president of the United States

Consultative Selling

- Meeting customer needs by **listening** to them, understanding their problems, paying attention to details, and following through after the sale.
- Example: Xerox has turned around sales by shifting to a consultative selling model, according to its vice president of education and learning in North America.
- Example: At IBM, all sales representatives have engineering backgrounds.
- Cross-selling—offering multiple goods or services to the same customer.
 - A bank can cross-sell to an existing customer for one-fifth the cost of acquiring a new one.

Team Selling

- Selling situation in which several sales associates or other members of the organization are recruited to help the lead sales representative reach all those who influence the purchase decision.
- Customers often feel better served by a team approach.
- Relationships form between companies rather individuals.
- Virtual sales teams—a network of strategic partners, suppliers, and others who are qualified and willing to recommend a firm's goods or services.

Creative Selling

- Personal selling that involves situations in which a considerable degree of analytical decision making on the buyer's part results in the need for skillful proposals of solutions for the customer's needs.
- Generally used to develop new business with either new customers of new products for existing customers.

Missionary Selling

- Indirect type of selling in which specialized salespeople promote the firm's goodwill among indirect customers, often by helping customers use products.
- May involve both field selling and telemarketing.

Briefly *Speaking*

"Believing in your product 100 percent will make you a great salesperson, because you will be real. People can sense fakes, even if it's only 1 percent fake. You must be a solid 100 percent or you will not be successful for very long."

—Donald J. Trump
(b. 1946)

chairman and president, The Trump Organization

Buyers Expectations

table 17.2 What Buyers Expect from Salespeople

Buyers prefer to do business with salespeople who:

- Orchestrate events and bring to bear whatever resources are necessary to satisfy the customer
- Provide counseling to the customer based on in-depth knowledge of the product, the market, and the customer's needs
- Solve problems proficiently to ensure satisfactory customer service over extended time periods
- Demonstrate high ethical standards and communicate honestly at all times
- Willingly advocate the customer's cause within the selling organization
- Create imaginative arrangements to meet buyers' needs
- Arrive well prepared for sales calls

5 Qualities You've Got To Have to Sell

1. **Creativity.** Having an appreciation for the non-obvious solution is a must if a sales pro is going to outpace the pack. While an average salesperson depends on business cards and leave-behinds, a true rainmaker brings a unique vision to his work that makes him stand out.
2. **Passion.** Genuine love for a product gets salespeople through the inevitable dark times, and it makes their offers all the more irresistible to their clients. Passion, like creativity, cannot be faked, so it has great weight with customers. Passion is rated by many as the number-one characteristic a salesperson needs. You must believe in what you sell. This belief is communicated to the prospect invisibly.

Last Three...

- 3. Tenacity.** Shelving feelings of rejection to keep plugging away is another essential requirement for sales success. It takes personal courage to get up every morning and say 'I am going to be the best. It also requires a certain steely quality to persist in the wake of one dismissal after the next. Sales requires someone who can always see possibilities, even in difficult situations.
- 4. Commitment.** The sales cycle for any big deal can typically take months, even years. Keeping an eye on the prize, while continuing to sell to other prospects simultaneously, takes commitment. Selling is never easy. You must have a burning desire. Success is the result of a person's willingness and intent to make things happen.
- 5. Integrity.** Why are used-car salesmen so poorly regarded? Because the perception is that they lack integrity and that they'll say anything to get the sale. Many sales professionals think integrity tops the list of qualities salespeople need. Salespeople are building a relationship, and it's imperative that the customer trusts the salesperson.

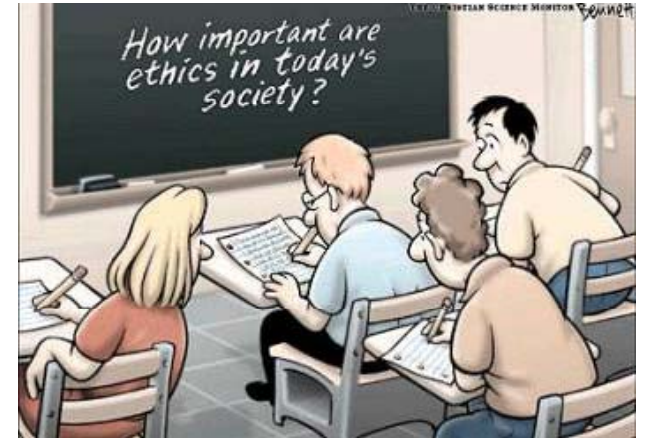
The Sales Formula

$$\frac{(SW)^3}{N}$$



Ethical Issues in Sales

- Long-term success requires a strong code of ethics.
- Honesty and ethical behavior is encouraged when:
 - Employees understand what is expected of them.
 - Open communication is encouraged.
 - Managers lead by example.



Networking

- Do you freeze when someone invites you to a networking event?
 - Do you groan at the mere mention of the word networking?
- Networking isn't about artificial settings or immediately asking someone at a professional event for a job.
- Rather, in the truest sense of the word, networking is about friendship and communication.
- Your family, friends, and neighbors, and current and former coworkers are all part of your natural network.
- So is everyone you stay in contact with and show an interest in.
- ***BUZZ!***



Reach Out and Touch Everyone

- To have a friend, you must be a friend.
- And to have a robust natural network filled with friends, you've got to be a thoughtful friend. This means remembering people's birthdays and other important occasions. It means giving kudos for their accomplishments. It means sending thank-you notes for referrals or favors you receive.
- It also means staying in regular contact through emails, phone calls, and get-togethers. Each week, set a goal to send one friendly unsolicited email to someone who's in your network (or someone you'd like to be in your network). Also, make at least one personal phone call a week to another individual. Finally, at least once a month, arrange to meet someone in your natural network for lunch, cocktails, or just coffee.
- If none of this comes naturally to you, make it a priority by putting each obligation on your to-do list.



Remember Who You Are

- Keep in mind that networking is about being genuine and authentic, building trust and relationships, and seeing how you can help others.



Elevator Speech

- The objective of your 30 second commercial is to have 15 to 30 seconds of information that informs someone with the following information:
 - Who are you?
 - Who is your company?
 - What does your company do?
 - How you can help?
 - Why your prospect should act now?



Oh the Places You'll Go

- Visit as many groups as possible that spark your interest. Notice the tone and attitude of the group. Do the people sound supportive of one another? Does the leadership appear competent? Many groups will allow you to visit a few times before joining.
- Hold volunteer positions in organizations. This is a great way to stay visible and give back to the groups that have helped you.

Oh the Places You'll Go - 2

- What are your natural interests?
- Do you like to golf? Rather than playing with your usual partner, walk on to a course as a single and play with a threesome. You could make three new friends -- and add three new members to your network.
- Have you always been interested in pottery? Or learning sign language? Take a course after work.
- Joining a gym, a special interest group, or getting involved with local politics are all great ways to meet new people and make new friends.

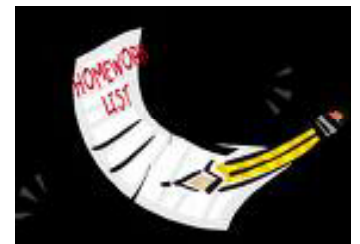
Be Prepared

- Ask yourself: What are your goals for networking?
- Have a clear understanding of what you do and why, for whom, and what makes your doing it special or different.
- Be able to articulate what you are looking for and how others may help you. Too often people in conversations ask, “How may I help you?” and no immediate answer comes to mind.



Do Your Homework

- Don't arrive at a networking event without a plan of attack.
- First, find out which person or organization is sponsoring the event. Next, see if there will be speakers, presenters or any special guests in attendance. Last, make a list of people you expect to be there and want to meet.
- Do a little research on each of them. A little knowledge goes a long way. If you know something about the people you approach, it's much easier to start a conversation -- and keep it going.



Become the Ultimate Connector

- One of the best ways to be a good friend and great natural networker is to become a connector.
- Rather than focusing on how people in your network and new friends can help you, focus on how you can help them. Keep your ears open when someone says they're looking to break into a certain industry or they're seeking someone with specialized knowledge. Who in your network can help? Who in your network would benefit from such an opportunity?
- Becoming the ultimate connector may not bear immediate fruit for you and your professional ambitions. But when you need it, you will have a flourishing network to lend you a hand.

Quality, Not Quantity

- Focus on the quality, not quantity. You'll get better results by making a few good connections than by handing out dozens of business cards indiscriminately.
- And, first impressions matter, so mind your manners.
- Always stay focused on the person you are talking to and maintain eye contact. Don't scan the room trying to decide to whom you'll talk to next.
- Show interest in the people you meet. You can make a great impression by asking a few thoughtful questions.

Above all, be genuine and sincere.

- A strong professional network is based on relationships, and it takes time to build a relationship.
- Power networking events are different...

This Isn't a Party

- Remember why you're there.
- The purpose of a networking event is to help you advance professionally. It's a social event -- but a professional one. Think of it as a conference social or a business dinner.
- The cardinal rule of networking events: Never drink too much.
- You want the people you meet to remember you as capable, competent and polished. Dress appropriately. Err on the side of conservative and choose an outfit you could wear to a job interview. Your attire should say, "I'm a professional," not "I'm a party girl (or boy)."
- After all, you're not at a party.

5 Networking Tips Using Business Cards

- Giving out business cards is crucial to marketing your skills or services.
- Business cards speak volumes about who you are, what you offer and how serious you are marketing YOU, Inc. as a business.
- Use the business card to impart the critical information about you and your business.
- Use the back side of the card.



1. Never Leave Home Without Them

- Check before you leave the house / office.
- Any 'per chance' meeting is an opportunity to give out a business card.
- A morning run or a quick trip to the local store could be an opportunity to network.
- Make it a habit to always carry business cards.

2. Attach a Business Cards to Everything

- Bills contain advertisements – why shouldn't you advertise? Attach your card to your payment.
- Never underestimate the power of networking: Remember “Six Degrees of Separation”.
- Each of us knows someone who knows someone who knows someone, etc.



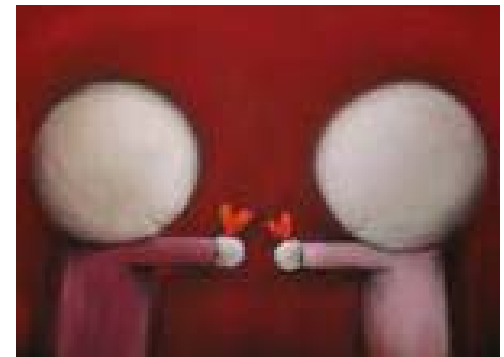
3. Use Proper Business Card Etiquette

- Whenever you give a card, ask for a card.
- When given a card, look at it! Make the person feel important for a few seconds. You might see something that could be a topic of discussion.
- Write comments on the back of the card: dates, location, points of interest. Use this when following up to indicate a sincere interest in the person.
- Key the card in your wallet, or easily accessible.
- Make people feel important, in order to make yourself important to them.



4. Be Generous

- Give your business cards out to everyone including family and friends.
- Don't let vanity stop you from giving out your last business card or giving two at a time to each person.
- Hoarding your cards only makes your wallet feel full, not your bank account.



5. Ask for Referrals

- When giving a business card, people feel more comfortable when you say; “I would appreciate a referral, if you know anyone that could use my services”.
- But don’t make people feel like they are on the spot.
- People naturally like to do favors for people:
 - Asking: “Could you do me a favor by referring my services to someone?” puts you in a better position and they will feel better about helping you.
- Give people two or three cards.



Take Aways

- Promotional strategies include advertising, public relations, sales and networking.
- Remember the phrase **AIDA: attention, interest, desire, action.**
- Sales – it's not about you, but about your customer.
- (SW)³
N
- Networking – it never stops. Those who do it well, are great listeners and connectors.

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