

Here's the Scoop

When you have a difficult sales call to make, make sure you do your homework and role-play the parts with someone you trust. By role playing you can work out several scenarios and be ready with a thought out response. Sometimes it's not unlike preparing yourself for an emergency or battle, and different responses require different reactions so the more prepared you can be to think on your toes the better.

"Knowledge is of two kinds. We know a subject ourselves, or we know where we can find information on it."

Samuel Johnson
(1709-1784)

How To Better Integrate Your Marketing & Sales Efforts

Some time ago the concern was how to get sales and marketing to work together better.

The concern today is how to get your marketing specialists to work in sync because when they do your marketing dollars bring in more.

Let's start with the definition of **Integrated Marketing Communications (IMC)** from Wikipedia: is the coordination and integration of all marketing communication tools, avenues, functions and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost.

Sounds like a great direction, however when you begin to attempt to get the Internet Experts together with the other Marketing Experts everyone appears to have their own agenda. For the client that doesn't have experience in managing several marketing disciplines this becomes overwhelming and sometimes a negative experience if the marketing experts aren't experienced or professional.

As a past Marketing Services Manager for a large corporation I understand the dynamics and work that it takes to bring all parties to the same marketing message. So here are some tips that I find helpful in today's larger pool of marketing services:

1. Define your objective prior to these meetings
2. Have a vision of what the end results should look like with coordination
3. Assign measurement tasks to each expert by either describing how you would like it done or ask them to suggest ways for you to see results
4. Describe the parameter you would like each expert to work on



In case you didn't know, the Newhouse Strategic Marketing, Inc. logo design is based upon this type of teamwork image

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How to... continued

5. Make sure the various teams are tying your message together
6. Now some will attempt to jockey for more than their specific area and this is where it gets tricky, because normally none of us can do all things well so you will have to hold your ground and adjust later as you see results. Some experts will have stronger personalities than others and this can erode strategic direction.
7. Review all work by all experts prior to finalizing, looking for consistent treatment of the message, logos, colors, contact information, terminology, etc. this is not the time or place for experts to be trying to outshine one another because that will dilute your marketing message.
8. Recap with the team members individually and later as a group if the group is to continue working with you. This will allow you to reinforce your key objective with them and that each of their efforts, expertise and teamwork has delivered to you what you wanted and is worth continuing.
9. These elements should include and are not limited to trade show booths, printed materials, website, on line and off line ads, email messages, newsletters, etc. What you want is all customer contact to appear seamless, as if one person launched all marketing and sales efforts.
10. Some examples would be to update keywords that reflect your new campaign, press releases with the same keywords, website updates, and the list continues until all areas have been touched and look alike.
11. Timing should be coordinated and appropriate for the marketplace. If some need more time, review the pros and cons of waiting, sometimes it's better not to delay due to a key show or event.

This type of team requires experience, maturity, confidence, compromise, and trust. The payoff for them is that they will learn from each other, have a more successful package, and have a happier client with additional business.

By taking this approach, you the customer will save money, time, and increase the response to your product launch, service announcement, or whatever you are attempting to achieve.

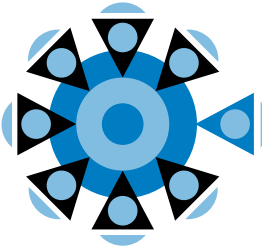
Yes, the world of marketing has so many experts and bringing those top performers together for the good of your company is what really counts! Educate yourself enough to understand what each expert should be able to provide, and if needed find someone you trust to help you.

It's like building a house, you need the electrician, plumber, framer, etc. and some oversight by either yourself or a general contractor.

Marketing Work Portfolio



Cornerstone Specialty Wood Products, Inc. ProMat® 2011 Booth.



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