The Essential Marketing & Sales seminar for Small Business

custom-designed and facilitated by:

TMSA
Transportation Marketing & Sales Association

BOYENS Group
www.boyens.com
John Boyens is a sales productivity expert, business strategist and entrepreneur with four decades of executive coaching, speaking and most importantly in-the-trenches sales experience. His plan is radically different. Unlike many sales coaches, John explains exactly what to say and how to say it, what to do and how to do it, as well as if and when to walk away. John’s fusion of real-life stories, humor and his sales training techniques connect with his audience at a professional and individual level with great results. As a result John has been named as one of the top 100 productivity experts to follow on Twitter worldwide since 2012.

John is an energetic presenter whose expertise on sales, sales management and professional development is world renowned. His take-aways are real-world and on the money! John gives his audiences tips, tools and techniques they can implement immediately to make money. John will help you achieve your personal and professional goals fast and easily.

John has consulted with 1,000+ businesses and addressed more than 30,000 people in 10,000 talks, seminars and workshops across the globe. As a keynote speaker and seminar leader, he speaks to corporate and public audiences including the executives and staff of many of America's largest corporations. His engaging talks and seminars on sales, sales leadership and business strategy bring about immediate changes and long-term results. John is the author of *Real World Sales Strategies that Work*, *Creating a Productive Selling Zone®* and *Sell Bigger Deals Faster*.

In addition, in 2015 John was named executive-in-residence for the Jennings A. Jones College of Business at Middle Tennessee State University.
Table of Contents (1 of 2)

- Learning Objectives
- Secrets of Successful Business Owners/Entrepreneurs
- Defining Success
- Working “on” your Business versus “in” your Business
- Know your Numbers
- 5 “P’s” of all Successful Business Strategies
  1. Position
     - Unique Value Proposition (UVP)
  2. Placement
     - Pyramid of Power
     - Problem Positioning Grid
     - Customer Penetration Checklist
  3. Products
  4. Pricing
  5. Promotion
     - Local Area Marketing “Best Practices”
     - Creating your Virtual Business Strategy (VBS)
     - 10 Steps to Generating Referrals
     - Referral/“Win Back” email template
Table of Contents (2 of 2)

- Sales Management Tools
  - Distribution Model Pyramid
  - Ways to Incentivize Salespeople
  - Creating Individual Success Formulas
  - Establishing Activity Levels
  - Review and Plan (RAP) session outline
  - “SNAP” Shot
  - GAP Analysis
  - Forecasting/Selling Stages

- Outsmart your Competition
  - Characteristics of a Strategic Competitor
  - Strategic Competitor Positioning Grid
  - Sales SWOT Analysis

- Take my 5% Challenge
- Personal Call-to-Action
- Feedback Form
Learning Objectives?
Secrets of Successful Business Owners/Entrepreneurs

- What secrets have you learned during your business career that you are willing to share with others?
- What do you know now that you wished you knew when you started your business?
Defining Success

- Increase revenue?
- Improve profitability?
- Better margins?
- Increase client count?
- Fewer calls/appointments to acquire a new client?
- Increase average order size/client spend?
- Improve close rate?
- More referrals?
Working “On” versus “In” your Business

- Delegate or Defer
- Increase Visibility
- Create your VBS
- Leverage Technology
- ID person or company
- Delegate or Defer
- Increase Visibility
- Create your VBS
- Leverage Technology
- ID person or company
- Delegate or Defer
- Increase Visibility
- Create your VBS
- Leverage Technology
- ID person or company
Know your Numbers!

- Specifically look at annual revenues, the cost to run the business, cash flow, margin requirements and most importantly look at profitability.
  - *In order to ensure your business is profitable you must take into account seasonality, customers buying behaviors/frequency and their payment habits*
- A very successful CEO told me that the key to profitability was to bring in 40% more in revenues than it costs you to run the business.
- So, with that in mind...
  - Revenues of $375/day makes you a $100,000 business
    - $375/day, times 22 selling days in a month, times 12 months in a year
  - Revenues of $950/day makes you a $250,000 business
  - Revenues of $1,900/day makes you a $500,000 business
  - Revenues of $3,750/day makes you a $1,000,000 business
5 “P’s” of all Successful Business Strategies

5 “P’s”
- Unique Value Proposition (UVP)
- Customer Penetration Checklist
- Pyramid of Power
- Problem Positioning Grid
- Creating your Virtual Business Strategy (VBS)
- Referrals/Win Backs
The 5 “P’s”

- Product
- Position
- Promotion
- Price
- Placement
Position

- A unique value proposition (UVP) must address your employees, your company, your clients, your competition as well as your market place/community.

- Ask yourself…how do you want the market to know your company?

- What is it that your company does that your competition doesn’t do, can’t do or won’t do in the market place?
Unique Value Proposition (UVP)

Words/Phrases that make your company unique?

________________________________________________________
________________________________________________________
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What is it that your company does that your competition doesn’t do, can’t do or won’t do in the marketplace?

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UVP Examples

Since 1970 thousands of clients including many of the most recognizable Brands in the Bay Area have trusted Dome Construction as their General Contractor. Because we strive to create mutually beneficial, long term, profitable relationships with our clients we established a 10 Step Declaration to Our Customers to guide our behaviors. As a result over 90% of our business is either repeat or referral!

- Dome Construction

Source Medical has empowered over 25,000 clinicians in 3,300 locations since 2000. We provide tools to help our clients maximize revenue per visit, ensure compliance with major payers and allow tracking of all business KPIs.

- Source Medical
Placement

- What’s your geographic coverage area?

- Document your top Vertical Markets:
  - Identify other tangential/targeted Vertical Markets:
  - Who are the titles or functional areas you’re selling to?
Pyramid of Power

- CxO
- Line of Business Executive
- Staff Executive
- Day-to-Day Operations
## Problem Positioning Grid

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Responsibilities</th>
<th>What needs can your solutions address?</th>
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<tbody>
<tr>
<td>Chief Marketing Officer</td>
<td>Ensure brand recognition/expansion</td>
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<td>Market messaging (internal/external)</td>
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<tr>
<td></td>
<td>Establish/Operate marketing budget</td>
<td></td>
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<tr>
<td></td>
<td>Prepare/Execute marketing strategy</td>
<td></td>
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<tr>
<td></td>
<td>Product roadmap/development</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Develop/Measure success</td>
<td></td>
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<tr>
<td></td>
<td>Manage staff</td>
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</tbody>
</table>

List a minimum of six responsibilities per Job Function that answer the following questions:

1. *What was this person hired to do?*
2. *How are they measured?*
3. *What could they get “fired” for not doing?*
Customer Penetration Checklist

- How much business *(share of wallet)* do we have with them today?
  - How much additional business is available?
- What solutions are we targeting?
  - What is the potential annualized revenue for each solution?
- What is the current strategy for closing this business?
  - What could get in the way?
- What is the timeframe for closing this business?
  - What are our contingency plans?
- Who are we competing against?
  - What are they offering?
- What does the Customer say they want/need?
  - What is the Customer’s perception of our ability to effectively address their needs versus our competition’s capabilities?
    - What is your "unique value proposition" for this Customer?
- Who do they know that we should be doing business with?
Products

- Core Products/Services:

- Near Core Products/Services:

- Sunset Products/Services:
Pricing

- Identify your gross margin/profit requirements:

- Articulate your pricing philosophy. For instance will you:
  - Use a value-based pricing model?
  - Be flexible in the markets you sell?
    - (Including terms and conditions of those markets)
  - Offer tiered pricing?
  - Offer quantity discounts?
  - Offer multi-year or multi-project pricing at a fixed rate?
Promotion

- How will you promote your company in the future?
- Possible suggestions:
  - Hire additional salespeople/business development people
  - Hire additional marketing resources
  - Establish a drip marketing campaign
  - Leverage e-marketing/social media campaigns
  - Continue to attend/Start attending selected trade shows
  - Do a better job leveraging referrals
  - Solicit sponsorships, endorsements and affiliations from trade associations and Chambers of Commerce
  - Maintain professional memberships in the selected organizations
  - Offer to write articles (or blogs) for select publications
Local Area Marketing “Best Practices”

- Social Media for B2B
  - LinkedIn
  - Facebook
  - Twitter
- “Paid” Advertising
  - Direct mail/Post cards
  - On-line coupons/Online advertising
  - Local TV/Radio
  - Newspapers/Magazines
- Sponsorships
- Join/Be Active in Associations
- Join Professional Networking Groups
- Leverage Referrals
- Joint Marketing Campaigns with other Companies (co-marketing)
Virtual Business Strategy (VBS)

What is your current Virtual Business Strategy?
Boyens Group®
Virtual Business Strategy (VBS) Results

Named as one of the Top 100 Productivity Experts to follow on Twitter worldwide

http://www.linkedin.com/in/rjohnboyens/

3,000 connections, blog posts w/15,000 views and over 100 profile views/month

https://www.facebook.com/BoyensGroup

Post reach of 100+ weekly, 30%+ engagement/blog post, 6% “like” growth/week
10 Steps to Generating Referrals

Step 1 - **Train yourself to ask for them**
Let your customers know you want referrals and what you're looking for.

Step 2 - **Market to influencers**
Influencers are people who have direct contact with your primary prospects and can send them your way.

Step 3 - **Weave a web**
Research shows that a typical person knows about 250 people. Every time you develop a new business relationship you’ve potentially increased your personal prospect list by another 250 people!

Step 4 - **Make a list**
Include a list of names in the prospecting section of your Monthly Report.

Step 5 - **Give referrals to get referrals**
Show people how to refer by demonstrating it yourself.
10 Steps to Generating Referrals (continued)

Step 6 - **Earn the right to ask for a referral**
You can’t expect someone to refer you until they have had some experience with you.

Step 7 - **Figure out what you’re going to say**
It’s important to find the right words to explain exactly how you help prospects.

Step 8 - **Make it easy for them**
Don’t just ask if they know anyone who might need what you do. Give specifics.

Step 9 - **Reward all references**
Always send thank you notes/emails.

Step 10 - **Set expectations of referrals from every customer**
Let your clients know going in that you will do everything within your power to make them happy so they’re more than likely “open” to giving you a referral.
Referral email template

**Subject line:** Thank you for your business!

The purpose of this email is to thank you for your business in the past and to let you know that we want to continue to “earn” your business every day!

As a matter of fact, we have doubled the size of our showroom, added new, state-of-the-art equipment and hired additional people all in an effort to meet our client’s ever changing needs.

Just to let you know, we are looking to grow our business and would be honored if you would introduce us to anyone in your personal or professional network that would benefit from our services. As a token of our appreciation, once your referral places their initial order with us we will give a hundred ($100) dollar credit towards your next order.

Wishing you all the best,

Andie Applegate; Brand Imaging Group
Subject line: We want you back!

My name is Stacy Collier and we haven’t had the pleasure of meeting one another. I came across your name while reviewing files of former XGrass customers that haven’t purchased from us over the past twelve months.

The purpose of this email is to thank you for your business in the past and to let you know that we would like to “earn” your business once again!

I would be honored if you’d agree to meet with me so that I can introduce you to some of our new (and in some cases exclusive) artificial grass products including synthetic lawns and backyard putting greens to athletic fields, playground surfacing and pet-friendly areas.

We thank you in advance for your considerations and look forward to connecting with you in the very near future!

Wishing you all the best,

Stacy Collier; Director of National Accounts; XGrass
Sales Management Tools

Distribution Model Pyramid
Ways to Incentivize Salespeople
Creating Individual Success Formulas
Establishing Activity Levels
Review and Plan (RAP) session outline
“SNAP” Shot
GAP Analysis
Forecasting/Selling Stages
Distribution Model Pyramid

- National Accounts (Nat'l Accts)
- Vertical Markets
- Field/GEO Sales
- Inside Sales/Telemarketing
- Channel Sales
  Distributors/Agents/Resellers
Different Ways to Compensate Salespeople

- Straight salary
- Salary + bonus
- Salary + commission
  - % of revenue/margin
  - Payout table with accelerators/decelerators
- Salary + “spiff” or contest
- MBO’s + activity-level bonus
- Straight commission
- Variable commission
- Draw against commission
  - Recoverable or non-recoverable
- Residual commission
## Individual Success Formulas

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Example</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quota/Month</td>
<td>$25,000</td>
<td></td>
</tr>
<tr>
<td>Average Order Size/Customer Spend/Mo.</td>
<td>$2,500</td>
<td></td>
</tr>
<tr>
<td>Close Rate</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Sales Cycle</td>
<td>within 30 days</td>
<td></td>
</tr>
<tr>
<td>Qualified Prospects Needed</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Suspects Required</td>
<td>75</td>
<td></td>
</tr>
</tbody>
</table>
Establishing Weekly Activity Levels

<table>
<thead>
<tr>
<th>Activity</th>
<th>Meets Minimum</th>
<th>Target</th>
<th>Overachievement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of outbound calls</td>
<td>25</td>
<td>50</td>
<td>75</td>
</tr>
<tr>
<td>Number of outbound emails</td>
<td>25</td>
<td>50</td>
<td>75</td>
</tr>
<tr>
<td>Number of FtF meetings</td>
<td>5</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Events/Networking Meetings</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>New opportunities uncovered</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
</tbody>
</table>
Review and Plan (RAP) session outline

- Held on a weekly basis and should include the following topics:
  1. Number of appointments/networking events the previous week
  2. Amount of time dedicated to prospecting/pipeline development activities the previous week
  3. Number of new opportunities uncovered the previous week
  4. Amount of business sold the previous week
  5. Number of appointments/networking events scheduled for the next week
  6. Amount of time dedicated to prospecting/pipeline development activities for the next week
  7. Amount of business they’re expecting to close for the month

- The salesperson reports this information to the Sales Manager
## “SNAP” Shot

<table>
<thead>
<tr>
<th>Strength</th>
<th>Next Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>What do you do well?</td>
<td>What do you want to accomplish this year?</td>
</tr>
<tr>
<td>What do you most enjoy doing?</td>
<td>What are your performance goals?</td>
</tr>
</tbody>
</table>

### Assistance

<table>
<thead>
<tr>
<th>What would you like to do better?</th>
<th>Personal Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>How can I help you get there?</td>
<td>What would you like to learn this year?</td>
</tr>
<tr>
<td></td>
<td>What are the best ways for you to learn?</td>
</tr>
</tbody>
</table>
### GAP Analysis (Sales example)

<table>
<thead>
<tr>
<th>Mission Critical Tasks</th>
<th>Self Rating</th>
<th>Projected Rating</th>
<th>Actual Rating</th>
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</thead>
<tbody>
<tr>
<td>Close business</td>
<td></td>
<td></td>
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<tr>
<td>Prospect</td>
<td></td>
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<tr>
<td>Follow-up</td>
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<td>Administrative</td>
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<tr>
<td>Time Management</td>
<td></td>
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</tbody>
</table>

1. What will you do to change my perception?

2. What do you need/expect from me?

3. When will I see the results?
Forecasting/Selling Stages

1) Qualify the prospect
2) Identify key players/Decision Makers
3) Identify current vendor/offerings
4) Create competitive differentiation
5) Discover the buying process
6) Submit estimate
7) Close the deal
Outsmart your Competition

Characteristics of a Strategic Competitor

Strategic Competitor Positioning Grid

Sales SWOT Analysis
Characteristics of a Strategic Competitor

- Similar products and/or services
- You compete with them all the time
- You have lost business to them in the past
- Similar infrastructure and/or financial strength
- They’re in most/all of your markets
- The market views them as your competitor
### Strategic Competitor Positioning Grid

<table>
<thead>
<tr>
<th>Competitor’s Name</th>
<th>How do they Compete?</th>
<th>How can you Compete?</th>
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</tbody>
</table>
# Sales SWOT Analysis

<table>
<thead>
<tr>
<th>Our Strengths (Prospect/Market’s Perspective)</th>
<th>Our Weaknesses (Prospect/Market’s Perspective)</th>
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<tr>
<th>Opportunities (Our Perspective)</th>
<th>Threats (Our Perspective)</th>
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</table>
Take my 5% Challenge

- Improve your Customer Retention by 5%
- Up-Sell/Cross-Sell 5% of your Existing Customers
- Get Referrals from 5% of your Customers
- “Win Back” 5% of your Former Customers
- Improve your Close Rate by 5%
## Personal Call-to-Action

<table>
<thead>
<tr>
<th>Action</th>
<th>Steps to Achieve/Complete this Action</th>
<th>Date</th>
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The Essential Marketing & Sales seminar for Small Business

Thank you for investing in your professional development with the Boyens Group®. Please take this opportunity to give us your feedback about this program. Your information helps us to continually improve our service. The results will be tabulated and forwarded to the seminar sponsor to assist in the development of future sessions.

Date _____________  On a scale of 1-5, I rate this program as _________  (5 = valuable 1 = not valuable)

The most valuable idea I learned and will use _________________________________________________________________
______________________________________________________________________________________________________

I would suggest these changes to the program ________________________________________________________________
______________________________________________________________________________________________________

Additional comments ____________________________________________________________________________________
______________________________________________________________________________________________________

Name _______________________________________________  Title____________________________________________
Company Name _______________________________________  email __________________________________________
Office phone _______________________________________  Cell phone _______________________________________

Boyens Group®
Thank You!

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Cindy Boyens (615) 395-0200

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