

It's Time to Get Growing



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NYS Small
Business
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The State University of New York

Presenters:

Mark Bandurchin, Managing Partner, Riger,
A Marketing Communications Company

Peter Ciaravino, President,
Strategic Advantage Consulting

Ben Giordano, President, BGM Marketing

Moderated by **Bob Brazill**, Associate Publisher,
Greater Binghamton Business Journal



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Mark Bandurchin

Managing Partner, Riger, A Marketing Communications Company

3,000 messages a day...

Will yours get through?

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The biggest excuse to stop marketing...

- Nothing Works!

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Marketing Works

- It always has, *Always will!*

...If you do it right.

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Doesn't mean marketing can sell a bad product

- Over 80% of products fail
- Why?

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Other pitfalls to effective communications:

- Me, Me, Me
- No USP
- No promise

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What is doing it right all about?

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If you want to be an effective communicator:

Put yourself in the shoes of your prospect

- What do they need to know at this stage in the buying process?
- What objections might they have?

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- Why should they buy from you?
- Will the message stand out?

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“Everything, every person, every place has its own essence.” – Aristotle

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Leaders in every business category out communicate their #3 and #4 competitors by an astounding 50%!

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Marketing works when you...

Do it right!

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Peter Ciaravino

President, Strategic Advantage Consulting

Sales Effectiveness

Building and aligning efforts to meet today's
market realities

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Market Approach

Critically evaluate your sales approach to the market

Universal factors impacting revenue generation:

- Your customer has unlimited choices
- Your customer can demand distinct preferences
- Your customer can be armed with a never-ending source of knowledge
- Your customer is overloaded with communication

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Market Approach (cont.)

Critically evaluate your sales approach to the market

Traditional Sales Approach:

- Seller-controlled the approach and most information
- Seller directed to limited choices
- Selling proposition often focused on quality, service, and price

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Market Approach (cont.)

Critically evaluate your sales approach to the market

Contemporary Sales Approach:

- Consultative – guiding (vs.) selling
- Sale based on understanding prospect (vs.) directing
- Forming solutions based on key needs and preferences
- Requires a stronger differentiator, based on the unique value you deliver
- Collaborating with customers to form new offerings

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Segmentation

Why is this so critical for revenue growth?

- Markets are fragmented and loaded with special offerings
- The number and type of offerings from companies will continue to increase over time
- You are competing with borderless combinations of products, resources, and competencies

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Segmentation (cont.)

Why is this so critical for revenue growth?

Your ability to optimize profitable growth is contingent on two factors:

1. Where you decide to focus
2. How you execute that focus

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Segmentation (cont.)

Commit to focusing on your most profitable opportunities:

1. Slice up your total market to find profitable patterns
 - Review sales histories & profitability patterns

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Segmentation (cont.)

Commit to focusing on your most profitable opportunities:

Examples:

- Profit
 - Size of companies
 - Geographic results
 - Type of service
 - Time of year

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Segmentation (cont.)

Commit to focusing on your most profitable opportunities:

Examples:

- Non-Profit
 - Donor type
 - Customer demographics
 - Student profiles
 - Events

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Segmentation (cont.)

Commit to focusing on your most profitable opportunities:

2. Make strategic choices:

- Who *won't* we pursue? (toughest part of strategy!)
- Do we have the competencies required for this segment?
- What will it take to get there?
- Who is responsible for what and what will we measure?

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Segmentation (cont.)

Commit to focusing on your most profitable opportunities:

3. Create defined plans and measurements to pursue your choices
4. Repeat often until retirement. You will be competing in constantly changing markets.

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Segmentation (cont.)

Commit to strengthening your sales and value propositions

- Prospect bombarded by thousands of marketing messages
- Key attributes of an effective proposition
 - Simple
 - Resonates with target prospect (not what *you* love)
 - Differentiates you
- Value proposition
 - You deliver what you are touting to the market

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Sales Productivity

Commit to increasing sales productivity

One recent management study of 1,000 companies found sales people actually selling...

ONLY 15% of the time!!

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Sales Productivity

Commit to increasing sales productivity

- Management is often responsible for poor sales productivity
- Three focus points for improvement:
 1. Define sales productivity as a performance goal
 2. Expect & review individual sales activities on a recurring basis
 3. Reward productive activities highly correlated with sales success

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Sales Productivity

Commit to increasing sales productivity

Measure net sales time

- Dedicated time spent pursuing and engaging prospects to close new revenue
- Reduce or eliminate the productivity sales killers:
 - No individual game plan for the year, month, & week
 - Excessive meetings
 - Stuck in yesterday's sales success / failure
 - E-mail

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Sales Productivity

Commit to measuring the right revenue drivers for your business

- Every business has activities that drive *the greatest amount of revenue*
- Winners continually track "specific" revenue drivers

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Sales Productivity

Commit to measuring the right revenue drivers for your business

Example of a specific revenue driver: Retail clothing store

- Very high revenue correlation with quality of dressing room & time customer spends in there

Measurements:

- # of visits to dressing room?
- # of items purchased?

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Talent Management

Commit to people practices that create revenue

- Define individual revenue plans and conduct recurring reviews
- Establish non-negotiable criteria for new talent
- Define revenue performance expectations (not job descriptions)

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Talent Management

Commit to people practices that create revenue

- Commit to recurring quality training & development
- Confront non-performance early with coaching
- Align compensation and incentives to meet revenue goals

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Executive Summary

Six Key Focus Areas for Revenue Growth

1. MARKET APPROACH
2. SEGMENTATION
3. SELLING PROPOSITION
4. SALES PRODUCTIVITY
5. MEASUREMENT
6. TALENT MANAGEMENT

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Executive Summary (cont.)

This looks like hard work – is it all worth it?

Companies that adopt systematic sales approaches often see first year revenue growth to be 30%+

Why wait?

Given the incredible market challenges going forward, how could selling better slip down on your to-do list?

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Ben Giordano

Co-Founder, FreshySites Website Design
President, BGM Marketing & Advertising

Search Engine Optimization:
An Introduction

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Search Engine Optimization Intro

The Way we look for products/services has changed

- Yellow Pages → Google
- New Marketing
 - Be there to be found when people are looking
 - No longer outbound, but inbound

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Search Engine Optimization Intro

How are we found?

- SEO is a major marketing technique
- Helps build customers in the internet channel
- Was for big companies, now it's for everyone

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Search Engine Optimization Intro

What is SEO?

- Any activity that helps you increase your rankings
- There are two major types
 - On-Page SEO
 - Off-Page SEO

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Search Engine Optimization Intro

On-Page SEO

- website structure
- crawlable content
- URL structures
- keyword research
- keyword implementation
- special items for local business

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Search Engine Optimization Intro

Off-Page SEO

- links, links, links, they are the most important
- where it's coming from
- "local" links
- anchor text

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Search Engine Optimization Intro

Great, but how do I build links?

- Manual submission
 - Directories (google places, bing business, yellowpages, yelp, etc)
 - If local make sure same NAP (Name and Phone)
 - Blogging and Sharing
 - Social Media Case Study (Small Business Friday)

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Search Engine Optimization Intro

Some steps to take with you

1) Strategy

- Who is your market? where are they? how can they be reached?

2) Keyword Research

- Use online tools (google keyword tool) and decide which keywords to go after, be specific.

3) Implementation

- Implement on-page techniques now, put together a schedule for off-page techniques and plan on working consistently for a while.

4) Track and adjust

- Track everything with online analytics tools, free and easy to use. Watch your keywords and how that traffic acts, adjust accordingly.

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Questions?