

## AWE Marketing & Sales

### Marketing & Sales: from the fundamentals of marketing to making the sale

1 day or two ½ days

9.30-12.30 – 13.30-17.00

#### Overall aims of the module:

- Three strategic concepts -
  - Sales funnels or pipelines
  - Conversion rates
  - Costs of Acquisition
  -
- The four essentials for driving sales
  - Segments and personas
  - Standing out from the competition
  - Unique buying propositions
  - Value propositions
  -
- Qualifying and nurturing leads
- Preparing for sales meetings and presentations
- Creating customer loyalty.

## Skills to be acquired.

At the end of the module, participants will be able to:

- understand the sales funnel and buying cycle,
- identify their target market and their niche within it,
- identify their Unique Buying Proposition,
- be able to measure the most cost-effective ways of getting customers
- improve their confidence and sales abilities

## First ½ day

Title	Teaching objective	Content	Teaching method	Time	Docs	Advice/ Live remarks
9.30-welcome		Introduce the advisor, their objectives & expectations		10min	see Pwpt Slide 2	

Title	Teaching objective	Content	Teaching method	Time	Docs	Advice/ Live remarks
Presentations	Allow individuals to practice explaining who they are and their business	Go around the table to introduce yourselves: first name + business project.  Elevator Pitch		20min	Elevator Pitch	
Presentation	Familiarise clients with the aims of marketing and sales	Run through the aims of the marketing and sales process. - Raise awareness - Attract interest - Communicate your offering - Creates trust to purchase - Follow up to keep customer loyal		10min		
Sales Funnel AIDA	Gain an understanding of the marketing & sales process	Explain The Sales Funnel- AIDA:- - Awareness - Interest - Desire - Action  Explain that large companies have departments that deal with each of the areas but as a small business you'll have to deal with all of them.  A sales funnel and a sales pipeline are two ways of saying exactly the same thing. So why is this diagram		10min	See Pwpt Slide 3	

Title	Teaching objective	Content	Teaching method	Time	Docs	Advice/ Live remarks
Leaking pipes	Get clients to understand why not everyone will buy from them	<p>'funnel shaped'? – class will likely quickly say that not everyone you talk to will buy.</p> <p>Yes, so what might be some of the reasons why prospects fall out of the funnel, leak out of the sales pipeline? Even at final stages in the process?</p> <p>Get people to call out and write on board, then animate these to see if all covered. Also – especially in corporates – your internal champion moves to another job.</p> <p>Lots of reasons why this is a funnel, because people can leak out at all stages, even when they have expressed a desire for your product/service – perhaps you have been asked to do a formal tender or quotation, or called in to make a presentation to the buyers.</p>	Large group discussion	10min	See Pwpt Slide 4	
Conversion rates	Help clients find the optimal route	<p>Messing up a quotation, or delivering a bad presentation, can end the process with even very promising prospects.....</p> <p>Explain that clients will need to see a lot of leads before one person buys.</p>		10min	See Pwpt Slide 5	

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		<p>For example, if you have 10 leads, 2 turn into prospects, and 1 person buys, you have a conversion rate of 1 in 10, or 10%.</p> <p>If you have 100 leads, 90 turn into prospects, and 10 buys, you still have a conversion rate of 10%.</p> <p>But these point to entirely different problems in your sales pipeline. We will return to this in more detail later on, for now it is enough for you to understand the</p>				
Break - 15 mins		<p>importance of this concept. Because it costs time and money to turn a lead into a customer, and these are very precious commodities, so you want this process to be as efficient as possible.</p>		15min		
Customer Acquisition Cost	Understand the cost to gain a client	<p>When you are putting together your marketing plan, you need to think about the customer acquisition cost</p>		15min	See Pwpt Slide 6	

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The Buying Cycle	Help clients understand the process	<p>Talk about the different costs of marketing and therefore the cost of gaining a potential lead, which may lead to a sale - link back to conversion rates.</p> <p>HO Example Customer Acquisition Cost</p> <p>Feedback to flipchart their ideas</p>	Group	5min		
The Aim of Marketing & Sales		<p>Awareness - making people aware of your product or service</p> <p>Interest - marketing to stimulate interest</p> <p>Desire - process to make people want your product or service</p> <p>Action - the prospect actually buys from you</p>		5min	See Pwpt Slide 7	
Marketing Strategy		Helps clients understand the fundamentals		<p>And why is it often expressed as sales and marketing- because that is the wrong way around – the function of marketing is to drive sales!</p> <p>So just to recap, here are the vital business functions your integrated marketing and sales process must deliver.</p>	20min	See Pwpt Slide 8

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<p>Segmentation , niches &amp; personas</p> <p>Knowing your market</p>	<p>Get clients to focus on who is their target customer</p> <p>Getting clients to identify who is their target market</p>	<p>Discuss that if you do not have these vital components in your marketing strategy, you will always find sales a challenge.</p> <p>This quote by a fantastic business leader, guru, author and expert is so true – Knowledge and Understanding are king.</p> <p>ALSO KNOWN AS – preparation is everything. The more work you do in getting this bit right, the easier making sales will be, because this is the first half of the process in our funnel. You can't build a house starting with the roof.</p> <p>HO 7 P's of Marketing - SWOT analysis included</p> <p>Feedback to flipchart their individual plans</p> <p>Explain the importance of defining your target market</p> <p>Use the second slide to show an example</p> <p>Example segmenting of your B2B market</p>	<p>Group</p>	<p>15min</p>	<p>Handout</p> <p>See Pwpt Slide 10</p> <p>See Pwpt Slide 11</p> <p>See Pwpt Slide 12</p>	

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Investing in a pipeline	Identify potential ways to fill their pipeline	<p>Example segmenting of your B2C market</p> <p>Exercise for individuals to identify their buyers' personas, using such criteria as:-</p> <ul style="list-style-type: none"> <li>- Who they are</li> <li>- What they do</li> <li>- Their interests</li> <li>- Their needs</li> <li>- What's important to them</li> <li>- Where you can find them – VITAL – what are the best channels to reach them (including places) – don't spend money on tactics that not going to touch them</li> <li>- What appeals to them – VITAL – will they respond best to factual or emotive messaging</li> <li>- How your product/service will meet their needs</li> </ul> <p>Discuss the variety of ways to grow your pipeline.</p> <p>But how do you know which ones not to waste money on unless you really understand your prospects.</p>	Large group discussion	10min	<p>See Pwpt Slide 13</p> <p>See Pwpt Slides 14/15</p> <p>See Pwpt</p>	



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Other advantages of segmentation		For example, in B2C, we can say that almost always, a significant amount of varied online activity is essential nowadays.		5min	Slide 16	
Differentiation	Helps clients understand why they should spend time on segmentation	But for B2B, social media may be irrelevant to the person you are trying to reach – going back to our SME manufacturer example, they may prefer to get all their buying information from trade shows and printed material – catalogues, brochureware, industry press  Feedback to flipchart individual ideas		5min		
Finding Competitive advantage	What have you learnt about your target market?	Run through the advantages		5min		
Finding other advantages	Learn where your product / service is better than the competition	Get feedback from the group as to what they've learnt by segmenting their market  Feedback onto flipchart individual responses		5min	See Pwpt Slide 17  See Pwpt	

Title	Teaching objective	Content	Teaching method	Time	Docs	Advice/ Live remarks
		Bring out this key, meaningful to me the buyer, point(s) of advantage in all communications.  If not.....  HO Finding other advantages			Slide 18  See Pwpt Slide 19  See Pwpt Slide 20	
12h30		LUNCH or end of first half-day – Take stock/evaluation				

## Second half day

Title	Teaching objective	Content	Teaching methods	Time	Docs	Live remarks
<p>9.30 or 13.30-What's so special about you?!</p> <p>Or welcome</p>	<p>Revitalise the group, to avoid participants falling asleep at the beginning of the afternoon</p>	<p>Take two minutes to write down the words or phrases that you use as your USP, then you can shout them out and I'm going to write them up on the board. (Fast and furious session!</p> <p>If this 2<sup>nd</sup> part is carried out on another day, start with a reminder of the conclusions of the first part before continuing with the exercise.</p> <p>Depending on the group, you will get some things that might be "unique", but hopefully words like "great customer service", "bespoke", "tailored", "professional", "personal" "friendly" or other adjectives that are just meaningless padding, or everyone says them (competitors). Hopefully at least one of these phrases will be repeated more than once just to make the point!!</p> <p>So, then you take a red marker and cross out all those ones – either because they are meaningless padding ("Would you knowingly buy from someone who didn't offer great customer service"? "Would you but something that wasn't tailored to what you want/need?" (unless it is entirely</p>	<p>Participants feedback to flipchart</p>	<p>15 min</p>	<p>See Pwpt Slide 21</p>	

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		<p>transactional/functional – and even then, there’s usually a choice – petrol, loo paper).</p> <p>Or because you can bet that their competitors also say the same thing, so not unique.</p> <p>Also, you can ask – is this USP really relevant/meaningful to the persona you are targeting</p> <p>You don’t need to do this with every single comment, but just so they get the message that they are using up valuable marketing space with words and messages that aren’t going to help their sales.</p>				
13.40- Unique Buying Propositions	Get clients to identify the benefits customers will have using them	<p>Exercise &amp; HO - Facts, Features &amp; Benefits</p> <p>Get clients to identify the Facts, Features &amp; Benefits of the items on the handout. Give them time to complete the handout and get them to feedback to the flipchart.</p> <p>Once they've done this and see the reason for doing so, ask them to do the same for their own business.</p>	Exercise	10 min presentation  + 30 min Facts, Features,	See Pwpt Slide 22	

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Moving from USP's to UBP's		<p>This exercise serves to remind you to constantly get out of your head, and into the head of your prospective buyer personas – thinking “what do they want to hear” that will engage them with me. Not – what words do I want to push onto the market because I think they are good.</p> <p>And don't waste marketing words on too many FEATURES, especially if you're selling products – you can cover that off with data sheets, product specs, detailed information available as a downloadable pdf.</p> <p>Turn features into benefits to the buyer. If they buy xyz from you, will they feel better, have kudos or status, save time, be healthier, save the environment, give their business a competitive advantage, save money.....</p> <p>Get clients to think what they in their own business makes them more unique to their customers.</p> <p>If they can't think of something they currently have, what could they do to be unique?</p>		Benefits        5min	See Pwpt Slide 23	

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Value Proposition	Create a few strong words for your business	Exercise to generate a few well-chosen strong words to get your message across.  No more than 5 strong words or phrases, and if you have 3 strong and 2 weak, leave out the two weak, as that dilutes the message.  HO for B2B businesses	Individual exercise	10 min	See Pwpt Slide 24	
Recap		Review what we've learnt so far			See Pwpt Slide 25	
15h	BREAK			15 min		
B2B Qualifications	Get to understand your business buyers better	If your class is full of B2C, you can skip this one.  HO for B2B businesses		15 min	See Pwpt Slide 26	
Lead / Prospect nurturing		Explain that this basically their system of recording your leads and keeping in touch with them until they buy from you.  Ask if clients have a process? If not, suggest they get one!		5min	See Pwpt Slide 27	

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A simple example		<p>Exercise - get them each to write down what they currently have in place and if not what they plan to do.</p> <p>Only show and run through this example if clients do email marketing.</p> <p>HO Email campaign example</p>		5min	See Pwpt Slide 28	
Sales Funnels - slide 1		<p>Which of these would be the best sales funnel? Dots are all the same, " a lead".</p> <p>(A: the one on the left - almost everyone converts, and a nice pipe with people at different stages. One on right is full of leads, but only one prospect) This indicates that wrong kind of leads going in (a marketing problem)</p> <p>Ideal funnel is actually a cylinder - engage 1, convert 1, drop straight through).</p>		10 min	See Pwpt Slide 29	
Sales Funnels - slide 2		<p>What does the funnel on the left signify?</p> <p>A - there's some interest, but people aren't progressing all the way through to sale. You need to</p>		5min	See Pwpt Slide 30	

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		<p>find out why not – is there something wrong with your website between product/service info and the buy button? Do you have to give presentations to get business, and do them badly?</p> <p>Also means unless you can resolve this quickly, you're likely to struggle to stay in business unless you've got savings/working capital.</p> <p>What does the one on the right signify? Clearly good marketing and sales, lots of hot prospects moving towards buying – but a) if they all convert, how do you handle all that work?? B) you'll be so busy doing the work that you won't be doing activities to put more leads and prospects into the top, and so c) your cashflow will then be up and down like a yoyo.</p>				
<p>Moving down the funnel and into sales</p> <p>Selling - the sharp end</p>	<p>Understanding what's good salesperson</p> <p>Understand the sales steps</p>	<p>Group discussion with feedback on to a flipchart looking at what makes a good / poor salesperson.</p> <p>Talk through the points on the slide</p>	<p>Group discussion</p>	<p>10 min</p> <p>5min</p>	<p>See Pwpt Slide 31</p> <p>See Pwpt</p>	



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Preparation and Planning Prevent Poor Performance  Just before the meeting  In the meeting  Structuring a presentation  Delivering a presentation  In the discussion	Understand the importance of preparation    How to think before a meeting	Run through the slide then open up to what clients feel constitutes 'professionalism' and feedback on to the flipchart  Being ready gives you confidence.   Talk through the slide  Talk through the slide on building rapport  HO on how to structure a presentation  Run through  Summarise the do's and don'ts on the slide	Group discussion	15 min	Slide 32  See Pwpt Slide 33  See Pwpt Slide 34  See Pwpt Slide 35  See Pwpt Slide 36	

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		Genuine passion is never out of place			See Pwpt Slide 37  See Pwpt Slide 38	
Objections  Objections  Handling objections		Explain how this is normal  Ask the group what objections they've received?  Play the link showing common sales objections	Group feedback	15 min	See Pwpt Slide 39  See Pwpt Slide 40  See Pwpt + link Slide 41	
Examples of closing options	That it's okay to ask for the sale	Discuss with the group that after all the marketing and sales preparation you do need to gain commitment from your customer to proceed.		1 5min	See Pwpt Slide 42	

Title	Teaching objective	Content	Teaching methods	Time	Docs	Live remarks
Beyond the sales funnel  Customer loyalty	Not to just focus on the sale  That it's critical to retain clients	HO of the examples of closing options  Review with the group the importance of looking after customer			See Pwpt Slide 43  See Pwpt Slide 44	
Thank you  End of day 17.30		Thank the group for their participation  Any questions?  Evaluation sheet			See Pwpt Slide 45	