

Why Invest In Marketing To Your Target Market When They Aren't Buying?

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When they are getting no bites, sales people can get discouraged and stop selling even to prospects they already have in the pipeline. If your sales and marketing team resist your suggestions to reach out to clients and prospects more, it may simply be that they've used up their repertoire and need two things from you:

HOW to reach out in new more effective ways and

WHY it's important to market consistently even when prospects are not responding.

Teach them:

1. To stay front and center visible on their prospects radar - especially if you target the corporate market. Create reasons to reach out, create added value to build the relationship stronger and deeper that does not cost you anything (e.g., a whitepaper of your expertise)
2. To increase their prospects awareness of you as a company, a brand, the only solution they'll consider
3. To bring attention to you/your product/service – educate the client to maximize all the features of your current offering
4. To highlight the added value you offer. The more you/your team show how much you care about the client, only then will they care how much you know.
5. To generate a desire to continue to hear what you have to say. Make each contact so valuable, the client will always take their call.

What kind of marketing can you do when no one is buying?

- Use this time to plan and schedule all marketing strategies for 2009. Then get them scheduled and booked.
- If you will be a conference speaker in May, establish a timeline for drafting the speech, shipping handouts to the location, developing the PowerPoint presentation to go with it, the press release, website promotion, travel arrangements, etc.
- If you will introduce a new product, service or program in June, work out all the details for the most thorough and effective rollout with enough lead-time to implement all the pieces, or identify gaps to be filled in a timely fashion.
- If you have some free time because 'the phones are quiet' - this is a great time to develop fresh relevant promotional pieces or hire contractors/freelancers to develop them for you.

- If you have a 2009 goal of increasing visibility in a new market, a new niche, or a new country, now is the time to bone up on the nuances and implications of this goal to prepare successful penetration strategies.

What else can sales staff do when no one is buying?

- Your sales team does not need to be idle during a sales lull either.
- Your sales force can use this time to research growth opportunities for the company and their own territories.
- Sales staff can use this time as an excuse to follow-up every sale made in the past 12 months with a brief visit or a phone call: to personally say thank you for the business, to ensure continued satisfaction with the product, service and the salesperson's work and to bind client loyalty with strong rapport.
- In addition, each client contact is a great opening to query them about their plans for the next year, to identify client needs which your product/service can address in the next 12 months - i.e., scouting for 2009 - 2010 add-on sales.

In one marketing job I had, when I did a survey of magazine production managers already using our hardware and software, I identified an additional \$2M in add-on sales just waiting for a sales rep to call.

- Sales staff can also take time to study the market and their territory vis-a-vis the company's reset goals and start developing sales strategies and tactics to achieve the company plan and reach their own quotas and incentives.
- Sales staff can use this period for supplemental (internal or external) training to refine their craft.

When you invest in the tools and skills your marketing and sales people need, your team will stay engaged, productive and committed to achieve new more prosperous goals.