



Marketing Marvels

How do you make a difference in today's competitive environment and economy? Find the answers in our January issue of **Marketing Marvels**. Our goal is to show you what's working now, offer business insight and share effective marketing techniques you can implement right away.

Business Insights:

Time to start selling! First quarter is critical for business-to-business selling-that's one of the points I mentioned while speaking on the New York Software Industry Association's (NYSIA) Sales & Marketing SIG Panel the first week of January, "Selling Into the New Year: Prospecting for Gold Before the Mine was Empty." Marketing programs are geared to generate brand awareness and support sales efforts. Advertising certainly plays a big role in keeping the pipeline full. But is your team maximizing your initiatives? Here are top ten tips of the trade for prospecting and pitching to close sales more effectively.

1. **Retention:** Your best prospects are your current customers. What else can you do for them? What do they need? Are there other products and services you could develop and offer to expand the relationship?
2. **Volume.** Volume. Volume. Playing the numbers game can increase your odds exponentially. But are you going after your most promising targets?
3. **Prospecting:** Take a closer look at your sales target list. Prioritize and focus on your best prospects: those who may have a need for your products and services and can afford it. Conduct primary research or leverage analytical tools to optimize your target list for greater effectiveness.
4. **Messaging.** What is your sales team saying? How is your brand being positioned? Is this holding you back, or driving you forward?
5. **Sell with questions.** Assess first. Pitch later. Is your sales team asking the right qualifying questions? Or are they pitching first, questioning later? Discover your key prospects and customers' issues and identify solutions that will improve their situation and add value to their organization. Market research can be valuable.
6. **It's all about them.** What's in it for them? How will your product or service add value and improve their organization's bottom-line? How will they see a return on their investment? Be sure to pull your clients and prospects into the process, as most often they will have to then sell in to their senior management team or Board.
7. **It's all about you, too.** Is your sales team spending time wisely? Is due diligence given to the qualification process? Or is your team spinning wheels and missing opportunities?
8. **Know the "Ws":** Identify your own qualification questions, including detailed levels of Who? What? Why? How? When? After there's a clear understanding of a prospects' needs, challenges, requirements, expectations and purchasing process, only then can you determine if its an appropriate fit and then offer a targeted solution.
9. **Leave your ego at the door.** Make your client look good: if they shine, so do you. Make their lives easier, make them look terrific within their organization, and you'll reap the benefits of a very successful, long-term relationship.
10. **Winning the Biz:** If you've done your job of demonstrating VAI UIF, what you can bring to



10. Winning the Biz: If you've done your job of demonstrating VALUE, what you can bring to the table, you should quite naturally win the business. If you haven't done a good job of this, then perhaps not. But, if you've been effectively prospecting and have that VOLUME in the pipeline, then your options are diversified and you can simply say "NEXT!" and close the next one!

Are your marketing initiatives feeding your sales pipeline? Need help finding marketing firms to meet your criteria? [Contact](#) the MarketingDeptNYC today!

What's New & Effective?

Research:

Independent research professional with more than 25 years experience in marketing and research, including premier firms such as Louis Harris & Assoc., NPD Group, FIND/SVP and Magnet Communications, joins the MarketingDept. Services include research audits; secondary research (trends analysis, competitive assessment); qualitative research (focus groups, IDIs); quantitative research (telephone, in-person, mail or online surveys). Initiatives help companies introduce and position new products and brands, identify target audiences, uncover value propositions, identify behaviors, attitudes and market needs and gain media exposure.

Lead generation telemarketing:

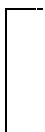
Looking to grow your sales pipeline of leads and prospects? Boutique sales firms provide outbound business-to-business lead generation campaigns to help clients increase growth and revenue. An extension of your company, sales professionals makes calls on your hit list, and sets appointments for your management team, as your on-demand sales force. Services include lead generation; follow up from business meetings and events; appointment setting; database verification, building and cleansing. No time-consuming or expensive training, recruiting and benefits costs.

Interested in meeting these or any other providers? [Contact](#) the MarketingDeptNYC today!

Propaganda:

About the MarketingDeptNYC, Inc.

The MarketingDeptNYC provides free agency matchmaking and marketing & business development consulting to meet a range of outsourced sales and marketing needs. Like marketing matchmakers, we successfully connect businesses with carefully screened agencies to meet requirements. With our free Marketing Matchmaking service, there's no cost to meet a qualified firm or two from our exclusive TalentTap database network of hyper-talented, boutique firms. which includes the following services:





firms, which includes the following services:

- **Marketing strategy, planning and development**
 - **Public relations**
 - **Advertising/Online creative** (online advertising; email marketing; multimedia CD-Roms, websites)
 - **Advertising/Offline creative** (graphic design; direct mail, print, television, radio, trade shows)
 - **Media planning and buying** (all mediums)
 - **Customer relationship management** (fulfillment and call centers)
 - **Technology development**
 - **Network security**
 - **Sales support**
- and more.

Firms are carefully picked based on their reputation and ability to handle a clients needs better, faster and for less. By having a full network of service providers, MarketingDept has built-in objectivity-- our interests are only met when the client's needs are satisfied. Interested in meeting a group of select firms outside our network? Our affordable agency review and outsourcing advisory services are available. Visit www.marketingdepartment.com for more information. The MarketingDept provides a smarter, easier way to develop and manage your outsourced sales and marketing initiatives.

Forward to a Colleague

Find this information helpful? Know someone who might benefit? Forward this email to a colleague.

Call us at 212.751.5456 or email us at Info@marketingdepartment.com
Let us help you find solutions to your outsourced marketing needs.

We look forward to the opportunity to assist you with your company's growth and success.

Best Regards,

Michele Harris
President & Chief Matchmaker

Copyright 2004, MarketingDeptNYC, Inc. All rights reserved.

The MarketingDeptNYC, Inc. does not share subscriber data with any outside parties, and respects the privacy of those who receive our communications.

