



What Successful Business Owners Know About Sales and Marketing



YOU COULD BE A WINNER!!

Enter to win a prize!
Complete the Quiz at the end of Webinar.
TWO WINNERS!



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Good Sales and Marketing is NOT an Accident

A good plan starts with an understanding of your customers

- Who
- What
- When
- Where
- Why



Sales and Marketing without a plan ends up looking a lot like a car wreck.



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Brand Image



LOGOS

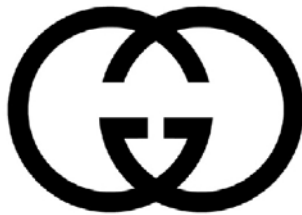
- Story
- Brand
- Recognition
- Simple
- Consistent
- Extends beyond



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What brand do these belong to?



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Advertising

Part of a larger plan

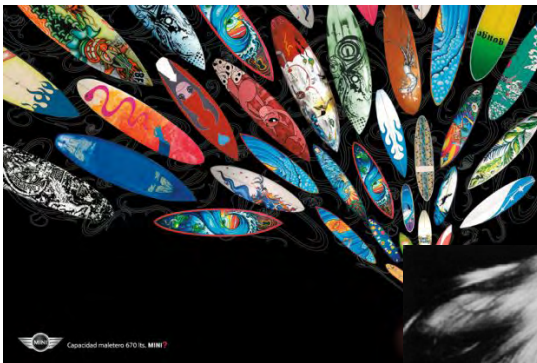
- What your clients want to hear (not what you have to say)
- Two types – Act now & Brand
- One clear message
- Simple
- Image to draw attention
- Call-to-Action



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Ad Samples



DESPITE WHAT SOME PEOPLE THINK, ADVERTISING CAN'T MAKE YOU BUY SOMETHING YOU DON'T NEED.

Some people would have you believe that you can put up in the hands of every advertiser in the country. They think that when advertising is up under your nose, your mind is blown. It's not. It's just a choice. You can't buy something you don't need. And you can't buy something you don't need. And you can't buy something you don't need.

WE'RE STARTING THE YEAR OFF WITH A HUGE

SELL-OFF Event!

SAVE BIG!

2004 PONTIAC MONTANA LWB 4 Cylinders, 7 Passenger, All Power Options SELL-OFF PRICE \$9,995 \$99 IN CASH PAYMENT	2004 DODGE CARAVAN 4 Cylinders, 7 Passenger, Heavy Duty SELL-OFF PRICE \$6,995 \$69 IN CASH PAYMENT	
2004 PONTIAC VIBE \$106 EVENT PRICE *10,995	2006 PONTIAC WAVE \$86 EVENT PRICE *9,995	2006 SIERRA EXT 2WD \$145 EVENT PRICE *14,995
2005 SUBARU FORESTER AWD \$136 EVENT PRICE *13,995	2008 COBALT COUPE \$109 EVENT PRICE *12,995	2008 FRONTIER SE CREW 4X4 \$209 EVENT PRICE *24,995
2005 SIERRA SLE EXT 4M4 \$174 EVENT PRICE *17,995	2008 PONTIAC G6 SE \$115 EVENT PRICE *13,995	2008 ECONOLINE CARGO VAN \$155 EVENT PRICE *18,995

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Public Relations

Building Awareness

- What's Going on in your Industry
- Changes in your Company
- Get Press Coverage
 - Planning
 - Writing
 - Inviting



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Customer Service

The second phase of marketing



Good Marketing
+ Poor Service

- Waste of \$\$\$
- Repeat vs. New
- “Unmarketing”
- 1:10 Ratio



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Social Networking

Let's Get the conversation started



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Sales

Business-to-Business

- Prospecting
- Follow-Up
- Ask questions
- Provide solutions
- Overcome objections
- Closing



Retail

- In-store accessibility
- Displayed to sell
- Helpful Sales reps



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UPCOMING WEBINARS

Sales and Marketing

- Branding
- Advertising
- Public Relations
- Customer Service
- Social Networking
- Sales

Other Business

- Legal
- Finance



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THANKS FOR JOINING US!

For Marketing Consulting,

Call Liz

960-7353

