



Marketing Mindset

Today's Trends With Analysis

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Print this E-zine and use checklists as points of discussion and to help plan your marketing strategies.

Dear *Marketing Mindset* Reader,

Plan. Prepare. Practice. Do you faithfully take these three steps to produce great client presentations? As a professional, you work with dedication to establish your value and to earn an invitation to meet with your client. Using that same dedication to prepare for your face-to-face presentation is critical to your success. Make sure you deliver on your promise of superior service and provide the value that your client expects. Read on for best practices to improve your presentations and to increase the close ratios of your sales.

Then join the conversation on the *Cut to the Core* blog to share your insights.

Wishing You Marketing Success,
Maria Pinochet, Publisher and Author



Today's Trend –

Companies Must Focus on Sales Pipeline Closing Ratios

A face-to-face client meeting is the opportune time to determine what value you can add to a client's organization and to determine if they are a best-fit for your company. By quantifying the potential you offer each other at the beginning, and by continuously reviewing the status of each lead throughout your sales pipeline, the relationships you develop with your prospects can be managed effectively toward the outcome they desire: a predictable increase in sales. Therefore, if you make the investment to qualify prospects (which includes referring an unqualified lead to another professional) and to manage performance—you, too, will reduce the unpredictability of your monthly cash flow.

Key Point



The ability to manage your sales pipeline from lead to close makes it possible to predict profitability.



Qualifying Question

Your Core Evaluation Point

Can your organization benefit by improving the close ratios of its sales presentations? Yes No

If Yes, Relevance to your Marketing Strategy: High Medium Low

Priority for your Planning: Short-Term Mid-Term Long-Term



Checklist

Track Your Three Key Action Items: Plan, Prepare, Practice

1. Plan *the points in your presentation.* Have you accurately understood the client's challenges? Do you have a thorough knowledge of the company's constraints? Have you tailored the argument to fit the client's immediate market challenges?



2. Prepare *your materials and your responses.* Have you made sure your handouts, your audio/visuals, and your words cover the basics? Do they establish expertise and credibility, address pressing challenges, and outline solution benefits? Are you prepared to discuss the client's most likely concerns with sound evidence and a customer-centric benefit analysis?

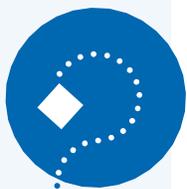


3. Practice *your delivery.* Have you practiced delivering the presentation under various scenarios? Have you considered what you would do if the PowerPoint presentation fails? Have you determined how to handle your presentation if the whole buying committee shows up instead of the small group you are expecting? Have you taken special care to practice the answers to questions the client is most likely to raise?



COMMUNICATION OF YOUR VALUE-ADDED SOLUTION: Increase Top-Line Revenue

Increasing revenue with clients who rave about your products and services is not complicated. Increasing the number of such clients is also simple. First, invest in the creation of a profile that describes your best-fit client. Then, teach others in your organization to recognize that client type and to take all the necessary steps to escort these new clients diligently through your sales pipeline.



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