



Silver Bullets for Business Growth



Providing unusually creative solutions to difficult marketing & sales challenges, based on experience with companies in over 50 different industries.

Rick Wemmers– Consultant, Speaker, Trainer

December, 2005



The American economy continues to grow and despite flashes of “bad news” most businesses are enjoying a very good year. Likewise, business owners continue to be more “informed” about alternatives for buying products, services and supplies. New selling techniques are moving aggressively into the market place, making individual selling more difficult.

The problems I am hearing from business owners include:

- ✓ Still can't find enough “good” people. (How do I keep the key people I have?)
- ✓ Customer loyalty – sucks!
- ✓ How do I find new products to be more competitive?
- ✓ How do I get more out of Information Technology?



Tip # 1 - Telemarketing Still Tops For Sales Leads

The Direct Marketing Association's annual report showed that telephone marketing had the top response rate of 5.53% which included a 5.78% for direct-order purchases.

Are you using your telephone system to its' fullest? Are your customer service people doing any “outbound” calling? When was the last time your telemarketing people had any refresher training? Have you had an outside expert evaluate your telemarketing potential?

Don't be intimidated by the talk of people not liking telephone sales calls. In the business to business world it is still working!



Tip # 2 – Chief Marketing Officers, Chief Sales Officers, Chief Customer Officers – Failing

A recent meeting of over 200 chief marketing officers evidenced the same old problems and **excuses** are still with us:

- Don't get the proper respect - certainly from the sales department.
- Don't have top management backing.
- Can't prove marketing's value objectively.
- Not connected with company's mission.

At the risk of sounding like a broken record, when will these “titles” buckle down and attack the key problem (and solution) – CEO partnership? The CEO is the one person who can make the majority of these problems go away – one way or the other. The CEO is the one person who can see that the key solution is implemented – behavior change of the marketing and sales personnel.

Without CEO full support we will continue to see frequent turnover with people holding these titles. They are on a doomed mission without this.



Tip # 3 - “Feed Your Tigers, Ride Your Horses and SHOOT Your Dogs!” -

Mike Stewart

Facts: (from Bob Beck)

- 🟢 98% of all salespeople don't follow a consistent sales methodology.
- 🟢 87% of prospect inquiries don't get a sales contact.
- 🟢 93% of sales veterans haven't had training on how to generate sales leads.
- 🟢 40% of sales veterans suffer serious bouts of call reluctance.

I personally continue to see companies avoiding the primary solution to their disappointments with current sales revenues. They just can't bring themselves to do the following:

- ★ Assess all sales people to identify their current strengths and weaknesses.
- ★ Have “fierce conversations” with average and below par performers.
- ★ Set short-term improvement goals – together.
- ★ Replace those who don't meet short-term improvement goals.

The tools for these actions are readily available. You just have to raise your hand and ask.



Tip # 4 - Stop Using Mass Advertising!

Many companies still haven't gotten the message that mass advertising isn't working and certainly not delivering a satisfactory ROI. The average prospect whether you are selling business products or consumer goods is sick and tired of so many selling messages. This "white noise" is causing sales messages to be rejected more and more. (*"65% of consumers feel they are constantly bombarded with too much advertising."*) (*"TV advertising by 2010 could be only 35% as effective as now."*)

What is working are **targeted messages**, including **experience connections**. Buyers have always liked to buy verses being sold to. One way to cut through the current clutter is to hold events or stage sales messages that give an experience for the prospect. In B2B this could mean **staging selling events that relate to the prospect's experiences** after the new product is bought. For consumer selling that might mean offering actual **product trial events**. (Home Depot is making this work well.)

Marketing/Sales Homeruns (Business Week)



- ✓ Audi staged an online car theft in New York City to launch its' new A3 model. More than 500,000 people followed the event online resulting in over 10,000 Audi leads.
- ✓ Southwest Airline developed a new customer download service called "Ding" which alerts customers online to new fare discounts. There were more than 1.3 million downloads.
- ✓ Converse asked the public to submit, online, 24-second films on any idea. There were over 1,600 submissions and it raised Converse web site visits by 80%.



Bumper Stickers

- ☺ Hang up and DRIVE!
- ☺ WANTED: Meaningful overnight relationship.
- ☺ Heart Attacks: God's revenge for eating his animal friends.



Famous Sayings

- 💡 A day without sunshine is like, night.
- 💡 Honk if you love peace and quiet.
- 💡 If you think nobody cares, try to miss a few payments.
- 💡 When everything is coming your way, you're obviously in the wrong lane.



Funnies

New Redneck Truths: You know you're in a redneck church if:

- ☺ Opening day of deer season is recognized as an official church holiday.
- ☺ The choir is known as the "OK Chorale".
- ☺ In a congregation of 500 members, there are only seven last names.
- ☺ People ask, when they learn Jesus fed the 5000, whether the two fish were bass or catfish and what bait was used to catch'em.



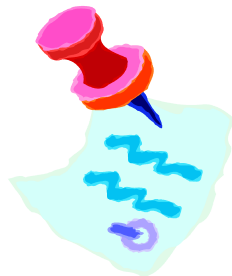
Latest News: Vodka has new uses:

- To remove a bandage painlessly, saturate the bandage with vodka. The solvent dissolves adhesive.
- To relieve fever, use a washcloth to rub vodka on your chest and back as a liniment.
- Vodka will disinfect and alleviate a jellyfish sting.



Rick has just returned from very successful engagements in California, South Carolina, Florida, Washington, DC, and New York and will be giving more business owners new growth ideas in the following cities in 2005-2006:

- ★ Atlanta, GA November 30- December 1
- ★ New York City, NY December 14-17
- ★ Atlanta, GA March 21
- ★ Atlanta, GA March 29-30
- ★ Atlanta, GA May 1 – 3
- ★ Orlando, FL May 10 – 11
- ★ **Plus many more throughout the year!**

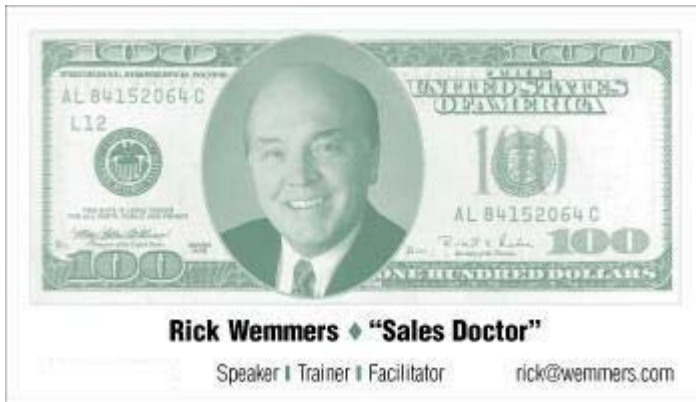


Rick is also available for:

- 🧠 Strategic Planning Sessions & Counsel
- 🧠 Sales Force Assessments & Training
- 🧠 Rapid Business Development Talks
- 🧠 Competitive Intelligence Gathering



*******Send us a personal email within the next 72 hours and receive a FREE sales behavior assessment (a \$75 value). *******



Have a sales or marketing question? Email us for a personal response.

Rick Wemmers
Wemmers Consulting Group
770.565.8727
Fax: 770.565.8724
www.wemmers.com
rick@wemmers.com