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Welcome to "Sales Sagacity"!



Sales and marketing need to *dance* together, but that doesn't mean that they always *dance nicely!*

This month, we'll take a closer look at how to get sales and marketing to *boogie* in rhythm!

Make it a great month!

Ron Visocchi
Managing Partner and Sales Sage

The Sales / Marketing Mambo



Let's face it; all too often, sales and marketing go together like gas and oil. A car needs both, but they just don't blend together!

A few weeks ago, a salesperson sent me a joke about a softball game pitting sales against marketing; *of course, he had it that sales won*. As the joke goes, the next day, marketing posted this on the company bulletin board:

- ❖ **The Marketing Department is pleased to announce that for this softball season, we came in 2nd place, having lost only one game. Sales, however, had a dismal season, as they won only one game.**

Ever been to that game? Sales contends that marketing doesn't get them quality leads. Marketing is frustrated by a lack of feedback on what programs are working. It's really not funny, but *what can you do about it?*

- ❖ **The beat is set from the top!** It always amazes me when senior management engages in departmental *cat fights*. Sure, there are natural contentions, but **top management must develop shared goals that benefit the company** or the *bad dance* begins.
 - ✓ **Keep the right priorities in focus. It's simple:**
 - The customer always comes first.
 - The company wins.
 - Everyone wins.
 - ❖ **Everyone must be in step! Here's what I mean:**
 - ✓ Business **planning** should involve both functions:
 - Jointly profile key targeted market segments.
 - Exchange data on market trends, competition, etc.
 - Agree on pricing, positioning and packaging.
 - ✓ Establish **programs** that respond to corporate goals and objectives as well as customer and market needs.
 - Events, direct marketing, web site, advertising, etc.
 - Promotions, special offers and packages.
 - Compromise on budgetary items to get results.
 - ✓ Spell out **roles, responsibilities, processes and measurements** that support the fulfillment of common goals and objectives.
 - For example, what is a lead? Who first qualifies a lead?
 - What steps happen next; who does what?
 - How will lead fulfillment be measured? By whom?
 - ❖ **Insure on-going communication!**
 - ✓ Review wins and losses together; respond as a team.
 - ✓ Re-enforce and build on what is working well.
 - ✓ Be proactive in identifying and resolving organizational issues.

Keep the priorities straight and the communication open or everyone will begin stepping on each others toes all over again! *Dance nicely!*

Sales Tip of the Month

The longer I am involved with sales and marketing, the more I appreciate how necessary both are in producing lasting sales growth. *Consider this:*

- ✓ **Picture sales and marketing as a pair scissors; which one is more important, the top or bottom blade?**

About The Benjamin Group

The Benjamin Group is a management services company that achieves sales growth for its clients by developing and implementing sound sales strategies and tactics.

The firm's mission is to partner with management to produce immediate and measurable business results through proven disciplines and experience.

The firm was founded because of a strong belief in the need for hands-on consulting that is results-oriented, practical, and consistent with the corporate culture and goals of the client.



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