

6 Simple [#SmallBiz](#) Marketing & Sales Principles Summary

3V Webinar Episode 2, Wed. Feb 17th, 7pm

Host: Michael Lucy, 3V Business Solutions

Guest: Jeff Bajorek, Parabola Consulting

Jeff Bajorek is an award winning sales professional, winning multiple awards in medical supply distribution for orthopedic, spine, and sports medicine surgical procedures. After spending 11 years in the medical industry with both large and mid-market sized organizations, Jeff took the leap of faith (and huge risk) to start his own sales consulting agency. Jeff, and Michael Lucy, both share a passion to empower small and medium sized businesses with knowledge and experience gained in larger organization and corporations.

At the conclusion of the of the event, Jeff and Michael extended an OTO (one time offer) for all participants of the webinar. Below are descriptions of the OTO's.

Jeff, Parabola Consulting: \$200 (20%) off Jeff's 12.5 Principles of Sales Greatness Workshop - Workshop features instructions out of the Little Red Book of Selling course, based on the BEST-SELLING BOOK ON SELLING OF ALL TIME of the same name. The workshop is schedule for April 9th from 8am to 5pm at Meadowbrook Country Club in Northville. [Click here for more info](#) or [register here](#) and use coupon code "hashtag" to redeem your discount.

Michael, 3V Business Solutions, LLC: Free 60 Minutes Digital Marketing and Advertising Consultation - Schedule a free one hour marketing consultation with Michael, share your digital marketing, advertising and sales challenges with Mike and receive a one-page marketing plan. Mike and 3V will tailor a customized marketing plan for your needs, components of our marketing plans include (but are not limited too); 1) Brand Building, 2) Internet and Search Marketing, 3) Social Media Marketing, 4) Email and Newsletter Marketing, 5) Direct Mail, 6) Print Media, 7) Radio, 8) TV and 9) Non-traditional Advertising Opportunities (i.e. Pandora and in-app advertising).



[Click the image above to watch the video in it's entirety.](#)

Michael Lucy of 3V asked Jeff to share his views on the "Marketing and Sales Paradigm". The paradigm that Michael refers to is the demarcation line between marketing and sales and how to best align marketing resources and sales professionals while creating absolute synergy between the two. Jeff describes best practices and standards how to foster a culture of cohesion between "content creation and closing the deal". Together, Jeff and Michael script questions and FAQ's and Jeff will share his invaluable knowledge for the following topics;

1) **How to Create Synergy Between Marketing and Sales?** One of the primary goals of marketing is lead generation, supplying a steady stream of leads (inbound and outbound) for sales professionals. During our discussion, we present a real life case study of marketing professionals and sales professionals collaborating and learning from each other in the field on sales call(s).

*Jeff and Mike address how a "solopreneur" can create synergy between their marketing and sales, even if the solopreneur is independently managing their marketing and sales all by themself. **"Part of being a solopreneur is understanding that you have to have a story that resonates with the people you want to reach. People are buying. If you are focused on selling something rather than try to understand why they are buying."** An interesting part of this discussion focuses on CONTENT, solopreneurs and small business owners need to have sufficient content to tell their story and acquire interest from potential buyers. This activity historically is called*

MARKETING, however in 2016 and beyond the storytelling and content pieces will become increasingly important. Jeff mentions, "You can't sell without creating demand", the marketers create the demand and salesman captures the value in return from the consumer.

2) **Motivating and Incentivizing the Sales Professional:** What circumstances and conditions do sales professionals work best under? What is the best combination of salary, draw and commission to acquire and retain the best sales professionals? Historically, the most obvious incentive for a sales professional is commission. Our conversation will focus on not only compensation incentive but also creating an agile work environment.

Jeff mentions that salespeople are also customers, treat your customers (employees) as you would want them to treat you. Some additional ideas for incentivizing your sales professional;

- *Recognition*
- *Competition*
- *Fringe Benefits - Rewards, Bonuses, Contests*

3) **Ubiquitous Marketing:** How to ensure that small business content is ubiquitous and consistent? Jeff shares his experience with publishing content on multiple mediums and some simple checks and balances to ensure the message is consistent. One simple check for testing your content marketing and digital presence, do a Google search for both your business and yourself. What do you find? Look at not only the first few search listing but also look at some of the entries "below the fold."

Is your message consistent across all the platforms that you use? You want to create a buying atmosphere, people are buying what you have or you would not be in business. The presence of your brand on the internet and social media need to deliver your message and create appeal among consumers.

Mike: Jeff describe to me in one 15 seconds, describe to me your personal your brand?

Jeff: I demystify the sales process for people who are uncomfortable with the way they think about salespeople but understand they understand they need to be salespeople to grow their business.

4) **Small Business CRM:** Jeff and Michael discuss (dare we say debate) the importance of a CRM (Customer Relationship Management Systems) for #SmallBiz. CRM's are incredibly valuable to track, manage and organize a database of prospects, leads, customers and clients. CRM's come in all shapes and sizes, Jeff and Mike discuss options and alternatives for CRM's including;

- No CRM (memorizing everything, NOT GOOD)
- Old fashioned pen and paper
- Spreadsheets
- CRM Software Services: Salesforce, Insightly, Nimble, Microsoft Dynamics

CRM, or Customer Relationship Management, are software system to track, manage, organize and automate marketing and sales tasks. Jeff provides great insight into how and why small businesses with a few clients or projects

may not require a CRM, it would just add time and cost to tasks that are otherwise managed in technology like spreadsheets. There are many options available in terms of CRM, [click here to learn more about free CRM services.](#)

Free CRM Comparison					
Company	Free Contacts	Free Users	Free Storage	Free Support	Upgrade Cost
 Capsule	250	2	10 Mb	—	\$12/user/month
 insightly	2500	2	200 Mb	Email	\$12/user/month
 really simple systems	Unlimited	2	100 Mb	Full Service	\$15/user/month
 FreeCRM	100000	100	—	—	\$24 ⁹⁵ /user/month
 Zoho CRM	Unlimited	10	Unlimited	Full Service	\$12/user/month
 Zurmo	Unlimited	Unlimited	Unlimited	Online	\$32/user/month
 vtiger	Unlimited	Unlimited	Unlimited	Online	\$12/user/month
 Bitrix24	Unlimited	12	5 Gb	—	\$25/user/month for 12 users
 raynet ^{Cloud CRM}	150	2	50 Mb	Full Service	\$19/user/month
 suiteCRM	Unlimited	Unlimited	Unlimited	Online	\$16 ⁴⁰ /user/month
 HubSpot	Unlimited	Unlimited	Unlimited	Full Service	\$10/user/month
 salesbox	Unlimited	2	Unlimited	Full Service	\$19/user/month

A Chart Brought to You By  Capterra

5) **You Can't Do Everything:** How to leverage resources and delegate responsibility? Small business owners are notorious for assuming too much responsibility and micro-managing resources. This is not a criticism, this is a reality, this is the personality trait that makes entrepreneurs good business owners however this same trait makes them not so good at taking orders and working for someone else. Jeff and Mike discuss some hints, tips and FAQ's to help facilitate delegating responsibilities and creating an agile work environment.

“The only true non-renewable resource is time”, Jeff Bajorek. Jeff recommends that we attempt to assign a value to our time. It's a challenge to spend money when you do not have it or when you are not sure if you have the money. Focus on ways to allocate your time to value-add activities that impact your bottom line, if there is an opportunity to purchase a service or a one-time expense that frees up time and is cost-effective then by all means pursue the options that allows you to conserve time.

6) **An Inbound Lead is a Buying Signal:** Michael discusses his views on inbound lead generation and Jeff shares his recommendations how to best manage inbound leads. Social media marketing and social media lead generation is now synonymous with “inbound marketing.” Inbound marketing, however, not only includes social media but also include

organic search marketing (SEO), PPC, networking and even the old school Yellow Pages. Learn how to better identify and manage inbound leads and how to create more engagement with your target audience.

Jeff cites an article where 40% of inbound inquiries go unanswered. Someone calls your business kick the tires, the fact is that they actually took time out of their busy schedule to contact you. That is a buying signal, maybe not an immediate buying signal but a buying a signal. Jeff cites an article where 40% of inbound inquiries go unanswered. Jeff recommends casting a wide enough net in the world to capture and retain customers, and potential customers. Make sure you have enough content to be visible in your space. On social media, a buying signal can be as simple as a "Like", comment or share. It is imperative that you find out WHY they Liked, Commented on or Shared your article.

Glossary

Marketing: Marketing is a widely used term to describe the means of communication between the company and the consumer audience. One of the primary components of marketing is the creation of value to potential consumers with the intention of capturing value back, in return, from the consumer at a later time.

Sales: From a management viewpoint it is thought of as a part of marketing, although the skills required are different. Sales often forms a separate grouping in a corporate structure, employing separate specialist operatives known as salespersons. Selling is considered by many to be a sort of persuading "art". Contrary to popular belief, the methodological approach of selling refers to a systematic process of repetitive and measurable milestones, by which a salesman relates his or her offering of a product or service in return enabling the buyer to achieve their goal in an economic way. While the sales process refers to a systematic process of repetitive and measurable milestones, the definition of the selling is somewhat ambiguous due to the close nature of advertising, promotion, public relations, and direct marketing.

Inbound Lead: Inbound marketing is promoting a company through blogs, podcasts, video, eBooks, enewsletters, whitepapers, SEO, physical products, social media marketing, and other forms of content marketing which serve to attract customers through the different stages of the purchase funnel. In contrast, buying attention, cold-calling, direct paper mail, radio, TV advertisements, sales flyers, spam, telemarketing and traditional advertising are considered "outbound marketing". Inbound marketing refers to marketing activities that bring visitors in, rather than marketers having to go out to get prospects' attention. Inbound marketing earns the attention of customers, makes the company easy to be found, and draws customers to the website by producing interesting content.

Agile Work Environment: Agile management, or agile process management, or simply agile refer to an iterative, incremental method of managing the design and build activities for engineering, information technology, and other business areas that aims to provide new product or service development in a highly flexible and interactive manner.

Ubiquitous Marketing: Having consistent and omnipresent content published on multiple channels (internet, digital, social and print media). Content can be reused and repurposed and shared on multiple mediums.