

# THE REVENUE ACCELERATOR™

Published by The Market Development Group, Inc.



Providing Business Growth Solutions

2nd Quarter 2007

## FROM THE EDITOR

Welcome to the Q2 2007 issue of **THE REVENUE ACCELERATOR™**. This publication was established as a direct result of recommendations from a recent Market Development Group, Inc. (MDG) client satisfaction survey. The purpose of the newsletter is to provide practical revenue and profit generator tools for MDG clients, colleagues and friends. The MDG staff encourages our readers to give feedback on the articles included in this newsletter. We welcome any suggestions of articles or topics you would like to have included in future issues.

*Eric W. Wiedenmann*

President

Market Development Group, Inc.

## MISSION

Our major goal is to provide timely, practical and original solutions for the purpose of increasing sales and profits quickly and cost effectively.

## COMMENTS/FEEDBACK

We encourage your feedback about the content and topics of this newsletter.

Please submit them to **Eric Wiedenmann** at [ericww@pacbell.net](mailto:ericww@pacbell.net) or call (925) 648-0680.

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## Secret to Successful Selling – Watch Your Thoughts

Mike Johnson  
President, Sales Solutions Inc.

I am a lover of quotations. The other day I came across a quote from Frank Outlaw that contained much wisdom for salespeople and those who manage them:

*Watch your thoughts; they become words.*

*Watch your words; they become actions.*

*Watch your actions; they become habits.*

*Watch your habits; they become character.*

*Watch your character; it becomes your destiny.*

**Watch your thoughts; they become words.** Listen to your self talk. Do you tell yourself that you are less than, that you can't do this or that? Do you worry about whether the other person will like you, reject you, think badly of you, etc? Negative self talk takes a toll by putting you at the mercy of external forces. Yes, things beyond your control do happen. **How you react to them is always under your control.**

Make those internal discussions with yourself take on a more positive tone. For example: *“Each sales call gives me the opportunity to learn about the customer’s challenges and how I might be of help”* or **“There is no failure, only feedback that I did not get the results I had hoped for. However, I did get information about how to get closer the next time.”**

**Watch your words; they become actions.** Oliver Wendell Holmes once remarked that: *“Words are the skin of living thought.”* He meant that our words tell others about our thoughts. In sales, words such as “but” (I want to help but I must check with...), “try” (I will try to get back to you today), “just” (as in I just want to...), “if” (If you have the time...), etc. Words and phrases like these transmit **lack of both commitment and trustworthiness** to the other person.

Eliminate words that telegraph uncertainty and weakness. At the very least, remove “but” and “try” from your vocabulary. Substitute “and” for “but”; as in “I want to help **and** I must check with...” Eliminate “try” altogether. Use “will” or “won’t” in its place; as in “I will / won’t get back to you today.” The communication then is clear, direct and strong.

**Watch your actions; they become habits.** “But” and “try” are two of many words we use to get ourselves off the hook. They signal that we are at the mercy of outside sources. We have little or no control. We are just the messenger.

The message becomes a *fait accompli* as we begin to believe

that we ARE at the mercy of outside forces and act accordingly - (“They won’t consider us. We’re too small” or “I can’t just pick up the phone and call the CEO”). The truth is **you always have power** over your behavior.

**Watch your habits; they become character.** If you believe that you are at the mercy of outside forces, you give up power. You begin to feel put upon, taken advantage of. **Pessimism, anger, jealousy and bitterness become your friends.** Relationships with your company, customers, boss, coworkers, friends and family suffer because of it

If you find yourself around the cooler carping about how the management is not supporting you or so and so gets all the best accounts, know that **you are the problem.** You have power to change the situation.

**Watch your character; it becomes your destiny.** Are you willing to take charge of your life or are you content to let others do it for you? Customers want to do business with people they trust and respect. **Successful salespeople ask tough questions, make and keep commitments and expect the customer to do the same.** In doing so, they earn the trust and respect of the customer. Failure to do so will result in miscommunication, game playing, wasted time and low commission checks.

**“Control your destiny or someone else will do it for you.”**  
Jack Welch

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*Mike Johnson is author, speaker and President of Sales Solutions Inc based in California. Mike can be reached at (831) 688-6811 or at [Mike@MJSalesSolutions.com](mailto:Mike@MJSalesSolutions.com)*

# Marketing and Sales: Can This Marriage Be Saved?

Victoria Hayden  
Partner, The Hayden Group

## Who started this rift between marketing and sales any way?

Good marketing folks would never develop a marketing program without input from Sales.

Good sales folks understand that the brand of a product or service is integral to the sale.

Unfortunately, in far too many companies, Marketing ignores Sales and Sales ignores Marketing.

## The “Pizza Strategy”

When I was a VP Account Director with J. Walter Thompson on B-to-B products and services, I would receive initial input from the clients’ marketing folks. Typically, marketing folks would provide copious amounts of information written or articulated in Corporate Speak. Translating the copious Corporate Speak into meaningful, focused information to the Creative folks who had to create the ads was tough. Creative folks want to know—in *customer* language—what does the product do, how do customers use it, and why is the product better. So I developed my “pizza strategy” for obtaining meaningful marketing input.

## Sales is on the Front Lines

Now, whenever I need input to develop a marketing campaign, I invite the sales folks to a pizza lunch in a client conference room. During the “pizza session,” we talk like real folks about real sales calls. What do you really say to customers and prospects? What do they really say to you? Tell me your best success story. Tell me about your most memorable failure. Sales folks, recounting the actual words of customers and prospects, provide the best ideas, insights and headlines for advertising—short of talking to the customer directly.

So given how invaluable Sales can be to developing marketing campaigns, what is the source of the typical disconnect between Marketing and Sales?

## Things sales folks do that drive marketing folks crazy:

- Refuse to use the sales support materials provided by Marketing. If the materials are not helping you, let Marketing know about the problems. If junior marketing folks won’t listen to you, escalate the issue.
- Replace company sales support materials, including PowerPoint presentations, with home-grown materials. You’re kidding yourself if you think your materials look professional.
- Refuse to learn and use technologies implemented to enhance the sales process, such as sales portals and sales automation. If not all sales folks use Salesforce, for example, not all activity is tracked and the reports are invalid.
- Slam the company ad campaign. Sadly, the ad campaign may, in fact, be awful. But undermining your company to a prospect will not only make your company look bad, but *you* will look unprofessional. And you will not get the sale. Because the prospect is thinking, “I wonder what this sales person says about his customers.”
- Avoid talking with Marketing. How will you ever make things better if you don’t talk?

## Things marketing folks do that drive sales folks crazy:

- Create a brand positioning without input from your target market and/or Sales.
- Create sales support materials without input from front-line sales folks. Leaving out input from sales folks results in materials that are too cumbersome to use, and allow for no customization. This includes both online and offline materials.
- Implement sales support technologies without buy-in from Sales.
- Create sales portals without input from Sales. This results in content that is not organized in ways Sales folks really use that kind of information.
- Launch an ad or direct-marketing campaign to the marketplace before launching it with Sales.
- Fail to deliver leads to Sales in a timely manner.
- Avoid talking with Sales. How will you ever make things better if you don’t talk?

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### Money and Accountability

Marketing is always going to think more money should be spent on advertising and other marketing programs. And Sales is always going to think more money should be spent on Sales. Truth is, probably both are right. So budget fights between Marketing and Sales are likely never to be eliminated.

So what about accountability? Most sales folks work on salary plus commission. You make the sale, you get the commission. No sale; no commission. What about Marketing? Marketing departments can control tens and hundreds of millions of dollars. Where is the accountability for spending marketing dollars? Developing marketing plans with measurable goals, and reviewing those plans with Sales is a start. But could greater accountability for marketing expenditures be achieved?

In past marketing positions, I have attempted to enhance accountability within my department and foster greater trust with Sales. I initiated dialog with my Sales peers to attempt to link part of my salary, and the salaries of my directors, to sales goals—but we never got past the discussion stage. If any of you have ideas about creating a stronger link between marketing and sales performance, I would love to hear about it. Email me at [victoria@thehaydengroup.com](mailto:victoria@thehaydengroup.com).

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*Victoria Hayden brings more than two decades of marketing leadership experience to the table. She has worked for a number of Fortune 500 companies in the telecommunications, transportation and health insurance industries. More recently she served as Vice President of Advertising for both Northwest Airlines and later Pacific Bell. She has also run Fortune 500 advertising accounts in Washington, DC, New York and San Francisco at such agencies as Ketchum Advertising and J. Walter Thompson.*

*The Hayden Group, <http://www.thehaydengroup.com>, specializes in brand “facelifts” and marketing launches for companies and products. They help companies strategically define their brand, articulate it for the highest impact, and integrate it into marketing efforts, PR, and Web. The Hayden Group is a seasoned marketing SWAT team with hi-level experience both at blue-chip agencies and as client decision-makers. Because they work holistically, they are both more efficient and more effective. They have a winning track record with both technology and consumer companies.*

# Market Size Validation

**Eric Wiedenmann, President  
Market Development Group Inc.**

Validating or determining an accurate or realistic market size potential for your product or service is critical to the success of any business venture. An accurate or realistic market size and growth determination is required to allocate the money, time and human capital needed to achieve your sales and profit goals.

Market size validation can be achieved through both secondary and primary data gathering goals.

## Sources of Information

Some of the more standard sources of secondary data gathering are business publications, such as:

- *The Wall Street Journal*
- *Fortune Magazine*
- *Business Week*
- *Forbes*

Trade associations such as The National Resource Association and The National Association of Home Builders are very useful. The U.S. Department of Commerce is also a good source. You can also Google keywords and find data online.

Unfortunately, secondary sources of market data may be too "global" or generic and outdated. As a result, secondary data almost always misses the market, which could result in missed market opportunities, wasted resources, cost profits and jobs.

## Primary Data Gathering

Gathering primary data for market size validation is your "stealth weapon" for winning the market wars. Primary data is found by Voice of Customer Surveys, competitive data gathering, and interviews with market channel opinion leaders, etc.

MDG has never met a market it could not quantify or validate. Market size validation is a core competency of MDG.

If you would like to learn more about how primary data can increase your competitive advantage through accurate market size validation, call Eric Wiedenmann at (925) 648-0680.

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*Eric W. Wiedenmann has held executive marketing and business development positions at Masco, Avery Dennison, British Petroleum and CBC Industries. He founded MDG ([www.marketdevelopment.net](http://www.marketdevelopment.net)) in 1998, which is based in Danville, California. MDG clients include Fortune 500 companies, mid-sized and startups nationwide. Mr. Wiedenmann received a B.S. in Economics and Marketing at Ashland University and an MBA from Northwestern University Kellogg Graduate School of Management. He is a lecturer at Ashland University and has published numerous articles. Mr. Wiedenmann has given business development speeches to various CEO and COO advisory groups. He lives in Danville, California with his wife, Anne, and son, William.*

## About Market Development Group

**Market Development Group Inc.** (MDG) is a professional organization specializing in value added, quick turnaround and fast payback of sales, marketing and product management solutions for entrepreneurial, mid-sized and Fortune 500 companies. MDG has over 50 clients nationwide.

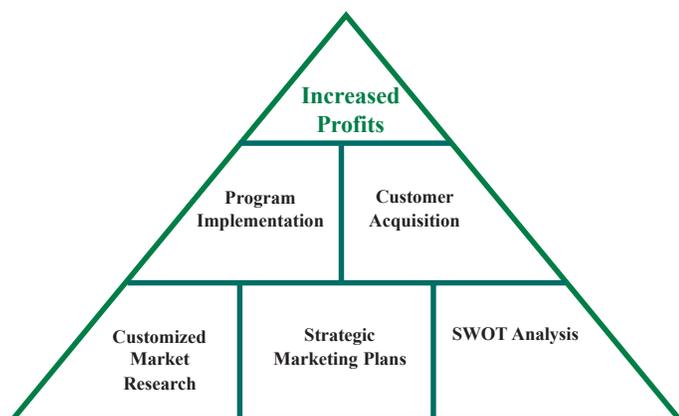
### MDG Provides the Following Benefits to Its Clients

- 1) Revenue/profit growth by finding and developing **new sources of revenue**
- 2) Sales and marketing programs implemented **timely and cost-effectively**
- 3) Gathers and provides critical **market research** to help clients make **better informed strategic decisions**
- 4) Increased **competitive advantage** through “SWOT” (strengths, weaknesses, opportunities, threats) analysis

### MDG Difference/Why You Should Work with MDG

MDG provides a unique blend of customized, practical, objective, timely and cost effective business development, market research/market intelligence and “road maps” to successful program implementation services. MDG’s mission is to deliver a fast R.O.I. to all clients. As an objective independent service provider, MDG is able to craft creative solutions for our clients. **MDG is the originator of “The One Page Sales and Market Development Plan”™**.

### MDG’s Mission Critical Solutions Pyramid



### What Our Clients Say About MDG

*MDG was a significant factor in taking a business unit from six figures to middle seven figures. He has some "quick and dirty" ways of getting a lot of information without spending a lot of money and time.*

Ron Prescott - President, RJP Inc.

*He's dependable, he's thorough, he meets his deliverables, and he keeps you informed.*

John Pendergrass - COO, TRW-Lucas NovaSensor

*Eric is a very focused, cost-effective way to generate marketing information and strategic data.*

Dave Marshburn - Sr. Director, Seagate Technologies

*MDG provided me with a marketing plan that I could use to develop a larger client base. MDG can zero in on what the objective is, reduce some of the minutia you're going through, and put together a marketing program that really works for you.*

Darren Merritt - VP, Boardwalk Investments

*MDG is proactive, has excellent follow-through, and exceeds service expectations.*

Todd Schuelke - Vice President, Eclipse Group, Inc.

*Eric Wiedenmann is clear and to the point, and delivers what he says he will deliver when he says he will deliver it. Some consultants simply reconstitute their clients' information. Eric guides, directs, researches and produces. He has his opinions and doesn't shrink from presenting them in a direct yet respectful way. He cares about his work and is committed to his clients' success.*

David Hingston - CEO, Sketch Team

*Eric's willingness to take the extra step, spend the extra hours and pull the team together was a big ingredient to our current success.*

Albert R. Steele - President, CBC Industries

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