

THE REVENUE ACCELERATOR™

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Providing Business Growth Solutions

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FROM THE EDITOR

Welcome to the second 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. This issue will focus on effective sales messaging, sales turn-arounds and search engine marketing. 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 or call (925) 648-0680.

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TOP 10 PRINCIPLES OF GREAT SALES MESSAGING

by Michael Cannon

Sales Messaging - the stated reasons you give people to buy from your firm - is the foundation on which all your sales and marketing efforts rest. Sadly, most companies lack a definition for their sales messaging, let alone a methodology for developing and deploying it. The results are billions of dollars wasted annually on ineffective marketing collateral and millions of dollars more are lost in lower revenue, higher sales costs and missed bonuses.

"80 to 90 percent of marketing collateral is considered useless by sales," according to the AMA's CMM Forum

Here is your chance to break from the pack and enhance your competitive advantage. Use these top 10 principles to create a definition for great sales messaging that will enable your company to win more orders, increase market share and improve margins.

1. **Specific to One Offering.** Sales messaging is about selling one offering - a complete product or service. If you sell a number of products and services bundled together, then you can think of this as one offering. If the products or services are sold on a standalone basis, then you must have sales messaging for each offering.
2. **Target Each Buyer.** There are a number of buyer types to consider, including the prospect, customer, channel partner, industry analyst and investor. There are also buyer roles like User, Technical and Financial. It's important to identify buyers by offering, by title and by role so that the sales messaging resonates with each buyer's interests and perspective.
3. **Answer Buyer's Primary Buying Questions.** Each buyer has different buying questions. For example: Prospects are asking, "Why should I buy your solution rather than a competitive option?" Customers are asking, "Why should I keep buying from you?" Channel Partners are asking, "Why should I distribute your product or service?" Each buyer's questions are different and thus require tailored answers.
4. **Support the Product and Sales Cycle.** In the early stages of a product life cycle, the most important buyer question to answer is "Why should I change what I currently do and buy a product or service like this?" The question has nothing to do with your company. It's about educating the buyer on why they should make a change. The primary goal is to create a funded buying event.

In the later stages of the product life cycle, when market demand is established, the primary buying question shifts to "Why should I buy your solution rather than a competitive option?" It's about competitive differentiation and educating the buyer on why they should buy your offering. The primary goal is to create an order for your company.

Great sales messaging supports each phase of the sales cycle

Like the product life cycle, the sales cycle has distinct phases. For example, let's say you're selling an early stage product. At the beginning of the sales cycle, the primary buying question to answer is "Why should I meet with you?" Once you have a meeting, the next phase in the sales cycle is answering, "Why should I change what I currently do and buy a product or service like this?" The final phase of the sales cycle is then answering, "Why should I buy your solution rather than a competitive option?" Great sales messaging supports each phase in both the product life cycle and sales cycle.

5. **Determine the Key Differentiation Factors.** There are 5 important differentiation points including Time, Money, Risk, Strategic, and Personal. The more of these differentiation points you appeal to, the more likely you are to attract and create buyers.
6. **Apply the Black and White Factor.** Numerous studies conclude that the brain comprehends best when presented with clear contrast between opposites. Statements like "We are one of the leading..." is not as compelling as "We are the leader in..." Use lots of sharply contrasting adjectives like Only, Fastest, Easiest, Best, etc. to create powerful sales messaging.
7. **Test Against the Me Too Factor.** In order to have truly effective sales messaging, especially for competitive differentiation, no other company should be able to make the same claims that you do. The buyer must perceive that your company is different from all the other competitive options and vendors.
8. **Organize into Three Points.** People remember things best when they are presented in groups of three. The brain works this way, so optimize your sales messaging for maximum effectiveness by incorporating this important principle.
9. **Summarize on One Page.** The answer to each buying question must be simplified to a onepage format for a few of reasons. Your sales reps cannot remember and articulate more than this and your buyers surely will not. In order to be effective, sales messaging must be delivered to the buyer in digestible amounts.

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***Top 10 Principles of Great Sales Messaging
from page 2)***

10. ***Provide Proof Points.*** Most buyers consider your sales messaging to be claims. To add more credibility to your key points, you must provide lots of evidence that your claims are true. The more evidence you have, the more believable your claims. The best way to validate that your claims and evidence are true is to use proof points such as customer testimonials, case studies, etc. The second best proof points include third party organizations like International Organization for Standardization or Gartner Group, etc. The next best proof points are a demonstration or proof of concept.

Great sales messaging gives your company the foundation on which to create more meetings, buying events and orders for each of the products and services that you offer. Since most companies do not know what sales messaging is, and you do, you have a tremendous opportunity right now to gain a competitive advantage. This advantage has been proven to increase sales, reduce costs and improve margins. To learn more about how to develop and deploy great sales messaging go to:

<http://www.silverbulletgroup.com>

About the Author

Michael Cannon is an internationally renowned sales and marketing expert, best selling author and a dynamic speaker. He is CEO of the Silver Bullet Group and creator of the hugely successful Silver Bullet Sales Messaging System. For more information, visit www.silverbulletgroup.com or call 925-930-9436.

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INCREASING SALES IN A DOWN MARKET

by Eric W. Wiedenmann and Steven D. Popell

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Renaissance Executive Forums, Fall 2003}

A satisfied customer, or even one that used to be satisfied, can be your company's most valuable asset. When sales are down, and the economy shows no signs of early recovery, your best sources of new business may well be current and past customers.

This is good news, because when times are tough, finding extra dollars for product development, advertising or PR may be difficult. Getting more business from current customers, or getting old customers back, however, is not expensive. Best of all, the effort is quite straightforward. The following 10-step process can achieve results in a timely and cost-effective manner.

1. Collect at least a three-year history of sales, by customer.
2. Identify customers that are buying less than you could sell to them - by product and/or service, as well as dollar volume.
3. Contact each customer and ask what "share of wallet" (percentage of total purchases) you have in each product and/or service they buy from you.
4. Ascertain whether the customer would be interested in reducing the number of suppliers in one or more products or services they buy from you and from others.
5. Ask specifically what you need to do to increase your share of wallet.
6. Call each significant past customer to learn (perhaps again) why they no longer buy from you and what, if anything, you can do to get their business back. Clearly, this is a more difficult sell than with a current customer. But, since they actually bought in the past, this sell is easier than with most new prospects.
7. Offer extra incentives to the sales force to seek better penetration with current customers, and to get old customers back.
8. Offer price and service incentives to current and past customers.

9. Measure the success of these efforts, and adjust your approach accordingly. Distinct customer groups may require different strategies and tactics.
10. Repeat steps 1 through 9 at least once a year.

This process can produce positive results relatively quickly. One Northern California professional service provider, for example, had experienced significant revenue and profit decline due to the Dot-Com meltdown and overall business spending downturn. This company has about 40 active clients and 10 service deliverables.

A review of the revenue history of each of the 40 clients revealed that a typical client purchased only 2 or 3 of the company's 10 deliverables. The principals undertook a focused 60-day effort to contact all 40 clients to review their relationships, and to determine what else they might be interested in buying. The results were dramatic. Within 90 days, the company was able to gain an additional 15 projects from its established 40 clients. A similar effort directed at former customers is currently underway.

Your customers are rarely asked these kinds of questions. As a result, the majority will be flattered that you took the time to solicit their opinion. Moreover, customers are often reviewing their supplier/vendor base looking for opportunities to consolidate and, as a result, save administration and transaction costs. By taking a proactive approach on this issue, your company will be in a better position to win the consolidation game.

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) 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.

Steven D. Popell, Senior Consultant of Popell, Incorporated (www.popellinc.com) in Los Altos Hills, CA, is a business valuation expert specializing in increasing company value for a profitable exit strategy. He can be reached at (650) 843-0323 or spopell@marketanswers.com.

SMART SEARCH ENGINE MARKETING

By Kevin A. Dean

Search engines are some of the most visited websites on the Internet. Over 60% of searches performed on the web are for local goods and services. Take advantage of search engines to display your website prominently.

Think Like a Searcher

The primary role for search engines is not to market your website. A search engine's challenge is to present the best answers to a searcher's question - posed by a "keyphrase" - or else they will lose their market share. The leaders continually analyze search tendencies and the responses of the searchers themselves. Successful (the searcher stops looking) and unsuccessful searches are studied based on web page content displayed. In order to provide the best natural webpage results, Google characterizes over 100 characteristics of your webpage. Each search engine utilizes their own algorithm designed to provide the "best" search results.

What Are "Spiders"?

Web page data is gathered by "spiders" - complicated software programs - that currently scan over 18 billion web pages. Spiders review common "meta-tags" - titles, keyphrases, and descriptions. They characterize the pages' headers, alternate tags, incoming links, and even the frequency of page updates, and age of the URL. Spiders review only pages they can find, so internal page links are important. Popular sites like CNN.com will get "spidered" several times a day to stay up-to-date on new information. In contrast, the average website is "spidered" every four to six weeks.

Web Page Optimization

By thinking like a searcher and using phrases that your prospects would use to find your services, your content will be more relevant to your readers. By finding out which phrases are actually searched for help guarantee that upon successful listing, your web pages will be displayed in front of likely buyers. By selecting phrases with fewer competing pages make the optimization job more likely to be successful. It takes several months to get new websites listed, but if done properly the investment in time and effort can pay back for a long time.

For example, trying to optimize your web pages for the keyphrase "Mexican travel", there are over 20 Million web pages vying for the top spots! This will take a lot of money and time to achieve, if it is possible at all. Equally focused searchers could find you through optimizing for "affordable Mexican travel services in Fremont Ca". There are "only" 166,000 competing pages for this page, and many searches

performed monthly to drive the desired traffic to your page.

Improve your search engine optimization success:

1. Consider the value of your services to select keyphrases
2. Understand how many contacts you need to create business (conversion rate)
3. Research the number of recent searches for your desired phrases
4. Compare the competing pages for your desired keyphrases
5. Focus on the best phrases to lead to higher listing and relevant traffic

You CAN Get Listed in Minutes!

Many search engines offer an alternate way to get listed in top spots even for highly competitive phrases...by paying to get there! This method is called "Pay Per Click" (PPC). Areas of search engine pages are set aside with advertising which looks very similar to optimized results. The ads are managed in an auction-like process where those advertisers that are willing to pay more can receive higher placement. Advertisers are not charged unless someone clicks the ad.

The advantages of PPC are:

1. Select many keyphrases
2. Manage unique ads with different messages
3. Advertise locally, regionally, nationally or internationally
4. Ad costs can start as low as a few pennies
5. Changes can be made quickly
6. Results can be measured
7. Campaigns can be set up quickly
8. Daily budgets prevent you from draining your budget

Your Message Is Still Important

Driving traffic to your site is half the battle. Improve your return on investment by using proper website techniques. Be sure your content and approach are appropriate for the phrases used to attract the traffic. Use multiple "landing pages" focused on the keyphrases, tone, and calls-to-action you want the visitors to take. Respond quickly to all inquiries, and act professionally with all interactions to ensure your visitors know you are serious in turning visitors into customers.

Kevin A. Dean, President of WSI Internet Consulting headquartered in Fremont, CA, focuses on Internet Marketing solutions for companies seeking to take advantage of the Internet in order to grow their businesses. Mr. Dean received his MBA from Worcester Polytechnic Institute in Worcester, MA and was VP Operations at Sipex Corporation, Milpitas, CA from 1997 until 2002. He can be reached at kdean@WSINetAdvantage.com, www.WSINetAdvantage.com, or by phone at (510) 687-9737.

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.

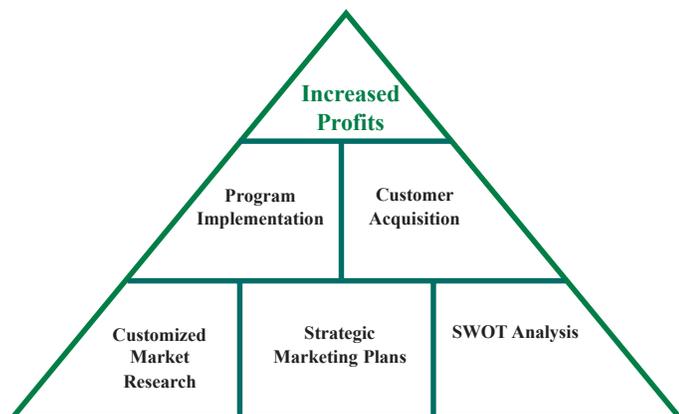
MDG Provides the Following Benefits to Its Clients

- 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

Contact Information

Eric W. Wiedenmann

President

Market Development Group, Inc.

9000 Crow Canyon Rd., Suite S #304

Danville, CA 94506

Ph: 925-648-0680

Fax: 925-648-9282

ericww@pacbell.net

www.marketdevelopment.net