

SALES AND SERVICE Excellence

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Mouse**

**Creating
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**Marketing
Excellence**

Learn Five Lessons

**Pamela Lockard
Consultant**



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How to Wow

Five secrets to marketing.



by Denise Baril

IMpact is everything. With the speed of technology and our lives, we are constantly being bombarded with so many advertising pitches that *nothing stands out*. For many owners and managers, the investment in marketing leaves them feeling their efforts are futile. With a 1 percent return on direct mail advertising, and seeing thousand of dollars of promotional materials in the recycling bins, some managers might choose to stop marketing all together!

Times have changed, and so must your marketing. If you want to regain the edge in business or increase your market share, you need to step out of the box and *build your personal wow factor* to get noticed. Building an effective *wow factor* requires that you get to where you want to go. Once you think about how to wow in your business today, the fireworks will go off.

Here are *five secrets* you can apply to attract the right mix of customers:

Secret 1: Mind . . . set . . . go. Most of us live unaware of the 60,000 thoughts that cycle through our minds. We tend to rely on thoughts generated by our past experiences to plot our future. But if we did not think or experience success in the past, and we're using past memory to build future success, is it any wonder that we never find it? Pay attention to what you think about. If today you decide to harness the power of those 60,000 thoughts, or even 10 percent of them, what could you create? When you change the way you think, the world around you changes.

Secret 2: Believe you are one in a million. Growing up, I was taught to *blend in and go with the flow*. Follow the Simon says rules: sit, stand, line up, don't talk, talk when asked, and do not think originally. Being an independent person, that was tough for me to do. It was against my nature to stand in line and be like everyone else. Thank goodness school is over. Today the value in life and business lies in *sharing your unique voice*: identifying what sets you apart, and high-lighting your unique selling feature—*You*. This is easy to do when you know your purpose, passion, and what you are best at in the world. No one can compete with *incredible you*.

Secret 3: Understand how people buy. In the past 10 years, the rules of the marketing game have changed. No longer can you sell people with a flashy ad and be done. *Marketing who you are and what you do takes new energy today*. Invest in researching your market needs, wants and desires. Business owners waste much hard-earned money by thinking they know what their ideal client wants. They end up spending their dollars *where their clients used to shop and not where they shop today*. Listen to the voice of your target market upfront, and you'll be rewarded.

Secret 4: Stay in touch. It costs eight times more money to attract a new client than to keep an existing one! If you care about money flowing needlessly out of your pocket, take heed. Invest in keeping your message in front of your best clients if you

want better outcomes. When you do this, you will be the first person who comes to mind when they know someone who needs what you have to sell.

Secret 5: Become a servant leader. The fastest way to get people to pay attention to you—even in the most competitive industries—is to become a servant leader. *Give before you receive*. Help people win before they help you. Try opening doors for people, and a new you will rise to the top. Lend a hand to help others achieve their goals unconditionally. Remember it's always about *what's in it for them*—not *what's in it for you*—that matters.

Apply these five marketing secrets and see a shift happen in your world. **SSE**

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ACTION: Apply the five secrets of wow.

MARKETING/LESSONS

Marketing Excellence

Learn five lessons from the masters.



by Pamela Lockard

WE CAN ALL LEARN SOMETHING from experts. Most of my marketing skills grew from advice received from mentors—game changers in marketing.

I created the book *Profiles in Marketing Excellence* to give a fresh look into marketing. After completing the book, I noticed that similar themes emerged from these 25 great marketers. I call them *common threads of excellence*. Here is a summary of those common threads and *five marketing lessons*:

Lesson 1: Marketteering success requires sharing: When you have a positive impact on the lives and careers of others, success follows. The experts interviewed for *Profiles* loved sharing knowledge. Each one carved out many hours from a busy schedule to contribute. In addition, most said their proudest accomplishment centered on seeing their team or a protégée become successful.

Lesson 2: Marketing 101: Don't lose sight of your marketing principles—no matter what the latest trend is in marketing. Many of my interview questions focused on the future of marketing. Regardless of how each marketer saw the future, they always stressed that you can never forget the basic principles and practices of marketing.



Lesson 3: Who you know matters: Build and nurture business relationships throughout your career and you will reap the benefits. Networking and nurturing relationships played a part in most of these marketers' career paths. When I asked marketing pros what was important to their success, they most often responded with, *networking*.

Lesson 4: Creativity spurs marketing greatness: If you need help tapping into the creative side of your brain, try tapping into the arts for inspiration. Much of what we do in life requires using both the left and right sides of the brain. *Marketing is no different*. Many top marketers crave creativity outside the office. The mavens love music and the arts—playing an instrument, singing, dancing or painting fine art.

Lesson 5: Learning never stops: Marketers who prepare themselves for change by continually learning, reading and observing will adapt and thrive. You can never know it all in marketing. You must *change or die*. As new technologies and marketing trends develop, remain open and ready for change.

Marketing is clearly not for the faint of heart, or for people who do not love challenge and continuous learning. It is filled with creative people who love working and communicating with others. Life is more exciting when you know a few great marketers and share with them and learn from them. **SSE**

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ACTION: Apply these five lessons from masters.