

Bridging the Gap

between

Sales & Marketing

Tune out the noise...turn up the sales



Presented by
Patrick Walsh



Today's Goals



- **Insights**
- **Awareness**
- **Ideas**
- **Diminish the noise**



My Journey

Business to Business

Over 420 companies

Over 26 years



Introduce Yourself

What questions did you bring to this workshop?



The Customer's Journey

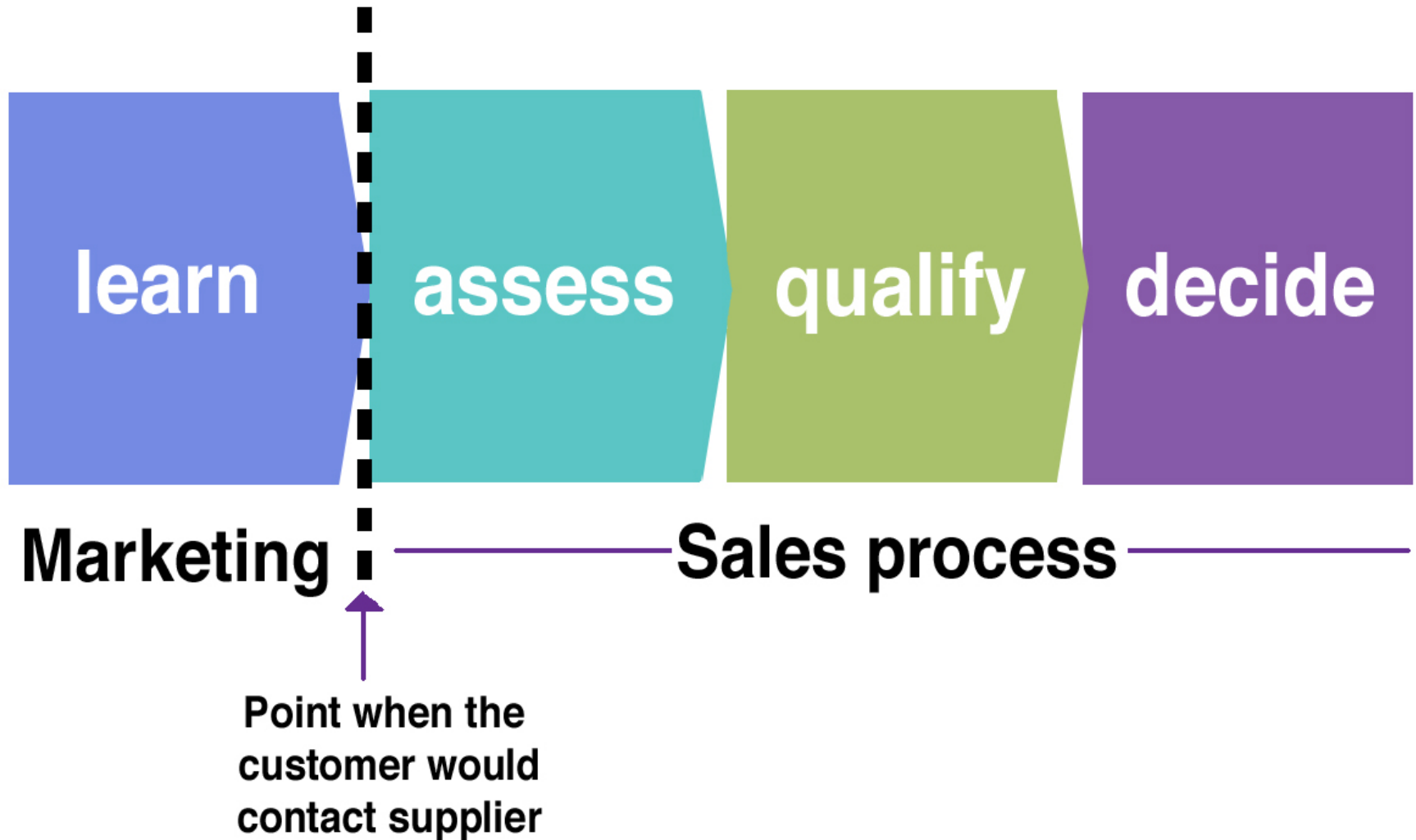


The Customer's Journey



Marketing

The Customer's Journey



A conceptual image showing two men in business attire on opposite sides of a chasm. The man on the left is looking through a telescope, while the man on the right is celebrating with his arm raised. A large blue oval in the center contains the text 'What causes the gap?'.

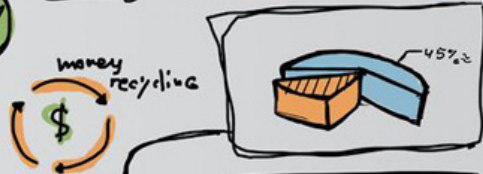
**What causes
the gap?**

CONCEPT

NO FAIL
strategy
PLAN



All recycling 45% is SALE!



15% - ???

HAVE

REALISATION

AND THEN...

TEAM 2x



years

STEAL

Business MARKETING

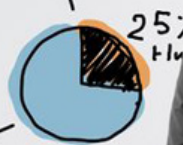
A. B. C.



- A. 640.320.00
- B. 144.000.00
- C. 286.000.00
- D. 255.500.00
- E. 540.000.00

RIGHT NOW DOWN

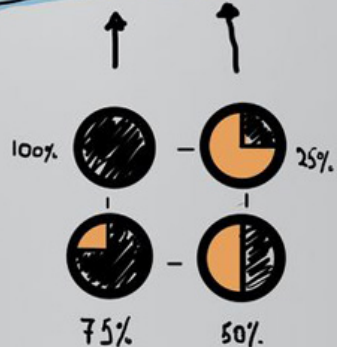
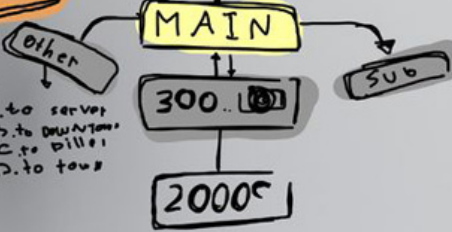
PRODUCT



INTERNET

SUCCESS!

LOADING TV SERVER



- A. ASIA
- B. INDIA
- C. USA

B. INDIA



Idea

Work Plan

Last year This year Next year - Progress

Mastermind Leadership

Vision ① + ② + ③

Sales

Design Manager

General

- Event
- Do job
- Initiative
- Mind

Mobile

Learn

Learn

Result

Quality

Task





56%

**No formal
program to
align sales &
marketing**



56%

**No formal
program to
align sales &
marketing**

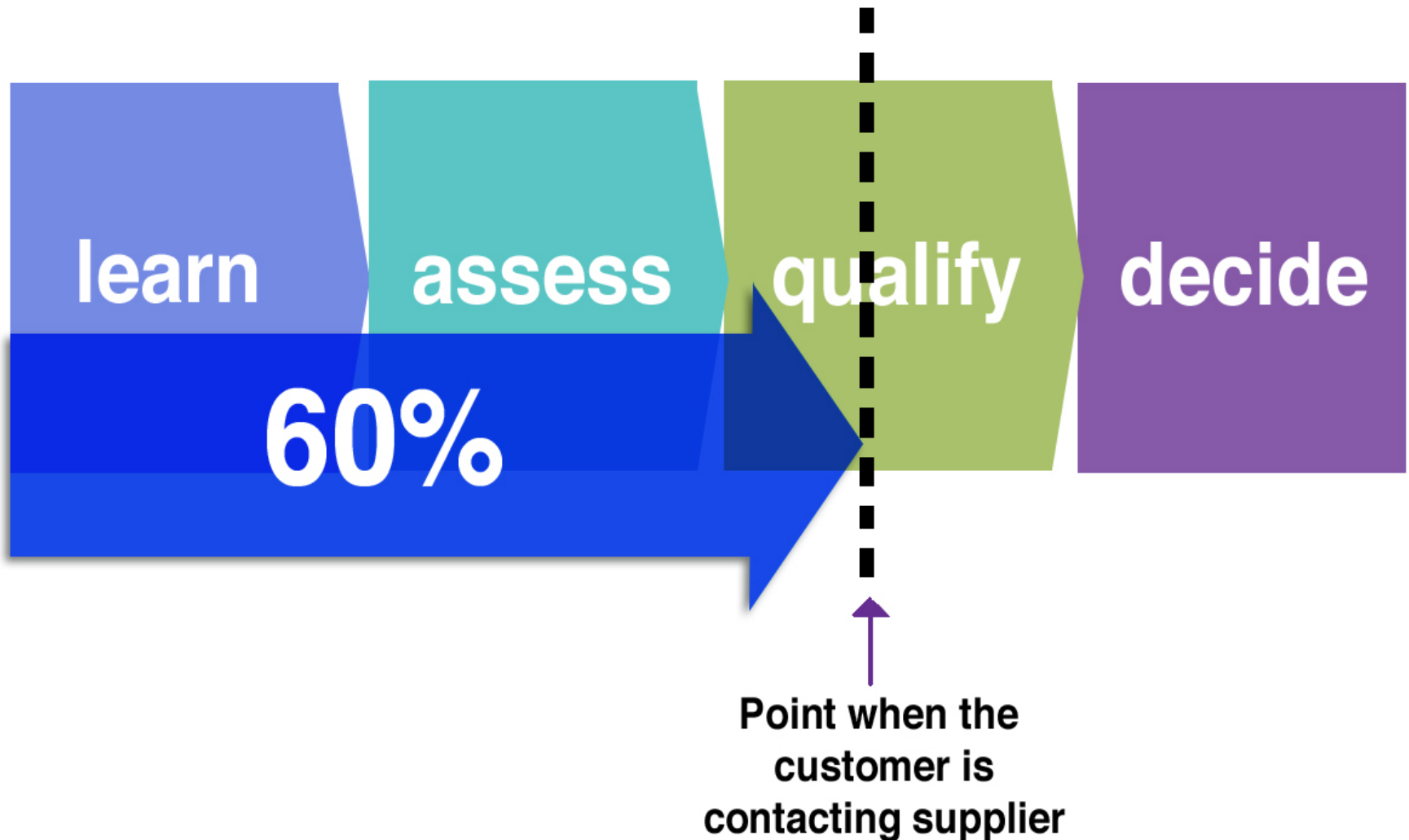
85%

**Sales &
marketing
efforts non-
collaborative**

http://www.



Customer Journey Changed





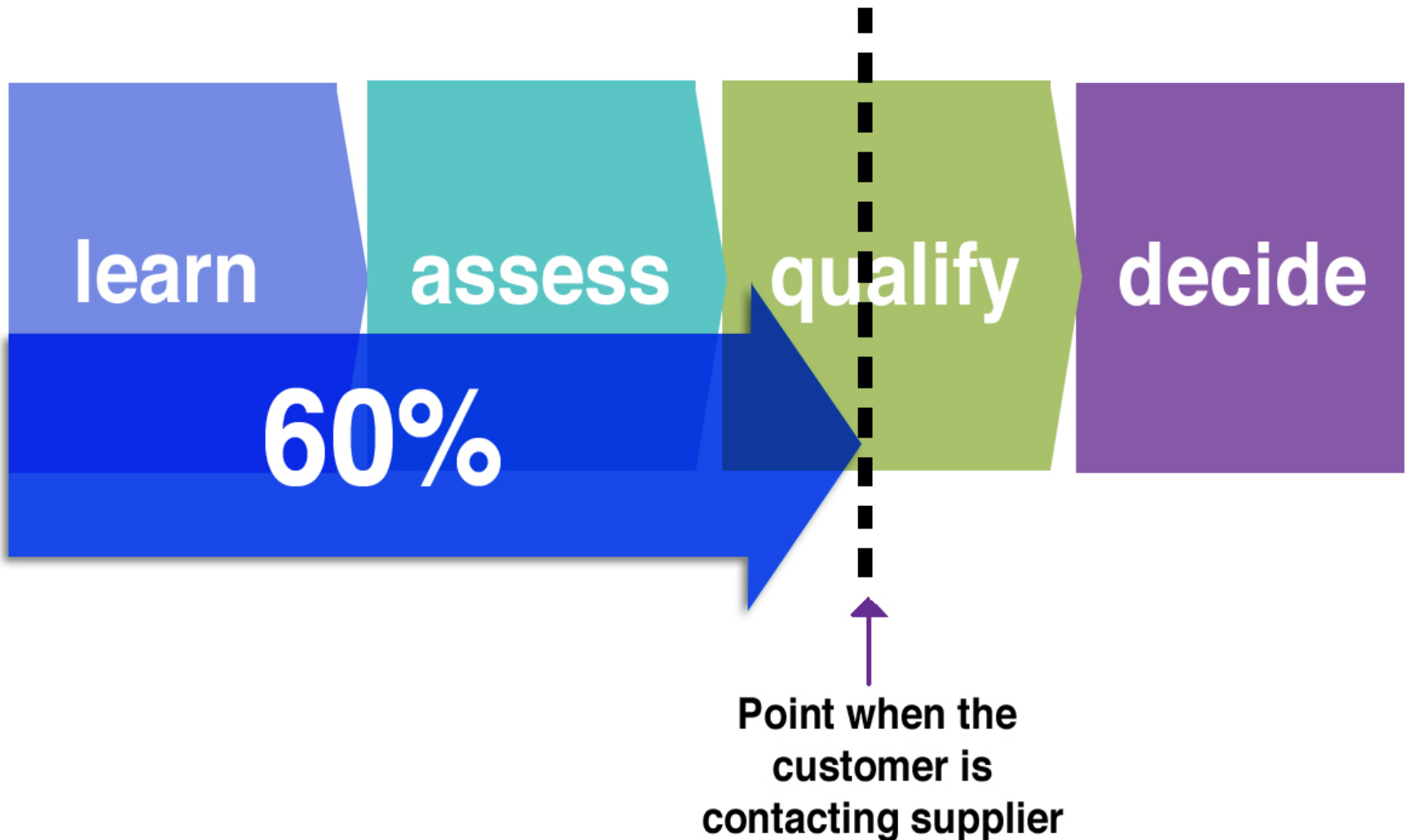
Social Media
Blogs

**Customer
has more
Info available**

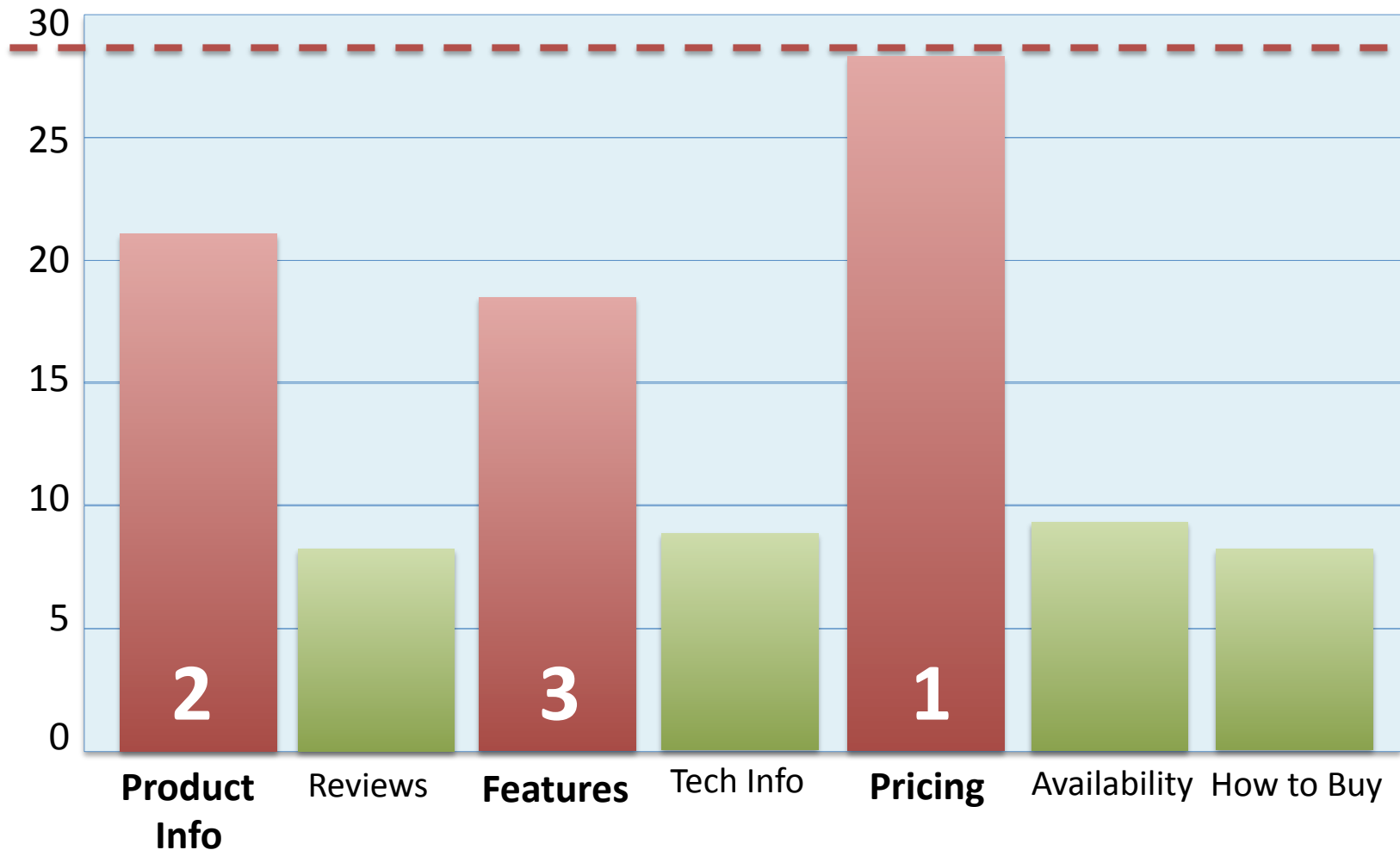


**Internet
broadens
the gap**

On-line Customer Journey



What customer is looking for*:



* MarketingSherpa B2B Buyer's Study



Introducing The Revenue Team

Customer Focused Strategy Quiets the Noise



Current Marketing Materials



Periodic mailings of Postcards

Product Sell Sheets



Your Website



Online Store



Videos



Social Channels



BLOG

Web - Media Page Public Relations



E-Newsletter



Tips for Success

#1 Identify Specific Businesses



#2 Agree on what Makes a good lead





3 Be specific about the People involved

A man with short brown hair, wearing a light-colored suit jacket, a white shirt, and a striped tie, is smiling and looking towards the camera. He is the central focus of the image. In the background, there are two other people, a woman on the left and a man on the right, both of whom are blurred. The background is a dark, solid color.

**#4 Be specific about each
Player's pain**



5 What questions do your customer's ask?

The Answers

Enews

Linkedin

Website (blogs)

Answer Questions for Content

#6 Set Measurements



Sales



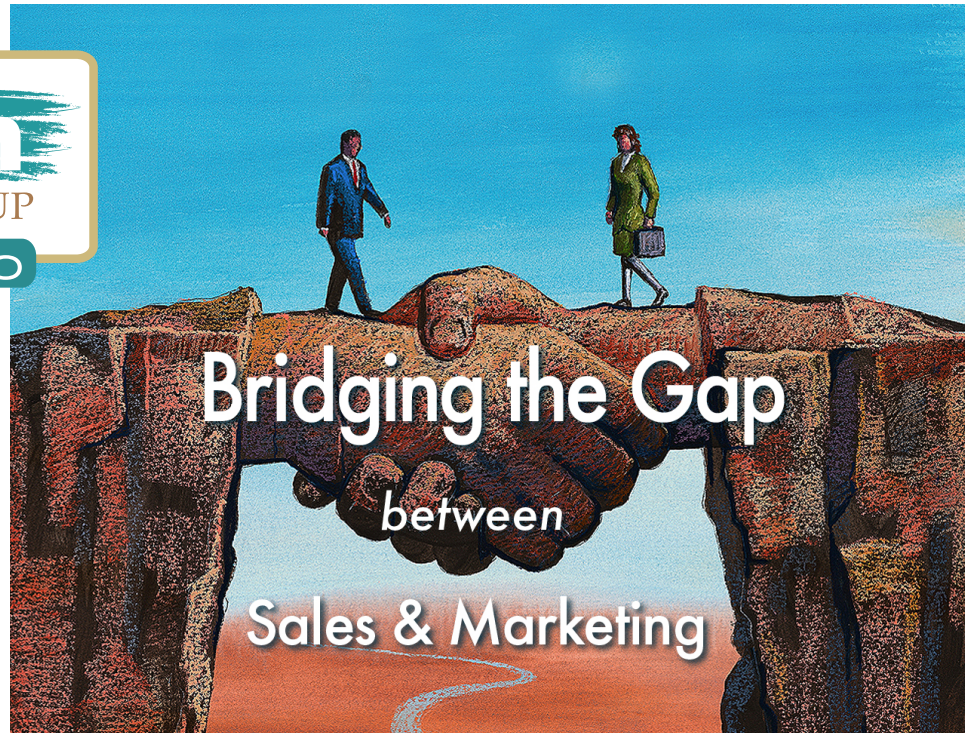
Marketing





QUESTIONS?

Thank You for Attending

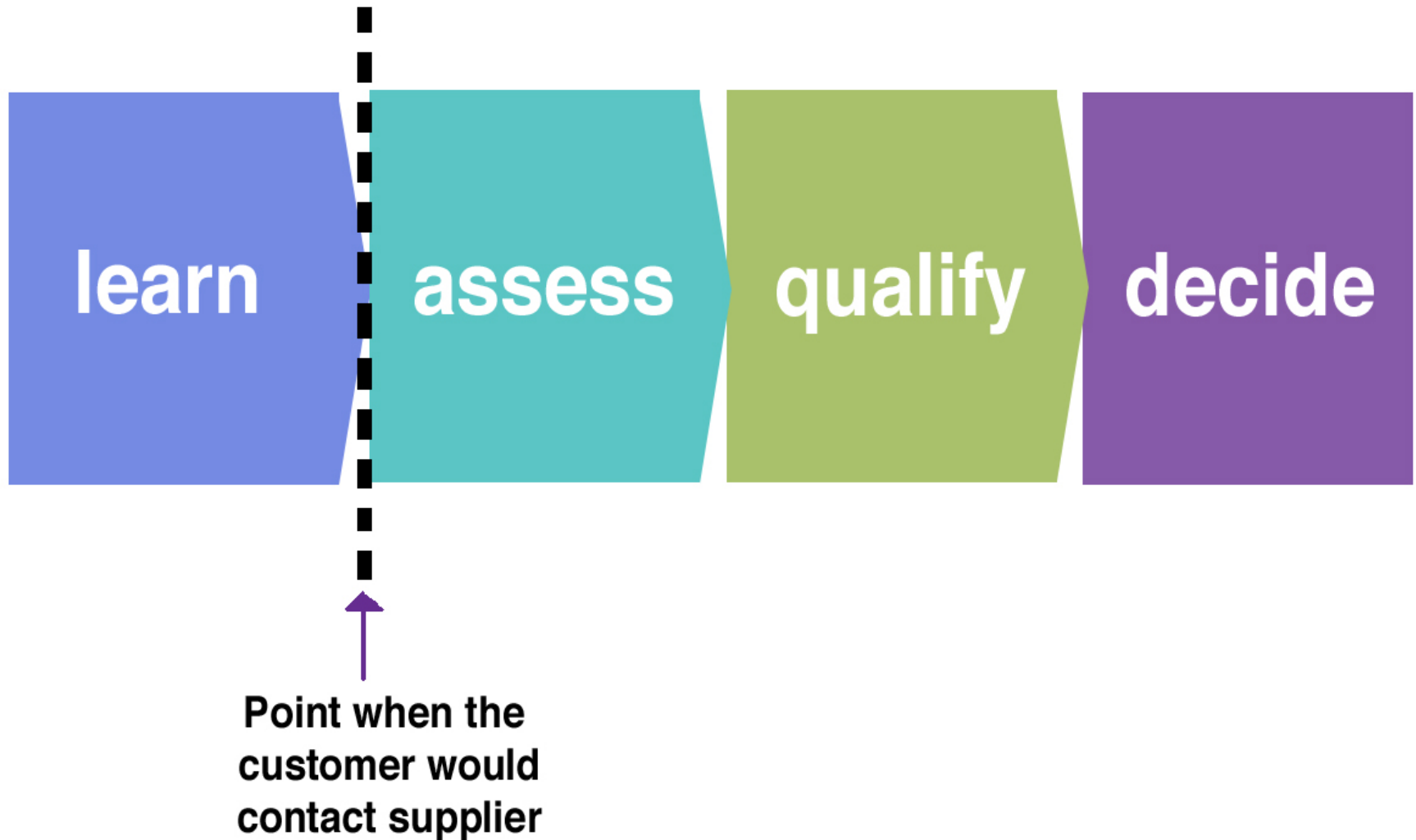


***Bridge the gap between sales & marketing
...create “revenue teams” that succeed!***

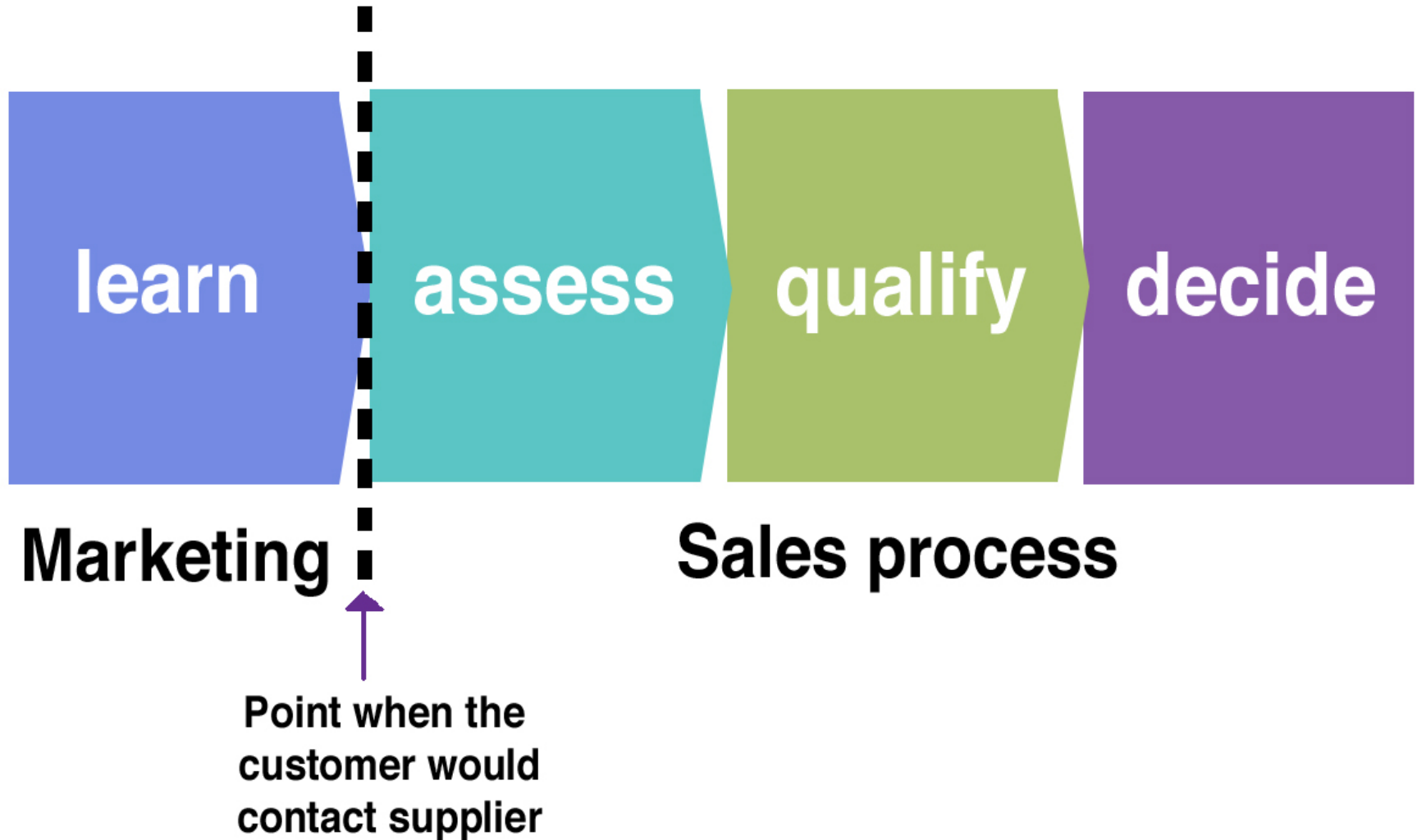
Please refer this workshop and provide us with your feedback.



The Customer's Journey



The Customer's Journey



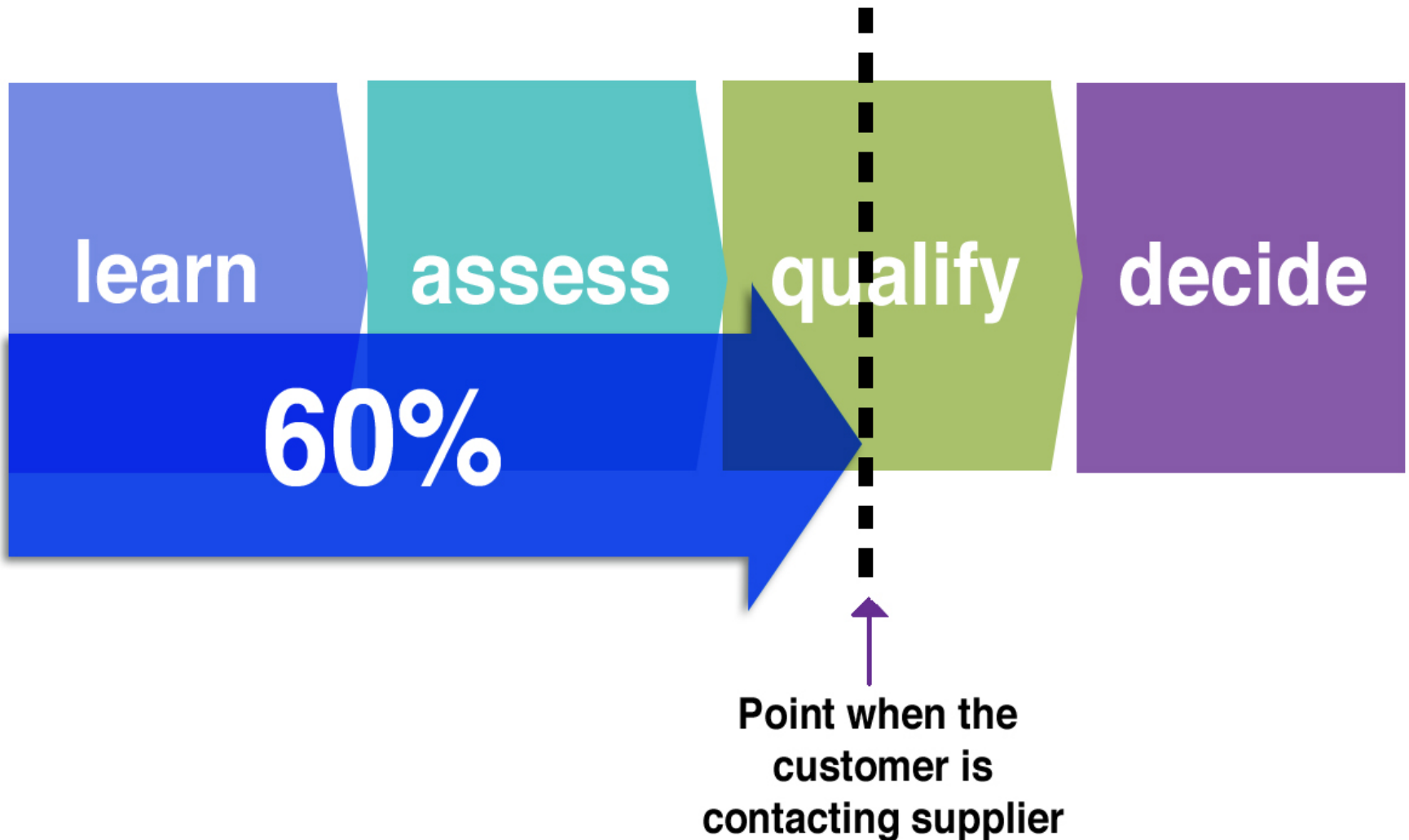


Pat's Pearls

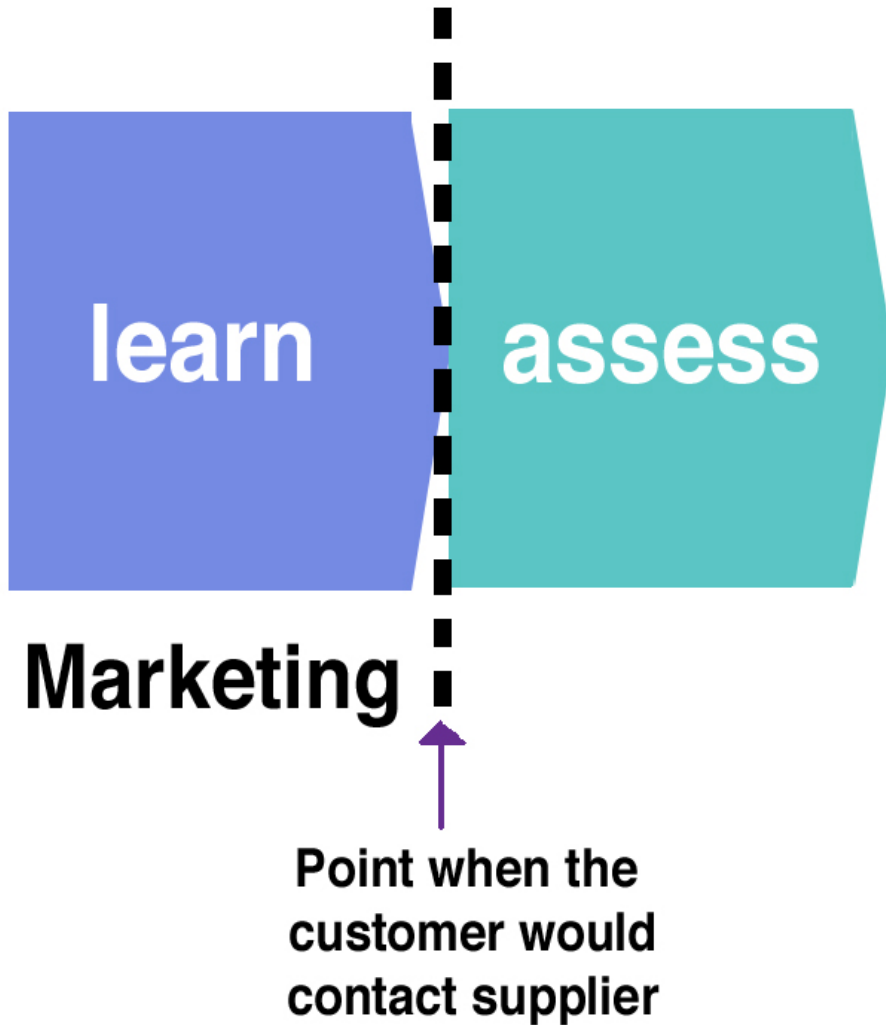




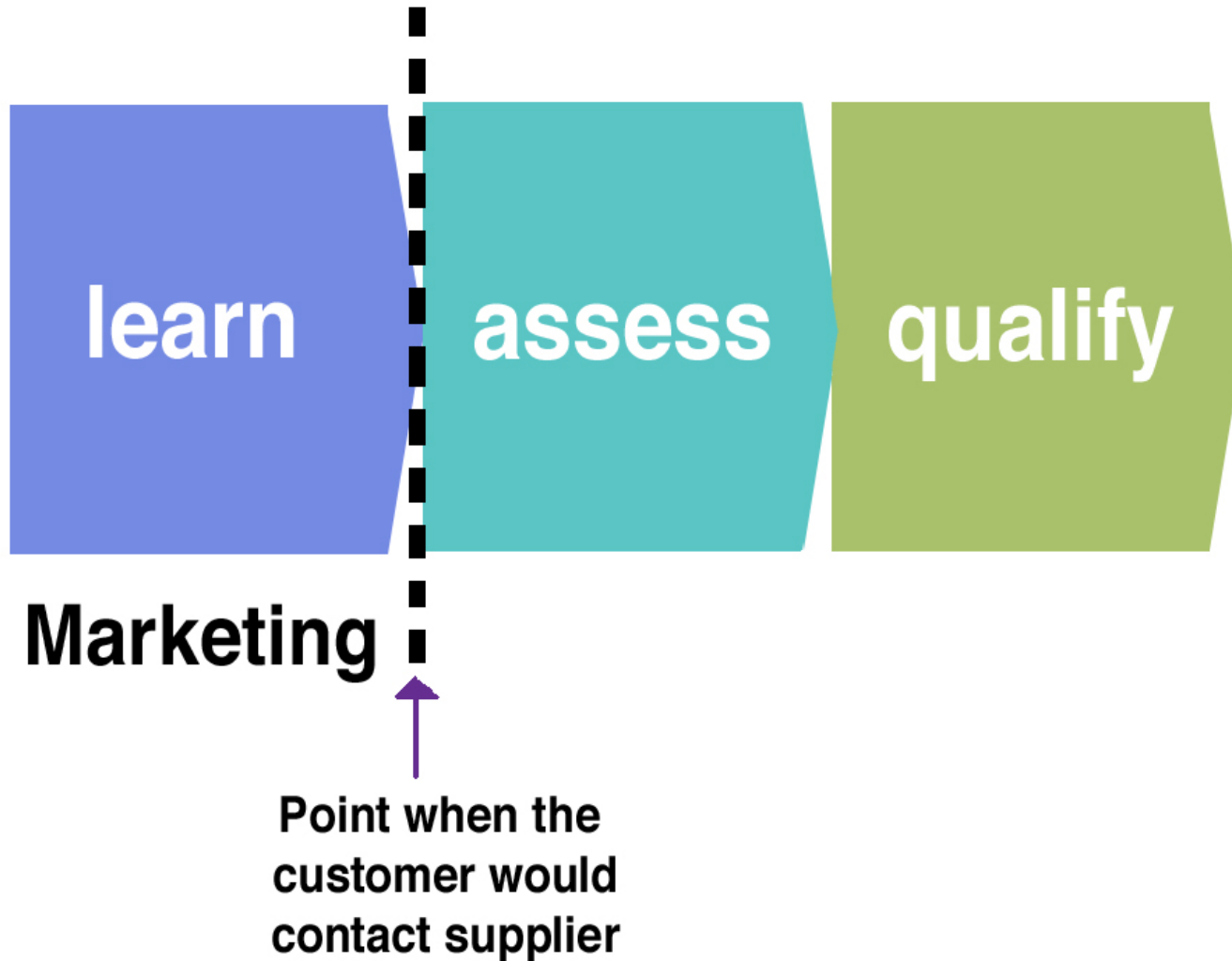
Manage the Process



The Customer's Journey



The Customer's Journey







More of Pat's Pearls





What were your
Take-Aways?

with more
understanding,
we can
meet in the

MIDDLE

and walk the
rest of the way
together.

Vendor 1

Website Brochures
Whitepapers Podcasts
Blogs Facebook Webinars
Email Blasts LinkedIn

Vendor 6

Website Brochures
Whitepapers Podcasts
Blogs Facebook Webinars
Email Blasts LinkedIn

Vendor 2

Website Brochures
Whitepapers Podcasts
Blogs Facebook Webinars
Email Blasts LinkedIn

**Customer's
TIME**

Vendor 5

Website Brochures
Whitepapers Podcasts
Blogs Facebook Webinars
Email Blasts LinkedIn

Vendor 3

Website Brochures
Whitepapers Podcasts
Blogs Facebook Webinars
Email Blasts LinkedIn

Vendor 4

Website Brochures
Whitepapers Podcasts
Blogs Facebook Webinars
Email Blasts LinkedIn

~~Vendor 1~~
Website Brochures
Whitepapers Podcasts
Blogs Facebook Webinars
Email Blasts LinkedIn

Vendor 6
Website Brochures
Whitepapers Podcasts
Blogs Facebook Webinars
Email Blasts LinkedIn

Vendor 2
Website Brochures
Whitepapers Podcasts
Blogs Facebook Webinars
Email Blasts LinkedIn

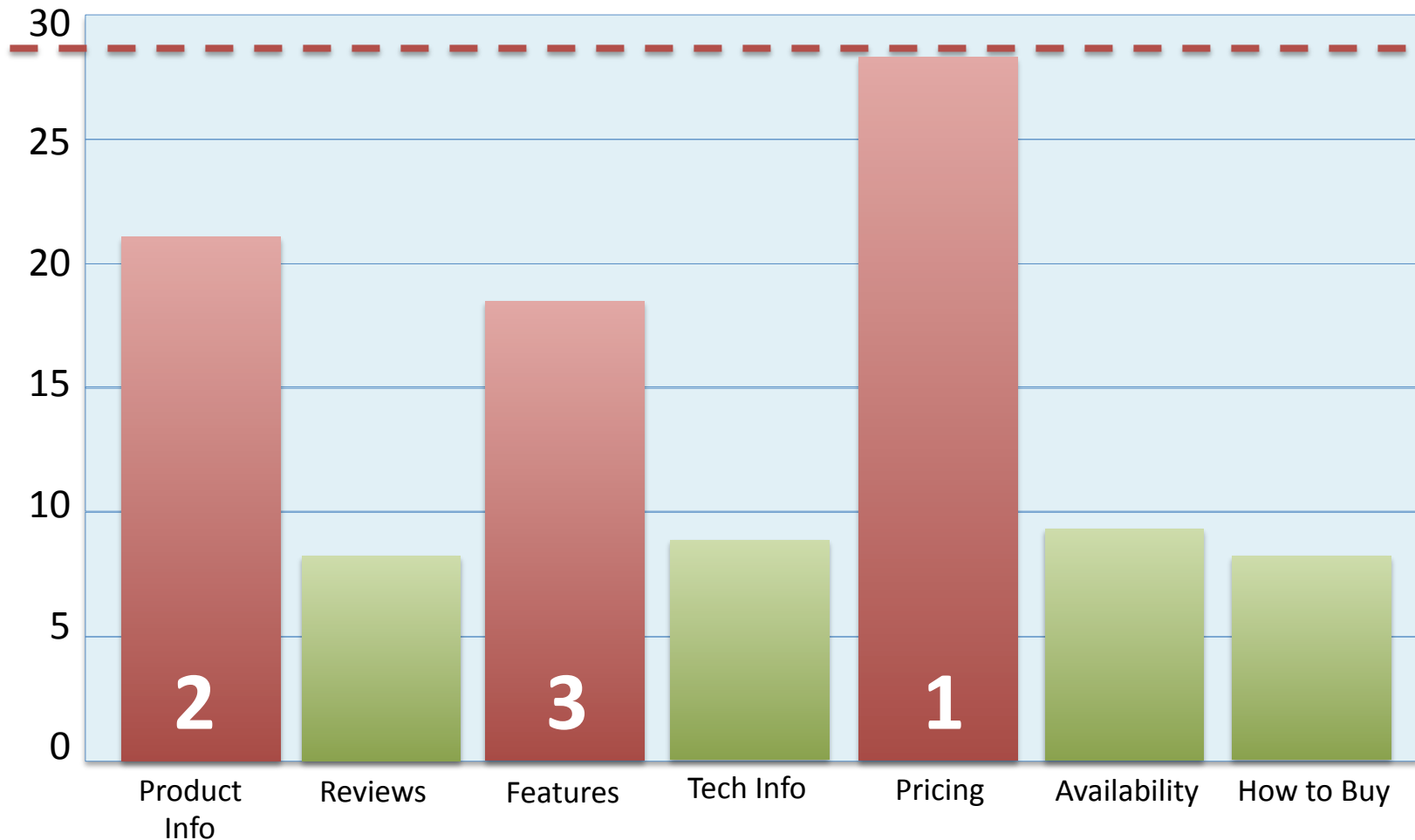
**Customer's
TIME**

~~Vendor 5~~
Website Brochures
Whitepapers Podcasts
Blogs Facebook Webinars
Email Blasts LinkedIn

~~Vendor 3~~
Website Brochures
Whitepapers Podcasts
Blogs Facebook Webinars
Email Blasts LinkedIn

Vendor 4
Website Brochures
Whitepapers Podcasts
Blogs Facebook Webinars
Email Blasts LinkedIn

What customer is looking for*:



* MarketingSherpa B2B Buyer's Study

A close-up photograph of a person's ear, with a hand cupped behind it, symbolizing listening. The background is dark. The text is overlaid on the image.

**In order to truly
LISTEN**

to another opinion

**You need to be
HEARD**

and understood!







My Journey

Business to Business

Over 420 companies

Over 26 years

You What's in it for me?

Your brand positioning

- What you do
- For whom . . .
- Why they buy from you
- How you are better than your competition
(what makes you unique)

- Brand promise
- Traits
- Your story
- Logo
- Tagline
- Imagery/colors