

BUSINESS-TO-BUSINESS MARKETING

QUESTIONS WORTH ANSWERING

**I DON'T KNOW
WHO YOU ARE.**

**I DON'T
KNOW WHAT
YOUR
COMPANY
STANDS
FOR.**

**I DON'T
KNOW YOUR
COMPANY'S
RECORD.**

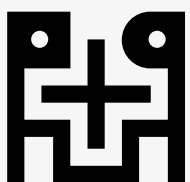
**I DON'T
KNOW YOUR
COMPANY'S
CUSTOMERS.**

**I DON'T
KNOW
YOUR
COMPANY.**

**I DON'T
KNOW YOUR
COMPANY'S
PRODUCTS.**

**I DON'T KNOW
YOUR COMPANY'S
REPUTATION.**

**NOW - WHAT WAS IT YOU
WANTED TO SELL ME?**



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KEY ISSUES IN MARKETING BUSINESS PROPOSITIONS

UNIQUE SELLING PROPOSITION

Specifying USP & creating a compelling offer

- Developing compelling propositions
- Move from the technical to the business case
- Simplify complex problems
- Build trust

PROSPECT TARGETING

Account mapping

- Building accurate & complete databases
- Database maintenance
- Database leverage
- Capturing C-suite attention
- Customer acquisition, churn & life-cycle

CONSULTATIVE SELLING

Securing buy-in & maintaining cooperation

- Relationship management
- Deploy marketing campaigns in relationship based sales environments

COMMUNICATIONS MESSAGING

Message complexity

- Creating message hierarchy
- Developing a campaign story board

BUYING PROCESS

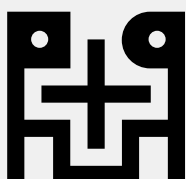
Multiple buyers

- Rational buying process
- Defensive buying process
- Maintaining desperate & competing buyer motivations

SALES CYCLE

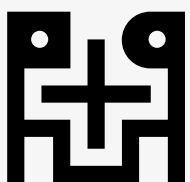
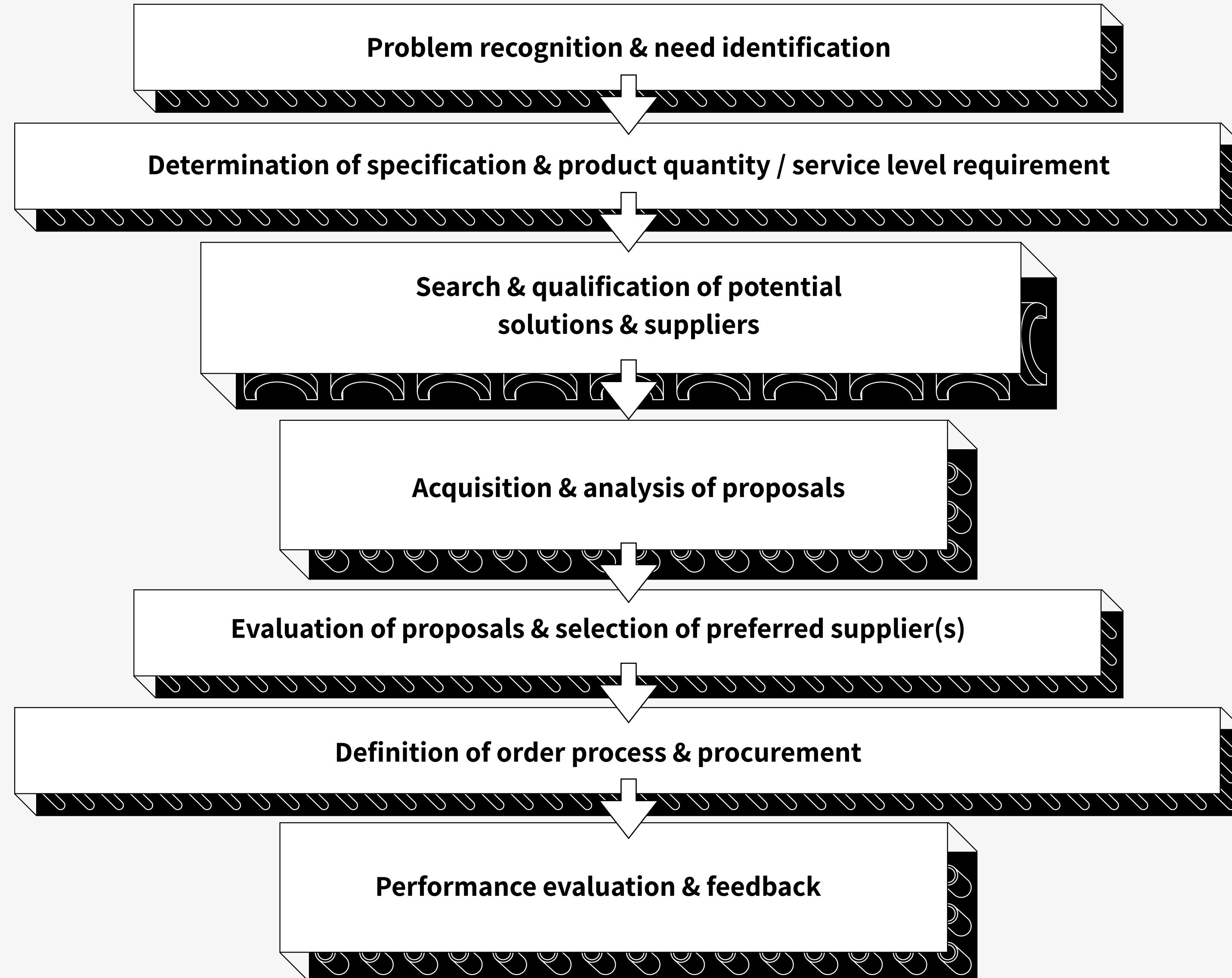
Securing buy-in & maintaining cooperation

- Relationship management
- Deploy marketing campaigns in relationship based sales environments
- The RFP/Q process
- Cost Management, getting on the shopping list



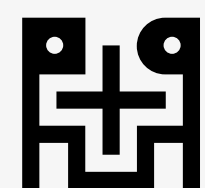
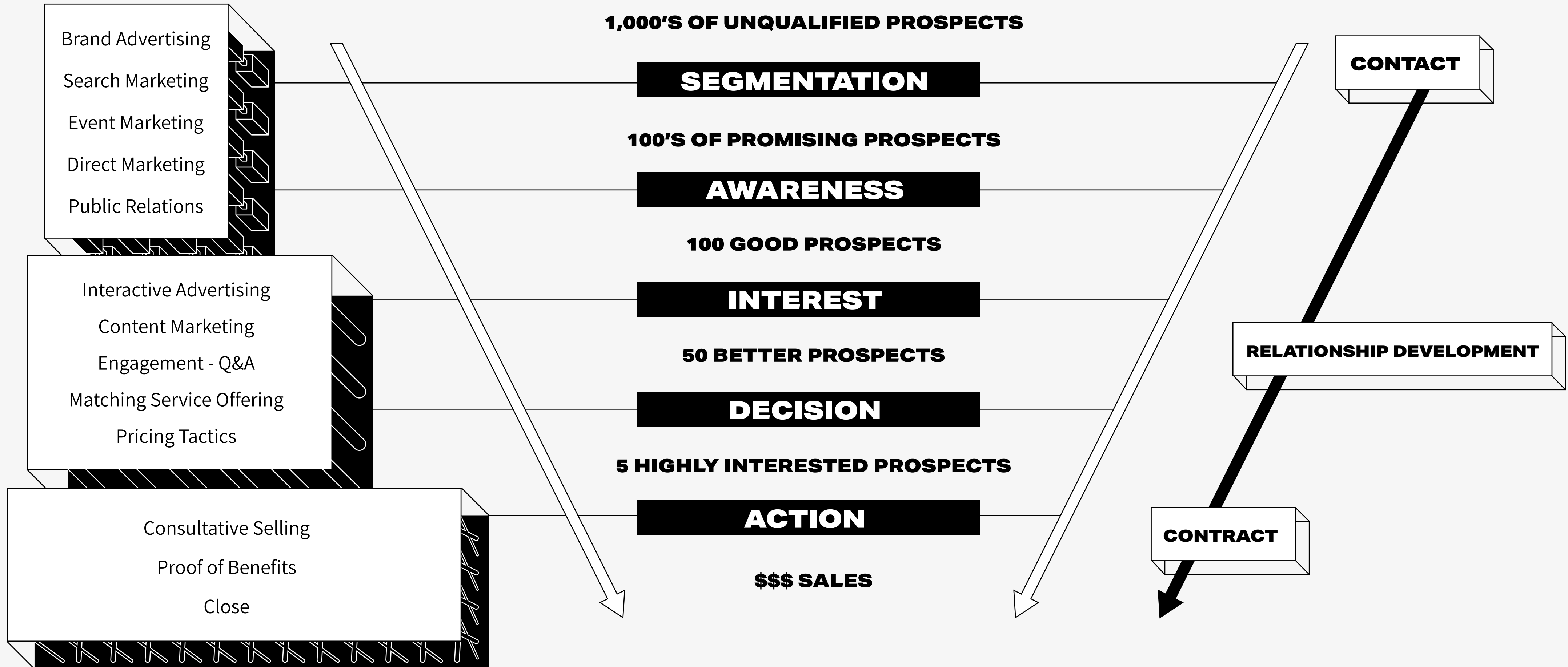
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DECISION MAKING PROCESS



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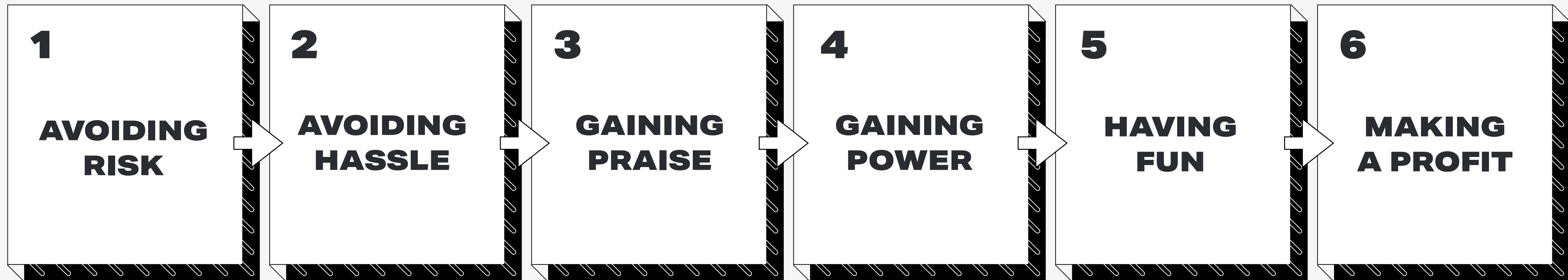
THE FUNNEL APPROACH



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THE HIERARCHY OF BUSINESS NEEDS

If you're selling a product or service to a business--to a non-owner--consider this hierarchy, from primary needs on down:



In most large organisations, nothing happens unless at least one of these needs are met, and in just about every organization big enough and profitable enough to buy from you, the order of needs starts with the first one and works its way down the list.

That means that a sales pitch that begins with how much money the organization will make is unlikely to work. Instead, the amount of profit has to be tied in to one of the other more

primary needs of the person sitting across the table from you (as well as the committee or boss she reports to).

B2B selling is just like regular sales, except the customer (who might not be the person you're meeting with) is spending someone else's money (and wants to please the boss).

