



How to Become a Marketing Machine

Secrets & Strategies for Success

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During the last ten years, we've worked with more than 100 Firms that decided that they wanted to become an Advanced Marketing Firm. Clearly that requires a major commitment and change in strategic direction. The people that have gone down this path have come to realize that if you want to multiply your sales resources 5 to 20 times its current effectiveness, then Marketing is your answer.

However, it does require some real knowledge. First of all, I know that everyone is a good marketer because you are sold to everyday and you all buy lots of things that are promoted to you in a variety of ways. So, because it is so diverse, if you are not careful it is easy to start from the wrong perspective.

You would be amazed at the number of businesses that I have dealt with who have their marketing resources focused on delivering whatever their producers want. Sounds like a good idea on the surface but let me assure you, you will spend lots of energy with minimal results. Sure, you may have a few satisfied producers because you showed you cared and listened to them. But that's not the true formula for success.

To start with, you need a Marketing Blueprint that on one page will show you where all the pieces fit. Armed with that picture in mind, you can begin to make the high level strategic decisions that are at the foundation of all marketing initiatives.

By getting the strategic direction clear in your mind, you are in a much better place to select the right marketing tactics to support the strategies. Most people begin at the bottom and are doing marketing tactics without defining their strategy. This leads to lots of wasted resources and minimal results when compared to what could have been accomplished with the same efforts.

In fact, we will identify ten common marketing mistakes and how to avoid them. My guess is that it will probably send up the red flag to stop some of these activities. We've worked with one agency that had a highly successful sales team that was spending in excess of \$80,000 per year on marketing. When we were finished, they were spending about half that amount and delivering over four times their previous results.

This is why I always make the statement that marketing has the greatest upside potential and least downside risks when implemented correctly.

Once the high level strategies are defined, you need marketing programs that work. This is where we will begin drilling down so that you can appreciate what needs to be done and how to do it.

Everyone wants to run networking events as this appears to be a proven approach to the lay person. Let me assure you that effective networking is not seeing how many business cards you can collect in a given time frame.

Effective “Networkers” know how to use these events to build new relationships. They are expert at the questions that should be used to open up the prospect. They are not there to talk about themselves, but rather to make everyone else a star. They understand the LAW of 250—which says that everyone has a sphere of influence of over 250 people.

So, if you can just tap into and build a few meaningful relationships, it can lead to years of future prospects. By now you have guessed there are right and wrong ways to do things. Our focus is to get you to do the things that really, really produce consistent results.

Many agencies have a marketing director and marketing resources. What is the best way to gain the maximum leverage in your business? I can tell you if I were building an agency or any business today the Marketing Director function would be one of my most important resources if I wanted fast growth.

You need to begin to see marketing in its proper perspective as it relates to the other primary business drivers for growth. We discuss the *Nine Business Drivers* for growth in our training.

As part of this module, I have gained access to a proprietary report that identifies the nine drivers from a general business perspective. Then, I have identified the specifics as it relates to the financial services industry.

All Advanced Marketing Firm clients will benefit specifically as they will begin to see how many of their AMF initiatives line up specifically with what has been recommended by the experts. I believe that you will be pleasantly surprised by the progress that you have already made and the opportunity for continuous improvement.

Lastly, we will review the *Strategy of Preeminence* that will identify what the companies that are the best of the best think, believe and do to delight their clients. Anyone who has ever stayed at a Ritz Carlton has experienced these concepts firsthand. Examples are provided specifically for the financial services business.

In summary, these modules are comprehensive and are designed to get you on the right path to maximize every dollar you spend, call you make, presentation you give, and client interaction you have to produce the highest outcome possible.

When we began true marketing at our pilot agency more than ten years ago, we had a very simple strategy. "Get the fish to jump in our boat". We saw the time coming when prospecting would become even more difficult, that people were getting busier everyday.

Today, "there are the blue whales jumping into our yachts". There are people in the affluent market who are now clients that would only be a dream in our past lives. When they run events, it is the who's who of their marketplace that attends. That is what creating a marketing machine is all about.

Marketing is very simply salesmanship multiplied.