

Organize your message and sell your product faster

Instant Marketing Plan builds more business

MAKE A BIG PLAN

Serious planning that covers all the bases is essential to your business, new product, sales presentation, or marketing efforts.

This outline is part of our *Business Planning Workbook*. We studied the best practices of the best companies and consulting firms to help you analyze your strengths, plan realistic sales goals, reap the most from your efforts, and manage your costs so that you grow your bottom line.

START WITH IDEAS

USE LOTS OF PAPER for notes and impressions. Write out every type of customer, every point, concern, question, slogan, cost--anything that

HOW TO DIGITIZE YOUR PLAN

You probably wanted to do this part with some fancy electronic whiteboard or diagramming software, but nothing works better than paper!

To maintain your plan electronically, draw and write on horizontal flip chart pages. If you have white boards, they really are OK. Paper is just so much more flexible! Once the ideas and concerns are written and sketched, snap an image of each page with a digital camera.

Download the page images and insert them on slides in your Keynote, PowerPoint or other presentation application.

With your original thinking now in an electronic form, you can annotate and link related documents and pictures. Then, share and discuss your plan in person or across the network.

comes to mind when you think about what to do and how to make it work.

Don't evaluate or problem-solve at this phase; just get out all you ideas and concerns. You will organize them as you progress through this planning guide.

SAY WHAT YOU MEAN

Write a statement about your company that includes a description of what you sell and why you believe people will buy your product or service. List the levels of sales and market share you expect to achieve.

FIND YOUR MARKET

What kinds of people are they? What are their jobs? How will they benefit from working with you or using your product? What other products or services do they use that indicate they would also buy yours?

LOCATE YOUR CUSTOMERS

Use your experience and do some research. Look for company profiles and articles in business news, trade journals and Web sites. Investigate industry demographics and get an idea of how to reach your people.

DEFINE YOUR APPROACH

The way you promote this enterprise will define the type of buyers you get, so use your

descriptions of customers and markets to plan your business development strategy. What kind of customers do you want? Bargain hunters? Informed buyers? Impulse buyers?

PLAN FOR PROFITABILITY

Now that you have defined your product and customers, how will you market your product? The answer involves three parts: production, promotion, and sales. You will want to manage production (or purchasing, if you resell a product) so that your inventory is just large enough to fill customer demand without being overstocked. Your promotion should be consistent with your product and image, answering the needs of each market group.

Get to Work Right Now...

Your great business idea needs a strategy to bypass uncertainty and achieve your goal.

Our tested planning package brings you our template, coaching and solid business experience to write an effective business plan or project plan for \$199.

Call 1-800 99 IDEAS or send your email to Service@99IDEAS.net.



We make your ideas work.

Call 1-800 99 IDEAS

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REACH THE RIGHT PEOPLE

How will you locate your market? How will you present your message to prospective customers to get their attention? **GENERAL MEDIA:** Is it efficient to promote over a wide area? **TARGETED MEDIA:** Can you reach your most qualified buyers through a selective medium like direct mail?

MAKE A PERSUASIVE PITCH FOR THEIR BUSINESS

Presentation is important, no matter which media you choose. The way in which you deliver your message will affect sales and profit.

Look back at that statement about your company and list the qualities that you want to reflect in your sales letter, ad, brochure, commercial, etc. Write down the impression you need to convey to attract the customers you want.

USE THE EXPERIENCE OF OTHER PROFESSIONALS

This issue of *99 NEWS* is a compressed version of the strategy we follow to build a marketing plan or promote a new business strategy. The more actions you add to your outline, the greater your head start.

We also present tips for promoting your information technology and human resources initiatives. Learn more about our approach to planning and promotion at www.99IDEAS.net.

CREDITS: Herb Hoffman, our strategy and planning leader edited this special edition.--99

HOW TO ATTRACT MAJOR ACCOUNTS

Use this outline to create or improve your sales plan

- ✦ **Identify prospective clients.**
 - List companies and contact information.
 - List their products and services.
- ✦ **Measure your current relationship.**
 - Selling to them now? How much? Why?
 - Involved in negotiation? Why?
 - On hold for their future planning? Why?
- ✦ **List decision-makers in each target client's organization.**
 - Who makes decisions? How?
 - What kind of decisions do they make?
 - Buying or contract decisions?
 - Recommendations to management?
 - Who influences the decision-makers?
 - Inside the organization? Outside the organization?
- ✦ **List ways you can influence the decision-maker and anyone else who influences buying choices.**
- ✦ **Contact the people you listed. Research their needs and goals.**
 - What do they think their goals are?
 - What do they think they need to accomplish them?
 - What do they actually need?
 - What action do you need them to take?
 - Must actions be taken before your product or service is used?
- ✦ **Outline which products and services you should recommend.**
- ✦ **Develop a strategy.**
 - List actions they must take and decisions they must make into a logical sequence leading to a buying decision. Who? When?
 - Draw a flow-chart.
 - Use the chart to schedule your contacts and decision points.
 - Add activities your firm or your account can complete between contacts.
 - List alternative steps to avoid unexpected blocks.
 - Outline facts about your company and ideas to encourage their decision to buy from you.

Put your strategy to work.

Be the Leader...

When your success depends on people doing things right, call us for inspiring communications to get more of your employees working toward your goal and command attention from your market.



We make your ideas work.

Call 1-800 99 IDEAS www.99IDEAS.net
Post Office Box 30994, Walnut Creek, California 94598