

FIRE YOUR SALES TEAM TODAY

Then Rehire Them as Sales Guides in Your New Revenue Department

MIKE LIEBERMAN & ERIC KEILES

MIKE LIEBERMAN is cofounder and president of Square 2 Marketing, a marketing consultancy firm. He works with companies of all to sizes to think differently about their marketing. He is the author of *Remarkablog*, a highly regarded marketing and sales advice blog . He and Eric Keiles also coauthored *Reality Marketing Revolution*.

ERIC KEILES is cofounder and chief marketing officer of Square 2 Marketing. In addition to being a public speaker and writer, he produces a weekly series *Video Marketing Minutes* and a weekly marketing newsletter which reaches 13,000 business owners and entrepreneurs. He is a graduate of George Washington University and Temple University.

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MAIN IDEA

Back in the good old days, you had a marketing team who created awareness of your product and then a sales team who knew a hundred ways to close the sale and answer every objection. Today, hard selling doesn't work – buyers hold all the power. Buyers can research anything with just a few keystrokes and they want to research online before they buy. In a nutshell, people don't want to be "sold" anymore.

To respond to those new realities, it's time to fundamentally reconfigure how you structure sales and marketing. In particular, it's time to fire your existing sales and marketing teams and then immediately rehire them to be part of a new and powerful team you call the "Revenue Department" where everyone is pulling in the same direction rather than at cross-purposes.

It's also time to move away from weighting 95% of your outbound efforts on sales and instead move towards a mix of 75% marketing and 25% sales. To make this happen, your former sales and marketing personnel need to become "Sales Guides" who focus on guiding prospects to making the right decisions themselves rather than trying to strong-arm them into doing what you want.

"We are challenging you to surround your sales team with powerful, content-rich marketing that drives qualified leads to your company, eliminating the need for old-fashioned telemarketing, cold calling, and the dreaded "hard sell." What you need is a team of "guides" who help clients make the right purchase decision and then simply wrap up the details of the deal. This new Guided Sales Process corresponds with new buyer behavior, and we want to help your company adopt this new method so that you can close more deals. If you commit to the work necessary to change your thinking and your process, you will experience the power of this approach firsthand. To serve the prospect effectively and convert that prospect into a customer, sales and marketing need to be a single, linear process that orchestrates a seamless series of communications directly to the prospect."

– Mike Lieberman & Eric Keiles

1. Buyer behavior has changed forever. Pages 2 - 3

The Internet has permanently changed the way people make purchase decisions. Gone are the days when interruption marketing worked – inundating customers with marketing messages delivered by telephone, print, radio, television and billboards. Even those companies which spend millions on this type of marketing are finding their ROI is declining. Today's customers don't want to be told what to buy but instead prefer to do their own research. Instead of trying to cast your net as widely as possible, the real trick to marketing these days is to bait your hook with the valuable information, resources and strong customer referrals your ideal prospects are hungry for. Guide them to your company rather than trying to force them to pay attention.

2. A new "Guided Sales Process" is needed Pages 4 - 6

Given the changes in buyer's behavior, it's no surprise that people don't want to be sold anything these days. Chances are they have already researched your product or service before they even contact you or step into your store. Therefore, your sales force need to act more like guides and less like salespeople. You need a Guided Sales Process which warms prospective clients and steers them through the sales process. For this to work, replace your fast-talking and hard-charging salespeople with trusted advisers who understand the customer's pains, answer their questions and guide them to the appropriate solution for their specific needs.



3. Establish a Revenue Department. Pages 7 - 8

To adapt your business to the Guided Sales Process, you have to merge your marketing team and your sales team into a single and cohesive entity called the Revenue Department. Get everyone on the same page, using the same approach and following the same methodology and you can and will build a remarkable company. Fix your sales and marketing strategies and you can stop worrying about where your next sale will come from and instead focus on making your company even more remarkable. That's where the real payoff will come.

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