



Sales/Marketing Cookbook



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"Plans fail for lack of counsel, but with many advisers they succeed." Proverbs 15:22 (NIV)

Client Name:

Date:

Tool Purpose: The purpose of this tool is to allow a client to assess a series of potential sales/marketing behaviors they could be doing, while comparing it to all existing behaviors and/or (what has worked / what hasn't worked from the past). In doing so, the company can evaluate what things they should be doing in Phase 1, and beyond to create a sales/marketing behavioral change plan. Recommendations from your coach are below based upon any current information shared.

Preparation Activities: These are things you should first consider doing before you implement any of the potential activities below.

Question #1 – How many people on your team are available to spend additional time for sales/marketing _____

Question #2 – How many hours total (either per week or month on average) will be able to be dedicated _____

1. List all current/historical sales/marketing behaviors to decide what to keep or re-start, and assess what worked/what didn't work from your past:

(YES/NO) – Check box for all willing to do OR enter a 1-10 scale (10 being strong consideration)

2. Read VITO book from Sandler Sales Training to consider 5-Waves Marketing Approach
3. Consultation call with join Sandler Training to consider 8-week Foundations and/or President's Club Programs (Ed Staub – www.getano.com for PA clients) or explore other sales training options
4. Consultation call with Tony @ Centrello (www.centrello.com) for Lead Generation or explore other telemarketing/sales behavior firms
5. Self-research or hire Live With Purpose Coaching (hourly rates) to find and compare industries pay-per-lead sites
6. Select existing employee, consider hiring and/or find intern for marketing setup/canvassing calls

Potential Activities: You need to determine which of these activities (if any) are a greater priority for Phase 1 attack.

<i>Potential Activities</i>	<i>Phase 1</i>	<i>Phase 2 & Beyond</i>
Customer Service Follow-up Calls		
Prospecting Calls (From cold lists)		
Trade Shows		
Networking Groups		
Target Group Speaking Opportunities		
5-Waves Marketing Program (Target Emerging/Experienced Markets)		
DOS/Survey / Client Tool Types – Follow-up Breakfast/Lunches		
Top 20/Farm Club (Quarterly re-load, monthly assessment)		
Organic SEO		
Pay-Per-Click Advertising		
Pay-Per Lead Websites		
Client News Clippings and/or Sending Personal Notes/Gift Touches (per week or monthly as a scheduled behavior)		
Customer Appreciation Event Days		
Print Media Placement		
PR Campaign and/or hire PR helper/firm		
TV/Radio Placement		

Preparation Activities: Below are some recommendations from your coach based upon what is known to date. If this is your first discussion related to these topics, this will be a follow-up discussion at a future coaching session.

<p><i>Recommendation #1 –</i></p> <p><i>Recommendation #2 –</i></p> <p><i>Recommendation #3 –</i></p> <p><i>Recommendation #4 –</i></p> <p><i>Recommendation #5 –</i></p> <p><i>Recommendation #6 –</i></p> <p><i>Recommendation #7 –</i></p> <p><i>Recommendation #8 –</i></p> <p>Recommendation #9 –</p> <p>Recommendation #10 -</p>
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