

# REAL MARKETING

The Skills You Need for  
Business-to-Business  
Marketing Success

What Marketing Managers, Product Managers,  
and Marketing Professionals Need to Know:  
How to Use **Clear Presentation** and  
**Effective Execution** to Boost Sales  
and New Business for Your Company





**Real Marketing: The Skills You Need for Business-to-Business Marketing Success**

© 2007 by The MSABC Company, Inc.  
All rights reserved. Published 2007.  
Published by The Business Marketing Institute, LLC

**Author:** Eric Gagnon (eric@realmarkets.net)

**Notice of Rights**

All rights reserved. No part of this eBook may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage or retrieval system, without the prior written permission of the author. For information, contact The Business Marketing Institute (info@businessmarketinginstitute.com).

**Notice of Liability:**

The information in this eBook is distributed on an "As Is" basis, without warranty. While every precaution has been taken in the preparation of this book, neither the author, The MSABC Company, Inc., or The Business Marketing Institute, LLC shall have any liability to any person or entity with respect to any liability, loss, or damage caused or alleged to be caused directly or indirectly by the instructions contained in this eBook, Web site, or by any of the information described herein.

**This eBook provides a partial overview of training content developed for the Business Marketing Institute (BMI), a training, certification, and professional development company serving the business-to-business marketing field.**

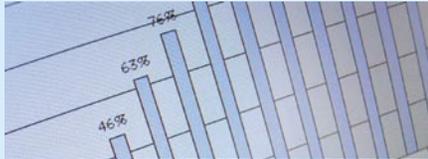
**The BMI's Marketing Skills, Assessment, Skill-Building, and Certification (MSA/B/C) System** provides marketing managers, product managers, ad agency professionals, consultants, and others involved in business-to-business marketing with training for the practical skills needed to effectively plan, develop, and execute business-to-business marketing programs that generate sales response for their companies and clients.

**The BMI's MSA/B/C System is the only training and certification program that focuses on the practical skills of business-to-business marketing execution** necessary to implement marketing programs that generate sales leads and new business in today's highly competitive global markets.

**The MSA/B/C System has been adopted by the Business Marketing Association (BMA),** the largest trade association for B2B marketing professionals, as its approved marketing skills certification program, replacing the BMA's previous CBC certification. According to salary surveys conducted annually since 1980 by the BMA, marketing professionals who hold certification earn, on average, 15% more than those who are not certified.

**For more information on BMI training and certification, click [here](#) to see BMI training content, or click to visit our Web site, [www.businessmarketinginstitute.com](http://www.businessmarketinginstitute.com).**

## Contents (click on any section title below to link to that section)



Background training and knowledge requirements for marketing objectives • Reality in marketing • Creativity and the marketing

### Real Marketing

Getting Marketing Back to Making Sales in Business-to-Business Markets **2**

### Fighting “Black Box Mentality:”

What Marketing Managers Need to Know About Marketing Execution **10**

### Clear Presentation:

What You Say Is More Important Than How You Say It **16**

### Shut Up and Listen:

How to Find Your Product’s Best Sales Benefits **25**

### B2B Marketing Research and Methods:

There are Only Five Ways to Sell Your Product **33**

### The Business Marketing Institute:

Core Training Content Overview for B2B Marketing Professionals **47**

# 1 Real Marketing: Getting Marketing Back to Making Sales in Business-to-Business Markets

**Generating high-quality sales response—sales leads and new business inquiries—is your most important goal as a B2B marketing professional**



If you're a hard-working marketing or product manager involved in running business-to-business marketing programs for your company, this eBook is an overview of the key principles you must know to successfully develop and execute marketing programs that generate **sales response**: Actionable, high-quality sales leads and new business inquiries for your company's sales team. This end result is the goal of every marketing professional working in companies serving business-to-business markets.

The principles and techniques described here are a selected overview of the practical skills of **marketing tradecraft**, covered in the content of the Business Marketing Institute's MSA/B/C System for business-to-business marketing, and adopted by the Business Marketing Association (BMA), the largest trade association for B2B marketing professionals, as the BMA's professional skills training and certification program.

The MSA/B/C System trains and certifies the practical skills you can put to work immediately in your job as a business-to-business marketing professional.

This core training content, developed by the Business Marketing Institute, is based on the principles of **Real Marketing**, defined as:

**Clear and direct presentation of your company's prime sales benefits in every marketing project, with every marketing deliverable, and in all marketing media, backed up with swift, forceful marketing execution.**

(To see an overview of the core content covered by BMI training for marketing professionals, click [here](#) to go to our training content topics, on page 47).

---

## **Real Marketing: Clear Presentation and Effective Marketing Execution**

---

### **Big Changes in the Ways You Reach Your Prospects, and How They're Reaching You**

There are some big changes happening in business-to-business markets, and they're having a big impact on B2B marketing programs. These trends turn the conventional wisdom about marketing, and the marketing professional's role, upside down. Smart marketing managers are getting ahead of these trends, and are using the skills of clear presentation and effective marketing execution described in this eBook to maximize the power and efficiency of their marketing programs.

---

### **The Internet: "Marketing Push" is Now "Demand Pull"**

The first major shift in B2B marketing is the rise of Internet search, which has changed the potential prospects in your market from passive trade publication page-flippers into active Internet searchers.

Gone are the days of running splashy full-page ads in trade publications and waiting for the leads to roll in. Today, fewer and fewer prospects in your market read trade and industrial publications, and instead use Internet search to locate, research, and select the products and services they need.

---

**Net Users—  
your potential  
prospects—now  
research products of  
interest, and make  
their own decisions  
on the products  
they think deserve a  
closer look.**

**You will never know  
whether or not they  
found or selected  
your product.**

**Old-school “marketing push,” using big, splashy ad buys, mass mailings, and other saturation marketing techniques to buy awareness, is a sure way to failure** in today’s new world, where “demand pull” now gives prospects in your market the power to research your product, and your competitors’ products, by entering a few keywords. Potential buyers in your market have the power to access huge amounts of product information and then make highly informed decisions on the products they think deserve a closer look.

According to a joint survey conducted by Google and ThomasNet, 85% of industrial buyers access prospective suppliers’ Web sites, and 83% use search sites to research products before they buy.

**“Demand pull” means your business-to-business prospects are now deeply and irreversibly hooked on using the Internet to search for and access** product descriptions and technical specifications on products like yours, doing their own keyword searches on Google and other search sites.

Most important, they’re often doing this *before* they see your ad, or get a mailing piece from your company.

According to Josh Stailey of The Pursuit Group, a sales consulting firm, “the Web is turning the business-to-business selling process upside down: Buyers find and short-list suppliers based on their Web presence even before making contact. *The decision has been made before you are even aware . . . and you’ll never know that you failed to make the cut.*”

The stripped-down content of FAQ (Frequently Asked Question) files, accessible for most products on company Web sites, has conditioned your prospects to getting *just the information they want* on your product, without the

---

**Your potential prospects want the essential facts they need to know about your product, *not* marketing hype**

meaningless marketing buzzwords and other useless hype that's associated with the marketing many companies are still putting out.

Demand pull also means your prospect demands the information that answers the questions they're most likely to ask on your product.

This is the first principle of Real Marketing, **clear presentation**:

**Clear, simple, direct language to communicate the known sales benefits of your company's products in all marketing deliverables—advertising, direct mail, the Internet, or any other marketing tool—and using bold presentation and layout techniques to make the sales message as obvious as possible to the largest number of readers and viewers in your market.**

In any market, the new realities of *demand pull* make the likelihood that any interested prospect can readily find your product, and the critical first impression you make with your marketing presentation to this prospect, mean the difference between your company getting the lead, or losing it to someone else.

Clear presentation is the first essential element required to win in today's *demand pull* marketing environment

---

## **When Marketing Programs Crash: The Sales/Marketing Disconnect**

Another major trend in business-to-business marketing happens wherever marketers lose sight of the fact that their job is to serve and support their company's sales efforts. This "sales/marketing disconnect" is happening at companies everywhere these days, as senior company executives and sales

---

**Lack of “marketing measurement” often masks the real problem: Marketing programs that don’t generate sales leads**

professionals are waking up to the fact that their expensive marketing programs don’t seem to be generating tangible *sales leads* and new business for their sales teams.

“Sales/marketing disconnects” occur whenever marketing managers run soft marketing programs that boost the company’s “branding,” instead of executing marketing programs that give potential prospects the compelling benefits and information, and the “call-to-action” that motivates them to contact the company, to give the company’s sales team what they need to do their job: Sales leads and new business inquiries.

Companies with a sales/marketing disconnect are also plagued by other common problems: Lack of effective marketing execution, and lack of measurability in their marketing programs. Since it is almost impossible to measure ROI or sales response from soft, awareness-building ads and other marketing activities from “disconnected” marketing programs, marketers can’t justify the money they’re spending on ads, mailings, or other marketing projects, *because they can’t even measure them.*

**The fact is that companies who say they have a “marketing measurement” problem really mean to say that their ads, mailings, and other marketing projects aren’t generating sales leads.** If they were, then measurement would be as easy as tracking and counting sales leads from each ad, mailing, trade show, or other marketing activity. And if their ads and mailings were generating enough sales leads, then they wouldn’t have a sales/marketing disconnect problem, either.

## What Do You Want?

**“ Let’s say you have \$1,000,000 tied up in your little company and suddenly, for reasons unknown to you, your advertising isn’t working and your sales are going down. And everything depends on it. Your future depends on it, your family’s future depends on it, other people’s families depend on it. And you walk in this office and talk to me, and you sit in that chair. Now, what do you want out of me? Fine writing? Do you want masterpieces? Do you want glowing things that can be framed by copywriters?**

**Or do you want to see the g\*d-damned sales curve stop moving down and start moving up. What do you want? ”**

— Rosser Reeves  
Chairman, Ted Bates & Co. (1940-1966)  
Author, *Reality in Advertising* (1961)

## Smart B2B Marketing Pros Know Two Important Things

Smart marketing professionals who run successful marketing programs that generate sales leads, inquiries, and new business opportunities for their companies never experience “sales/marketing disconnects,” they measure and track every marketing program, and they’re always ready to take on every new opportunity to market and sell their companies’ products.

They do this because they know two important things:

**First, they know that marketing’s job is to serve sales,** first, by running ads, mailings, and other critical marketing projects that generate sales response—sales leads and inquiries—for follow-up by the company’s sales team, and

---

**To be an effective B2B marketing professional, you must master the skills of marketing execution**

**Second, they get out ahead of the company's sales team,** to scope out and develop new markets and strategic business opportunities for their company

Clear presentation and effective execution closes the sales/marketing disconnect, first by *eliminating all doubt* that an ad, mailing, or any other marketing deliverable could have more effectively presented and sold the company's product, and effective marketing execution makes sure that critical marketing projects are done and arrive when they're needed to generate sales response.

---

## **Marketing Execution: You Can't Outsource Competence**

The other element of Real Marketing, **effective marketing execution**, means that marketing projects arrive on time to meet the selling opportunity: Ads are developed with enough time to insure a high-quality final product and arrive before publication deadlines, direct mail projects are produced and dropped when needed, and trade show projects are executed in time for the show date.

**As a marketing professional, you need to know how to execute marketing projects, by knowing the step-by-step process of execution for every marketing project, even if you're not the one directly responsible for its execution.** Knowing how to execute helps you manage every project from an informed basis, and inspires confidence in you by those you're working with who do the work.

**As we describe in the next section, treating the process of marketing execution as a "black box"**—a disconnected, arm's length process left to

---

**No one else in your company should care more about marketing than you**

others—decreases confidence in you by the other members of your marketing team.

**Because no one else in your company should care more about marketing than you**, the marketing professional, when others on your team *know that you don't know how* to execute, these effects raise the potential for gross errors and delays that slow down the timely execution of critical marketing programs.

## 2 Fighting “Black Box Mentality:” What Marketing Managers Need to Know About Marketing Execution



In watching news coverage of the government authorities who failed to respond before, during, and after Hurricane Katrina, many of us remember how those in charge treated the hands-on process of getting food and supplies into, and getting people out of, the area, as a “black box”—that is, a hands-off process delegated to functionaries and underlings, apparently out of the view, knowledge, and control of the people supposedly in charge.

For example, the Feds, isolated from reality in their comfortable offices 1,300 miles from New Orleans, expected the initial disaster response would be handled by the “black box” called “local and state officials,” and—when overwhelmed by the event—befuddled state and local officials blamed the “black box” of the “federal government” for not getting involved more quickly.

Meanwhile, important logistical steps weren’t being taken, because, to be frank, *those in charge didn’t know what they were doing.*

Because of this “Black Box Mentality,” and subsequent buck-passing, people who could have been saved, or moved out of harm’s way—weren’t.

Does your company’s marketing effort suffer from “Black Box Mentality?”

Do you, or others on your marketing team, treat the process of day-to-day execution of the critical steps in your company’s marketing projects as if they’ve been planned and built within a “black box,” delegated to and controlled by

someone else, and left unobserved until the final deliverable—ad, mailing, Web site, or other marketing project—pops out of this black box and into your marketing plan?

If so, you're leaving your marketing program wide open to the most common cause of failure: Poor execution.

---

**Timely, effective marketing execution helps your marketing program meet every opportunity to sell your company's product**

---

## **Execution is the Most Important Aspect of Marketing**

Black box mentality ignores the most important aspect of marketing:

### **EXECUTION**

Execution means your direct, daily, hands-on involvement in the basic steps of getting marketing projects done: Mailings to prospects, new advertising programs, next month's trade show, or next quarter's new Web site launch—the dozens of individual marketing projects that comprise your marketing program.

**It's a fact that marketing programs rise or fall based on how well they're executed, and if they're executed on time.** Poor execution is the most common cause of failed marketing programs: Slipshod, late, or incomplete marketing projects, like missed placement deadlines for ads, or mailings that arrive too late to take advantage of a critical selling opportunity, or some other project that doesn't get there on time, or—almost as bad—gets there with too much wheel-spinning, are the primary causes of failed, underperforming, dysfunctional B2B marketing programs.

**Most of all, poor execution leads to missed selling opportunities,** which puts the marketing manager responsible for poor performance on the bad side of their company's sales team. In a B2B marketing and sales environment,

---

**Tradecraft:**

**Your knowledge of the critical steps of marketing execution builds respect for the process, and more effective marketing programs**

where every marketing decision must be defended and justified by its contribution to sales, that's a bad spot for any marketing manager to be.

And this Black Box Mentality—treating the execution of these critical projects in your marketing program as tasks to be handed off to someone else, with no direct involvement by you—is an open invitation to a failed marketing project, and a sure sign of a seriously dysfunctional marketing program.

---

**Getting Out of the Black Box: Your Knowledge of Tradecraft Is the Key**

The first step to solving problems in your marketing program caused by poor marketing execution is knowing the **tradecraft** of marketing, which means your knowledge of how a thing is done.

Knowing how ads, mailings, Web sites, PR programs, and other marketing projects are produced and executed helps you, and every member of your marketing team, execute every one of your marketing projects faster, better, and more efficiently.

It's likely as a marketing manager you may not be writing your company's sales copy, or producing ads or mailing pieces, or creating your company's Web site, but you will be the one *leading* these projects when they're done by your company's ad agency and other outside vendors who work for you.

**Even if you aren't actually doing the project, you must know enough of the essential steps** involved for each of these marketing projects to lead them through to their completion. You also need to know the unique characteristics, requirements, and scheduling for the individual kinds of marketing projects in

your program to lead the other members of your team—copywriters, layout designers, Web designers, producers, and others—more effectively.

This way, at the very least, you can be sure that your own lack of knowledge, leading to poor preparation, scheduling, or implementation of a marketing project, wasn't the cause of a marketing project that did not succeed.

**So, what kind of marketing manager do you want to be?** Someone who sits apart from the action, treating the process of each activity in your marketing program like a “black box”—a mysterious, intimidating, and uncontrollable process with a final product and outcome controlled by “disinterested others” and, therefore, inherently prone to failure?

**Or, would you rather be the knowledgeable, confident leader of your marketing program, who's confident enough to “walk the line”** with a copywriter, layout designer, printer, mailing house manager, ad production coordinator, or Web producer—to give these important members of your marketing team the advice, guidance, and support they need to do your marketing projects well, and to get these projects out on time?

*Which one do you want to be?*

---

## Respect for the Process

**There's something else: Your knowledge of marketing tradecraft also builds respect for the process.** A marketing manager or product manager who knows the essential process of execution for every marketing project they're running also knows what they can ask for, and realistically expect, from outside vendors during the limited time schedules allowed in most marketing projects.

Your tradecraft minimizes the threat of poor execution caused by every marketing project being turned into an 11th hour fire drill because of the marketing manager's lack of knowledge of the timing and steps involved in a process. Respect for the process by you to vendors and other members of your marketing team ultimately translates to respect for them, which often becomes mutual. And that's a good thing.

---

## **Why Marketing Execution is Like Baseball—and How This is Important to You**

**A marketing manager and marketing team that execute well can take advantage of every opportunity to sell their company's product, anytime, anywhere.**

And nowhere is this more important than in a start-up, or for a new product launch in an established company, or any launch in a new market. That's because the most likely outcome of marketing projects in these situations is neither a complete success nor total failure: Ad campaigns, mailings, and other new marketing initiatives in start-ups or new product launches often yield lower-than-expected initial response, requiring extensive modifications to respond to actual market conditions and prospect feedback.

In marketing for start-ups and product launches, like baseball, what counts is not the unrealistic expectation that you can hit a home run every time you go to bat, but how many times you can hit the ball every time you step up to the plate. And don't forget that the best baseball players in history never

---

**Marketing execution is often a process of smart, immediate adaptation, combined with repeated execution steps, to improve sales response**

hit the ball more than a little over 3 times out of every 10 times they took a swing.

In marketing—especially in start-ups and new product launches—what counts most are your “at bats.” That is, the number of times you can rapidly improve, modify, revamp, or re-initiate a marketing project, and get it developed and back online to generate sales inquiries and orders.

That’s the payoff of good, fast marketing execution: The ability to execute well gives you the additional “at bats” you’ll need to revise marketing deliverables, re-target your marketing program to new prospects, and do the other things you need to get your program back on track, generating good sales response for your company.

**The more times you can execute, and re-execute, the more you learn about your market, and how to sell into your market. And the more you learn, the higher the chance your marketing program will succeed.**

And none of this has anything to do with the vague principles and soft platitudes usually written about marketing these days. In its most basic form, good business-to-business marketing is often just good *execution*—getting it done, day after day—combined with clear presentation, which is the topic of the next section.

# 3 Clear Presentation: What You Say Is More Important Than How You Say It

**Clear Presentation makes your product's most compelling sales benefits clear, obvious, and understandable to readers and viewers in your target market**



Next to fast, effective marketing execution, the most important goal of your marketing program is to insure that every ad, mailing, product brochure, Web site, or any other marketing piece delivers **clear presentation**.

By this we mean the clear and obvious presentation of your product's most compelling sales benefits, answering these questions for your prospect:

What is your product?

What does your product do?

What's in it for me?

The most important content of any ad, mailing, Web page, or other marketing deliverable *answers the most likely questions your prospects would ask* about your product, and gives these prospects the reasons they should buy it.

And doing this plainly, simply, and clearly, to get over your prospect's short attention span and through the fog of all the other marketing messages they face every day, is the goal of clear presentation.

Let's face it: In the B2B world, your prospects are just too busy to figure out cute headlines, or to "get" some clever new "branding" message.

So why not give your prospects what they want: The plain facts about your product, presented in a way that motivates them to take one step closer to buying your product? *That's* clear presentation.

---

**The most effective sales benefits appeal to basic human motivations**

---

## **Plainly-Stated Benefits Turn Readers into Prospects**

Clear presentation starts with using plainly-stated benefits that respond to the basic needs of your prospects in your market.

Here's a simple example—look at these two headlines below:

**Discover Efficiencies  
With Thermotron Insulators**

**Cut Your Fuel Costs By 25%  
With Thermotron Insulators**

Which headline is more effective? If you picked the one on the right (like everyone does), you're responding to a clear sales benefit that's compelling to everyone's need to save money and cut costs.

---

## **Times May Change—But People, and their Motivations, Don't**

**What we're talking about is a return to salesmanship—expressed in plain language that's easily understood by busy prospects—in your ads, mailings, and other marketing deliverables.**

## You Can't Lose If You Follow The Old Masters



John Caples



Claude Hopkins



Rosser Reeves

Claude Hopkins, the father of modern advertising, once defined advertising as “salesmanship in print,” and this approach was widely practiced by John Caples, Rosser Reeves, and the other classical masters of ad copywriting in the 1930s, 40s, and 50s.

If you flip through any magazine from the 1930s, 40s, or 50s, you’ll see that most of the advertising of this time used plainly-worded sales benefits in headlines that addressed basic human needs and wants, with body copy that provided the essential facts readers needed to know about the product.

Take a look at the ads in these old magazines and what you *won't* find are irrelevant, overdesigned ad layouts, Eurotrash graphics, amnesia-inducing

headlines, and the other hallmarks of miss-the-point presentation seen in today's advertising.

---

**Top Google AdWords copywriters use techniques created by the innovators of modern advertising in the early 1900s**

---

## **Classic, Sales-Oriented Copywriting is More Relevant than Ever**

By now, you're probably asking yourself: "What does any of this have to do with the way marketing is done in the here and now?"

Well, the hottest ticket in marketing today are Google AdWords-type keyword and search engine marketing programs, where advertisers write short, text-only ads designed to draw clicks from targeted keyword searches relating to specialized products.

And just where do you think the top copywriters who write these tight, compelling, must-sell-it headlines and one-line copy tags go when they need copywriting ideas and advice? We happen to know that most of them have read, studied, and copied the techniques taught by John Caples in his ad copywriting books written over 50 years ago!

Fact is, all prospects who "google" for specialized B2B products and services really want to do is solve basic human business problems: To save money, to get ahead, to be more efficient or productive—and to find this in a product or service that makes their life on the job easier, better, and more successful.

AdWords ads featuring headlines and text that present clear and compelling benefits that give these prospects what they want will be clicked; ads without these benefits won't.

## Times May Change . . .

**Would you invest \$7 to be \$1000 richer...without risking a cent?**

**FREE! TRAINING that is worth \$15000.00**

**LOOK WHAT THE U. S. NAVY OFFERS YOU**

**ACT NOW! HERE'S WHY!**

**SERVE YOUR COUNTRY  
BUILD YOUR FUTURE  
GET IN THE NAVY NOW!**

## But People, and Their Motivations, Don't

<p><b>Agile Explained</b> You Want To Be Agile, But You Don't Know Where To Start. <a href="http://www.AgileExplained.com">www.AgileExplained.com</a></p>	<p><b>Robot Vision System</b> PixelSmart™ Video Frame Grabber Free SDK, try our Live Tech Chat <a href="http://www.PixelSmart.com/_Robot_Vision">www.PixelSmart.com/_Robot_Vision</a></p>
<p><b>CNC Machining Online</b> Get the custom parts you need - the first true online machining shop. <a href="http://www.eMachineShop.com">www.eMachineShop.com</a></p>	<p><b>Trio Motion Technology</b> Powerful, Easy to Use Motion Control <a href="http://www.triomotion.com">www.triomotion.com</a></p>
<p><b>Server Software</b> Connect remote users without a VPN. Discover the Windows Server System. <a href="http://www.microsoft.com">www.microsoft.com</a></p>	<p><b>Everything Titanium</b> Your Online Source For Titanium! Comprehensive Info. And Pricing. <a href="http://Titanium1.net">Titanium1.net</a></p>

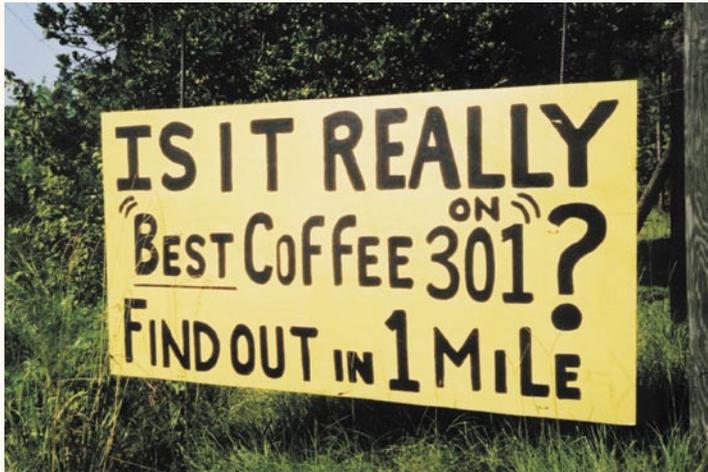
**Today's Google AdWords copywriters use copy techniques created decades earlier by John Caples**

**Google AdWords (and other) keyword advertising programs live and die by clear presentation.** And the only thing that counts here is a tangible, sales-oriented result: The number of click-throughs from the ad to the targeted landing page link on your site, which begins the selling process for your product. Within a few hours, click-throughs from an AdWords program tell you whether one headline pulled better than another, compared to days or weeks spent waiting for results from mailings or ad placements.

Do the guys who write successful Google AdWords ads know something that can be applied to print and all other types of advertising? And did they learn it from studying the classical copywriting masters of the past? You bet!

(By the way, do yourself a great big favor and get a copy of *Tested Advertising Methods*, or any other book written by John Caples, and

*What You Say is More Important  
Than How You Say It.*  
—John Caples



**Clear, powerful, salesmanlike appeals generate interest and sales anywhere, whether printed in a full page ad in *Business Week*, or painted on a piece of plywood along the highway.**

internalize his copywriting and sales motivation techniques—this way, you’ll train yourself to recognize effective, sales-oriented copy when you see it, even if you never write a word of it yourself.)

---

## Plain Words and Basic Appeals Sell Products

**The fact is, plain, benefits-oriented sales copy and clear layout techniques are effective in any advertising medium.** Your prospects are busier than ever, and their attention spans are shorter than ever—so why not give your marketing efforts the best chance for success, by using clear presentation every time you advertise your product in your market?

---

## How and Where to Find Your Product’s Best Sales Benefits

Where do you discover your product’s most compelling sales benefits for use in ad copy for your marketing projects? If you’re working in an established company, your company’s sales reps are your best source of copy ideas.

To discover good sales benefits, be a good listener: Listen to your sales reps deliver their sales presentations, and ask for their most persuasive and effective sales arguments.

If these benefits and product feature descriptions are successful in closing sales with prospects face to face, with some rewriting they'll also work in sales copy for your ads, mailings, and other marketing deliverables.

If you're working in a start-up, or with a new product launch in an untested market, persuasive sales benefits can be discovered when you play the role of salesman, by making presentations to potential prospects in your market, and listening to what they tell you.

**Salesmanship—learning to talk about your product, and learning how to persuade prospects to buy it—is a necessary skill for every marketing manager.**

This would seem to be a fairly obvious fact, but it's been largely overlooked in a lot of what's written and taught in marketing today.

---

## **Anatomy of an Ad Using Clear Presentation**

Now that we've covered the basic principles of using salesmanship and clear presentation in your advertising, let's talk about about how to organize this content for any ad, brochure, Web page, or any other marketing deliverable.

These four major copy elements are:

**Headline;**

**Subhead;**

**Body Copy;**

**Call to Action**

**Common Elements** for sales copy used in ads, mailing pieces, and other marketing deliverables

The diagram shows a dark blue rectangular area representing an advertisement. It is divided into four sections by white lines, with labels on the right side pointing to each section:

- Headline:** The top section, containing the text "Save a 10-Hour Teardown With a 5-Minute Checkup".
- Subhead:** The second section, containing the text "Highlight Potential Surface Flaws and Other Surface Defects With IntelliScan AVIS".
- Body Copy:** A large, light blue rectangular area representing the main text of the advertisement.
- Call to Action:** The bottom section, containing the text "Visit [www.intelavis.com](http://www.intelavis.com) for a FREE White Paper".

**Headline:** The headline is the most important part of any marketing deliverable, and is your product’s most compelling sales benefit, as it is seen by your prospect.

A headline can be one word or twenty words, but it’s only goal is to pull readers in, and to *get them to read the rest of your ad*;

**Subhead:** When printed beneath an ad’s headline, a subhead expands on the headline’s main benefit, for example, by providing more details on this benefit, introducing additional facts, product benefits, or features supporting the benefit expressed in the headline.

Subheads inserted throughout body copy to highlight secondary product benefits can also help busy readers get the gist of your product and its benefits without reading all of the body copy. And, let’s face it, most readers won’t read all of your ad’s body copy anyway, so subheads are a very important way to quickly communicate your product’s major benefits in shorthand form;

**Body copy:** Body copy is the main selling content of any ad or other marketing deliverable. In addition to presenting your product’s key sales benefits and features, your ad’s body copy must answer the most important questions a prospect is most likely to ask about your product or service, and move the reader to the fourth element of your deliverable, its “call to action;”

**Call to action:** If a reader is interested in your product after skim-reading your ad (or brochure, Web site, flyer, or any other marketing piece), the call to action is your direct instruction to the reader telling him/her what you want them to do next—call your company, contact a distributor, or visit your Web site.

**Here's the place to include a savings, discount, or other promotional offer** to provide an added incentive for readers to contact your company right now.

---

## Creating a Sales Copy Outline

As a marketing or product manager, it's likely you won't be writing your company's sales copy. But, you will be responsible for working with a copywriter at your ad agency, so it's important for you to provide them with a sales copy outline of the major benefits of your product, to insure that your product's most compelling sales benefits end up in the final ad, mailing piece, Web page or other marketing deliverable.

The first step in writing and producing any ad or other marketing deliverable is gathering information, and the first step in that process is to talk to your company's sales reps. That's the subject of the next section . . .

# 4 Shut Up and Listen: How to Find Your Product's Best Sales Benefits

**The best source for the most effective sales copy for your product is often found by asking your company's sales reps**



As marketing professionals, we make our living by our ability to persuade our clients and higher-ups in the companies we work for. There are a lot of people writing about marketing today offering breakthrough theories they claim will magically cause your ads, mailings, and other marketing programs to generate successful sales response for your company and clients.

But the key to finding your product's best, most persuasive benefits can often be found right under your nose: By listening to your company's best sales reps.

Most companies and clients that have been in business at least a couple of years already have some experience in knowing something about how they sell their products. And it's always a good bet that the best sales reps at these companies already know what sells their product. You should be talking to these sales reps to find the benefits that actually work to persuade prospects to buy in the real world.

Sales is one of the few areas in business where people are actually paid what they're worth, and the top sales rep in your company (or working for your client) has usually figured out how to effectively present and sell your product's most

important features and benefits to the prime prospects in your market. After all, selling your product is how they put food on their table.

Wherever you can find a business that's been around awhile, with an established sales force in place selling their products, you can also find a sales rep there who's already cracked the code on how to sell their product. All it takes is good listening on your part, and your willingness to run with good sales benefits when they smack you upside the head.

---

## Debriefing Sales Reps for Fun and Profit

There's been a gulf that's opened up between marketing and sales over the past several years, and that's a bad thing for us marketing types. This is often referred to as the "sales/marketing disconnect." Salespeople don't like what they've been getting from their marketing departments, and marketing people often think their job is to chase the rainbows of brand recognition, mindshare, and other squishy attributes—instead of engaging themselves to the humble goal of selling their products.

The reason why every other article you read in *BtoB Magazine* talks about how to get "measurability" in marketing is that most marketing programs aren't producing measurable results—i.e., sales leads.

Since making sales is (or should be) the ultimate goal of your company's marketing program, it only makes sense to debrief your company's sales people

as your first step in gathering the information you need to produce and execute effective deliverables for your marketing program.

Insiders in any company—Presidents, CEOs, Vice-Presidents, even marketing managers and agency people like you—are often dangerously insulated from what it really takes to sell their products. However, a company’s top salespeople do know the most important thing about your company’s product or service: Which features and benefits work best to help the rep close the sale.

Often, these features and benefits will be different, or expressed and positioned differently, than the benefits you, your management, or your ad agency have been presenting on your company’s products.

By listening to how your best sales rep actually sells your product, you can tap into this energy and bring it inside your company, to serve your efforts to market your company’s products more effectively. Talk to your sales reps, and talk to them often. They know what’s really going on.

---

## How to Debrief a Sales Rep

Your job here is to be an extremely attentive listener and intelligence gatherer. Call a meeting, or attend your company’s next sales meeting. Take careful note as you listen to your company’s sales reps talk about your company’s products.

Start out by asking your company sales reps to give you their best, standard sales presentation—as if you were the prospect on the other side of the desk.

Listen closely for the key benefits and those little “personal persuasion statements” that highly effective sales pros use to bolster their case. At this stage,

---

**A sales rep's benefit statements, taken from their presentations, can often be converted into effective sales copy for your marketing program**

you are looking for the real world-oriented, anecdotal, verbal selling points your salespeople use to convince the prospect.

Also pay close attention to the “you” benefits—how the salesman personalizes the benefits of using your company’s products or services, to you, the prospect

For example:

- “. . . our system is like a promotional coupon for your readers, but because it’s Internet-based, the coupon promotion can change anytime your customer wants to change their promotion . . .”
- “. . . Mr. Jones, my customers tell me that since they put our company’s updated K4000 pumps online, they’re saving about 25% on their monthly fuel costs. I figure you could save about this much, too . . .”
- “. . . sure, we could match the price of [competitor X], but at that price, would you get the same service from them that you already know you can get from us?”
- “. . . our systems are in use by some pretty impressive companies, including [Big Companies X, Y and Z] . . .”
- “. . . if you want the biggest savings and the most efficiency for your money, go with our Model 3D4, which saves you half the regular price of the electronic control package, that’s also included in this upgrade . . .”

**Quotes like these dropped in meetings with your company’s sales reps are gifts to every marketing pro, because they’re effective in front of real people.** When incorporated into your marketing program, they can substantially improve the sales response of your sales copy, deliverables, and promotions (the graphic on the next page shows how each of these sales lines can be turned into a compelling piece of ad copy or a headline).

When listening to sales reps, the experienced marketer knows when they hear a new copy point or positioning angle they can use in their next ad or brochure—and by listening carefully, you can also develop a highly-tuned sense for detecting usable and effective sales points that you can incorporate into your

<u>What the Salesman Said:</u>	<u>Your Copy Point or Headline:</u>
"... our system is like a promotional coupon for your readers, but because it's Internet-based, the coupon promotion can change anytime your customer wants to change their promotion..."	Our system combines the proven sales effectiveness of your current coupon-based programs with the speed of the Internet, by letting your customers change their coupon programs whenever they want
"... Mr. Jones, my customers tell me that since they put our company's updated K4000 pumps online, they're saving about 25% on their monthly fuel costs. I figure you could save about this much, too..."	Save Up to 25% on Your Monthly Fuel Costs with the New K4000
"... sure, we could match the price of [competitor X], but at that price, would you get the same service from them that you already know you can get from us?"	Our price includes on-call service at no extra cost—remember this next time you need a new printing head installed in the middle of your best customer's next big production order.
"... our systems are in use by some pretty impressive companies, including [Big Companies X, Y and Z]..."	Join [Big Companies X, Y and Z]—All Satisfied Users of Our Company's Products
"... if you want the biggest savings and the most efficiency for your money, go with our Model 3D4, which saves you half the regular price of the electronic control package, included in this upgrade..."	Your Best Value: A 50% Savings (\$XX,XXX) on our upgraded Model 3D4, which includes our electronic control package at no extra charge

company's next sales promotions. All you have to do is listen, write them down, and pass them along to your ad agency or marketing consultant who writes your company's sales copy, or incorporate them into the copy you write for your clients.

---

## Learn Which Benefits Work Best

While you're listening to their pitches, ask your sales reps about each key benefit they present, and which benefit is the most important, then which one is the next important, etc. This helps you rank all key sales points in "good/better/best" fashion:

- **"Good:"** Sales benefits that belong in your company's ad copy, or elsewhere in promotional text;
- **"Better:"** Sales benefits that belong in bold-faced ad subheads, bullet points or other, more prominent positions;
- **"Best:"** The most important benefits that can stand alone as headlines in advertising, or as major selling hooks for brochures, signage or other collateral

---

## How Do Your Salespeople Counter Common Sales Objections?

Next, ask your sales reps about the major objections or questions a prospective customer will commonly raise against these stated benefits. You want your sales

---

## **Sales reps can also tell you how they handle the common objections that keep prospects from buying your product**

rep to tell you what their prospects say to them, and what the sales rep says to counter the objection.

You can often incorporate these major sales “counters” in your company’s advertising copy to begin to pre-emptively anticipate and neutralize prospect objections. Answering objections in advance in your company’s promotional messages helps soften prospect’s potential objections, and helps your sales force to close their sales faster.

---

## **What Else Do Your Salesmen Have to Say? (Plenty!)**

Next, try to gather as much other, free-form, anecdotal information from your salespeople on their experiences in presenting and selling your company’s products in the field:

- **What are the prospect’s other areas of resistance to buying your company’s products?** For example: Is the price for certain products in your company’s product line too high? Is a competitor’s product better in some key respect? If so, ask your sales reps how they handle these varied, wild-card objections;
- **What other reasons do prospects have for saying “No?”** For example, do prospects have major problems getting your product included in their company’s budget—if so, what (or who else at the prospect’s company) is the problem? This objection often means your ad copy needs to address the concerns of other people in the prospect’s company, or you need to be targeting

these other contacts in addition to (or instead of) the current prospect's job title in your marketing program;

- **What do your salesman really have to say about your company's products, and how they stack up against those of your company's competitors?** Sometimes, an unguarded comment made by a sales rep can prompt you to make radical revisions in your marketing presentation and approach

Tease out any additional, off-the-record intelligence or other information that can be used in your marketing program, or other information that could help you head off big, potential marketing problems down the line, like rumors of new product announcements or price cuts by your competitors.

Sales reps at your company have a lot to say, and what they tell you can dramatically improve the power, persuasiveness, and sales response of your marketing program.

All *you* have to do is listen!

# 5 B2B Marketing Research and Methods: There are Only Five Ways to Sell Your Product

## Three Steps to Targeting a New Market: (Part 1: Researching The Marketing Media and Methods for Your Marketing Plan)



Whether you're an experienced marketing manager in your company entering a new and unknown market, or if you've just been hired to work in marketing for a new company in a new industry, at some point in your marketing career you will have to get your company (or client's) marketing program up and running in a market that's new to you.

**While execution is the most important part of any marketing program, you need to decide where you are going to execute, and how,** by identifying the marketing media, methods, and deliverables that are a part of your marketing program. This can be intimidating, especially if you're feeling your way around in a strange and unfamiliar market.

So, faced with having to develop a marketing plan for the new market you don't know, where do you begin? You could haphazardly ask people in your company who think they know, or you could reactively chase the opportunities thrown your way by your company's CEO or sales team, but the professional marketer knows how to systematically approach any new market to uncover the marketing opportunities available, and to assess the best options for launching

their marketing program within this market. This process of “scoping” a new market is the first step in developing a marketing plan for a new and untried market.

---

## Business is Business

---

**Regardless of the industry, you use the same “marketing media” to reach your potential prospects in this industry**

When you take a close look at any new industry, there’s not much difference in the way products are sold there compared to any other industry, and there’s certainly not much that’s different in the motivations that drive people to buy one product in one market, and another, vastly different kind of product in the market that’s new to you.

**Business is not only business in every market, but people—and their motivations—are the same, too.** Regardless of the industry, people read trade publications, attend trade shows, they access relevant Web sites, and they work in companies where they can receive mailings from companies like yours. Depending on the industry, they are more, or less, likely to do some of these things more than others. And your job as a marketer is to reach the potential prospects who are most likely to buy your company’s (or client’s) product. In view of these facts, there’s no need to be intimidated by a new market when you recognize that markets, and the methods for reaching these markets, are mostly the same, regardless of the industry you’re targeting.

People are people, too, in any business—and they’re all driven by the need to save money, to make money, to get ahead of the other guy, or to be more efficient, productive, or profitable in their business, regardless of what business they’re in.

---

## Who's Your Prospect?

The first step in scoping any new marketing project begins with a three-step process of:

- 1.) Identifying the most plausible markets for your company's product or service;
- 2.) Identifying the prospects in these markets, wherever they are;
- 3.) Applying the best marketing tools to reach these prospects

As obvious as this may seem, many companies have wasted billions of dollars in marketing expense by making the wrong choice at any one of these steps, or they weren't able to retool their marketing program fast enough once they identified the wrong choices they made.

---

## Step One: Identifying Your Company's Sales Prospects

**Background experience in sales is an essential prerequisite for successful B2B marketing managers,** because there's no substitute for the face-to-face process of prospecting, selling, and closing the sale to helping marketing professionals understand how to locate these likely prospects, and what motivates people to buy.

When thinking about your company's best prospects, it helps to think like a salesman who has just been given the responsibility for selling your company's product or service. Here are the questions a salesman would typically ask when "scoping out" a new business-to-business sales assignment:

- In what markets or industries would we find the most likely buyers of our product?
- Within these markets or industries, what are the types of companies who would be the most likely buyers?
- Who are these companies, and where are they?
- Within these companies, who would be the key person most likely to buy our product?
- What is the single characteristic, such as a job title, or a prior history of using or buying products similar to ours, that identifies these prospective buyers?

You may already know this information, but if you're new to your company, you can get answers to these questions as you conduct your "Sales Rep's Debrief" in the sales copywriting steps detailed in the previous section.

Although there may be more than one or two best answers to some of the questions above, you are looking for a consensus opinion from your company's sales reps that points you to your company's one or two best kinds of prospects, not a laundry list of all the prospects your company's sales reps call on.

---

## **Step Two: Locating Your Company's Sales Prospects in the "Marketing Media" that Reaches Them**

Once these "who is likely to buy?" questions are answered, the next set of questions relate specifically to your role in developing and executing marketing projects to reach these prospects:

- What trade publications do these prospects subscribe to?

- What trade shows and conferences do they attend each year?
- What trade associations do they belong to?
- What Web sites do these prospects access on a regular basis?
- How do our competitors currently market and sell their products to these prospects?
- What other companies currently sell related products, complimentary to ours, to these prospects?

These are the essential questions asked by any experienced marketing or product manager (or researched in advance by those of us on the agency side). The answers to these questions reveal the resources available to your marketing program, and the marketing tools required to reach these prospects.

---

## Trade Publications

You can research trade publications in any new market by checking the Standard Rate and Data Service (more commonly known as SRDS) *Business Publication Advertising Source*, available online (by subscription at [srds.com](http://srds.com)), or free at any major city library. The SRDS directory contains nearly 10,000 publications organized into 180 business-to-business market classifications.

Each SRDS publication listing contains all the pertinent information you'll need on that publication: Description, contact info, editorial focus, and, most important, circulation base and ad space rate information. In most markets

there are usually no more than two publications (sometimes three) who dominate that market, and these are the ones you'll find with the largest circulation figures reported to SRDS. Now would also be a good time to contact space reps for these publications and get their media kits along with several back issues of their publications—just call the publication's space rep and they'll give you everything you need.

If you're in a hurry to start researching trade publications of interest, major city libraries also maintain extensive back-issue collections of trade and industry publications, so they're a good place to start researching right away.

As you review these publications, check for products that are competitive to yours, check for ads or selling approaches in presentation that you think are especially compelling, and check for ads that repeat on a month to month basis—an ad that repeats is often an ad that's proven itself by generating solid response each month in the publication.

---

## Mailing Lists

While you're checking the SRDS directories, research mailing lists available for rental from the SRDS *Direct Marketing List Source*, which contains listings for over 55,000 mailing lists, including lists covering your industry and market targets.

Mailing lists for your industry's leading trade publications are usually your best choice for the initial test mailings in your marketing program, since most of your potential prospects also subscribe to one or more of these publications. You may also find one or two other promising lists of executives by job title or previous

buyers of products or services similar to those sold by your company that may also be worth testing.

---

**Trade associations are great sources for mailing lists, background market research, and advertising opportunities**

---

## Trade Associations

Every market is served by at least one or two prominent trade associations, and they're also a great place to begin the process of immersing yourself in your new market, and for gathering the marketing media options, such as trade publications and mailing lists, you'll need to develop your marketing plan.

Larger trade associations maintain research libraries storing large collections of useful marketing information: Market research studies, industry analysis, trade newsletters, specialized publications, and other research that can be very useful to your marketing program. Association libraries are often accessible by prior arrangement, even to non-members. A day spent there can be quite worthwhile if the association is local to you, or you can hire an out-of-town researcher for a day to gather this information for you.

Trade association member directories are often available for no or modest cost, and are a wonderful starting point for using the phone to survey these trade association lists. This is an excellent way to gather names of prospects by job title and responsibility to build your own self-compiled mailing lists, which are often are the best mailing lists you can use in your direct mail projects.

---

## Trade Shows and Conferences

Just as with trade publications, there are usually no more than two (sometimes three) major trade shows worth attending in any industry, and as you're

---

**To evaluate a trade show as a marketing opportunity, ask for an abbreviated version of last year's attendee list**

researching trade publications and trade associations you'll soon discover the major trade show opportunities available in your field, through published trade news articles and ads in trade publications.

**Assessing trade show opportunities:** To assess whether or not a trade show you're evaluating attracts the kinds of prospects who you believe will buy your product, ask the trade show producer for a printout of just the company names and job titles from their last year's list of trade show attendees.

Examine this list to see if the show is attracting enough of the kinds of attendees and companies you're looking for. Asking the show producer to generate this truncated list by company name and job title *only* (and not including individual names) should alleviate their reluctance to give you access to their entire mailing list, and gives you enough data to make an informed decision as to whether or not your company should exhibit at the show.

---

## Internet Research

Of course, there's always Internet search, and you can spend hours "googling" on your new market, which is also a very good way to read background articles in trade publications online, check competitors' Web sites, and get more familiar with your market.

The quality of the results you get from any online search depends entirely on the quality of the keywords or phrases you use in your searches. Using keywords that are too general wastes your time by generating too many unwanted search results, and using keywords that are too specific in your initial Google search

may cause you to miss some critically important information. So, think about the keywords you need to use in your search, and the best keywords to use first.

**To start a search, ask a question:** The quickest, easiest way to begin generating keywords for your search is to ask a question, by typing it into the search site's query box:

- What is the size of the **U.S. market** for **robotic imaging and identification systems**?
- Where are **video production companies** based in **Atlanta, GA**?
- What is the **U.S. balance of trade** with **China**?
- What **public companies** are involved in the development of **amorphous alloys**?
- Where can I learn about **industrial design** used in **personal computers**?
- Where can I find **legal forms**, like a **sample licensing agreement**?

You can also get even better marketing-related information by combining search terms for your industry or business with other defining phrases, such as “u.s. market share,” or entering the names of leading companies in your field, combined with the keywords “competitors,” “advertising,” or “marketing.”

---

## Scoping the Competition and Finding Complimentary Products

**Another important part of your market targeting process involves assessing your competition.** As a marketing professional, you need to see how your company's competitors market, present, and sell their products, so

---

**In strategic co-marketing deals, non-competitive companies selling products that are complementary to yours can be valuable new distributors for your company's products**

that you can both emulate the ways your competitors appear to be successful in their marketing and, more important, establish your own company's unique positioning relative to your competition.

**Start this process by gathering your competitors' marketing deliverables.** To receive this information and make sure your company won't be screened out as a competitor by a sharp sales rep at the competing company, ask a friend, relative, or neighbor to contact your competitors to receive your competitors' sales information kits at their business or home address. Carefully scrutinize this material, your competitors' print ads in trade publications, and their Web sites to get a handle on their marketing abilities, and to begin identifying weaknesses you can exploit in your own marketing program.

While checking out the competition, also make it a point to search for companies selling products that are complementary and non-competitive to yours—i.e., where prospects and customers for the products sold by these companies may also be quite likely to buy your product as well.

If your company's product seems to be a complementary "fit" with another company's product line, these other established companies can often become strategic partners, co-marketers, or licensees of your company's products in joint- or co-marketing deals that can give your company an immediate injection of sales volume, and tremendous leverage for your marketing program from marketing dollars spent in these business relationships.

---

## **Part 2: The Tools of Our Trade**

After defining your prospects, and identifying the relevant marketing media you can use to reach them, you're now ready to take the next step, which is to examine each marketing option available to you, and assess each marketing tool's importance and priority in your marketing plan.

Once you've done your research—for example, by gathering the sources for mailing lists, and publication advertising opportunities we covered in the previous section—you are now ready to plan the first steps in your new marketing program.

This “how to begin” aspect is critically important when launching a new marketing program in a new market. When you're entering a new market, you never know whether print advertising, direct mail, or any other marketing method works best (or works at all) to generate sales response for your company or client; at best, you run the risk of burning up more of your marketing budget on methods that don't work as well as you had hoped—and at worst, you take foolish risks by spending your marketing money on methods that don't work at all.

The process of entering any new market using these marketing tools is a variation of any market testing activities you'd perform for a new product launch or a start-up. In fact, the ability to test is an important aspect of any marketing tool where response that can be readily measured, such as direct mail and online marketing, so it's important for you to test new sales messages, deliverables, and promotions while you roll forward with your new market entry.

You'll never know if there's a better way to sell your product unless you try it, so this is why you test. We'll describe a few of the ways you can test your product while you begin your marketing program.

---

## There Are Just Five Ways to Market Your Product

When you cut through the stuff and nonsense that's being written about marketing these days to make it far more complicated than it really is, there are only five ways to market your company's product in any B2B marketplace:

- 1.) Direct Mail
- 2.) Trade Shows
- 3.) Print Advertising
- 4.) Internet and Online Marketing
- 5.) PR and Free Media

**These are the tools of our trade.** Using one, two, three, or all of these tools, budget permitting, your challenge is to develop a marketing program to generate sales response—inquiries and sales leads—for your company's sales team.

If you're a marketing manager or agency working with any company that sells its products or services utilizing a sales team—and this means most companies in B2B markets—then this critical sales support function is your primary responsibility as a marketing professional.

---

## To Read More—Link Here to Read Additional Chapters

The rest of this eBook continues on our Web site. Click [here](#) to access our index page to read the remaining sections now . . .



---

## About the Business Marketing Institute: Training for Success in Business-to-Business Marketing and Sales

This eBook features some of the principles and core training content developed for the **Business Marketing Institute (BMI)**, a training, certification, and professional development company serving the business-to-business marketing field.

**The BMI's Marketing Skills, Assessment, Skill-Building, and Certification (MSA/B/C) System** provides marketing managers, product managers, ad agency professionals, consultants, and others involved in business-to-business marketing with training for the practical skills needed to effectively plan, develop, and execute business-to-business marketing programs that generate sales response for their companies and clients.

**The BMI's MSA/B/C System is the only training and certification program that focuses on the practical skills of business-to-business marketing execution** necessary to implement marketing programs that generate sales leads and new business in today's extremely competitive global markets.

**The BMI's proprietary content and Web-based training system assesses, trains and certifies** the practical skills required to execute all of the critical types of marketing projects that comprise most B2B marketing programs:

Marketing plans, direct mail, Web site and Internet marketing, print advertising, trade shows, PR, market testing, new product launches, and sales turnaround situations.

Where other marketing training programs focus on textbook-oriented marketing theories having no application in real-world marketing problems, or on marketing practices for consumer-based marketing programs having no relevance for B2B marketers, the BMI's MSA/B/C System trains in the principles and skills that help marketing professionals achieve their most important goal: To increase their company's sales.

The BMI's MSA/B/C System has also been adopted as the primary skills training professional development system by the Business Marketing Association (BMA), the largest trade association for business-to-business marketing professionals.

For more information on BMI training and certification systems and content, link to our Web site: [www.businessmarketinginstitute.com](http://www.businessmarketinginstitute.com)

**Turn to the next page for an overview of the core content covered by the Business Marketing Institute's MSA/B/C Training System . . .**

Content Area	Topic Highlights
<p><b>Marketing: Planning and Principles</b></p>	<p>Role of salesmanship in marketing • Role of execution in marketing • Background training and knowledge requirements for marketing managers • Identifying and understanding key marketing principles and objectives • Reality in marketing • Creativity and the marketing process • Role of branding in B-to-B marketing • Importance of knowledge of “marketing tradecraft” for marketing managers • Developing your company’s marketing plan • Your marketing assessment • Most effective B-to-B marketing tools • Determining the marketing mix • Sample marketing plan • Budgeting for the marketing plan • Planning beyond your plan • The marketing mix: Determining your company’s best marketing media and tools • Common real-world marketing scenarios</p>
<p><b>Advertising and Marketing Deliverables: Content, Copy and Execution</b></p>	<p>Determining your product’s most compelling sales benefits • Sales copywriting approaches and presentation • Advertising: Planning and research • Debriefing your company’s sales reps • Competitive analysis and assessment • Identifying ads that work • Managing the copywriting process • Elements of effective advertising • How your prospects see your advertising • Graphic design and advertising • Calls to action and promotional appeals • Ad creative development and production • Copy, layout, and execution of effective ads and marketing deliverables</p>
<p><b>B-to-B Direct Mail: Planning, Testing, and Execution</b></p>	<p>Mailing list sources • Assessment and selection of mailing lists • Developing self-compiled mailing lists • Selecting third-party rented mailing lists • Direct mail package elements and selection • Determining the best mailing piece for a mailing • Outlining and writing sales letter copy • B-to-B direct mail premiums and promotions • Testing, response tracking, and analysis • Troubleshooting direct mail programs • Tactical direct mail projects for typical B-to-B applications • Sales inquiry generation using direct mail • Direct mail production: Timing and mechanics • Direct mail package selection, copy, and development</p>
<p><b>Trade Print Advertising: Planning, Development and Execution</b></p>	<p>Planning effective print advertising programs • Working with your ad agency • Determining ad page sizes, options, and frequency • Assessing and selecting publications • Testing new advertising programs • Trade media placement techniques • Ad positions and editorial placements • Production and tracking • Space reservations and submissions</p>
<p><b>Web Site Planning, Design, and Execution</b></p>	<p>Planning your company’s Internet strategy • The Web spectrum: Types of B-to-B Web sites • Web site navigation, design, and production basics for marketing managers • Keys to developing sales-oriented business Web sites • Web prototype development • Web site templates • Web multimedia options: Using Flash, video, and audio effectively • Developing B-to-B e-mail site newsletters and site visitor communications programs • Marketing materials and your company’s Web site • Testing, staging, and launching new Web sites</p>
<p><b>Trade Show Marketing: Production and Execution</b></p>	<p>Evaluating trade show opportunities • Trade show timing and planning • Selecting optimal trade show booth sizes and locations • Pre-show planning, promotion and execution • Developing effective trade show backdrops, signage, and deliverables • Driving qualified prospects to your booth • Booth signage, video, and deliverables • Trade show logistics</p>
<p><b>Public Relations</b></p>	<p>How trade and industry news is made • Using PR in your marketing program • Deciding what makes news in your company • PR programs for typical B-to-B news events • Thinking like an editor • Press release writing basics for marketing managers • Developing media contact lists • Working with a PR firm • PR program execution</p>
<p><b>Video and Multimedia Production and Execution</b></p>	<p>Typical B-to-B video applications • Elements of effective B-to-B video projects • How to select a video producer • Managing the video production process • Using video as a corporate marketing and sales tool • Writing the script: What marketing managers should know • Basic sales video script structure • Visual elements in sales videos</p>
<p><b>Marketing for New Product Launches, Start-Ups, and Turnaround Situations</b></p>	<p>Conducting a market gap analysis for new product launch or start-up • Examining what went wrong: Common causes of poor sales response • Troubleshooting and correcting problems in underperforming marketing deliverables and programs • Crisis marketing • Addressing product, distribution, and market size problems</p>