



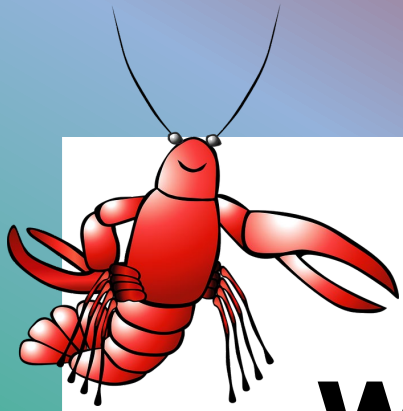
How to Navigate

3 Familiar & Formidable Marketing Clients



Maine Small Business Development Centers

Building Maine's Future, One Business at a Time



Who Are We?



Raynor Large,
Business Advisor &
Center Director
Maine SBDC @ CEI

*Proud Dad
Weekend Warrior
Remarkably bad at marketing*

Ali Lane,
Business Advisor &
Associate Center Director
Maine SBDC @ CEI

*Dog Mom
Over-Thinker
Marketing Enthusiast*





Why this Topic?

Agenda

- ❑ Set Context: Advising Marketing Clients 101
Communication 101
- ❑ Meet the Characters
Commonalities
Comments we hear time & time again
- ❑ Solve together! What's been YOUR experience?
Mistakes? Misinterpretations?
Solutions to successful advising
- ❑ Wrap-Up/Discuss



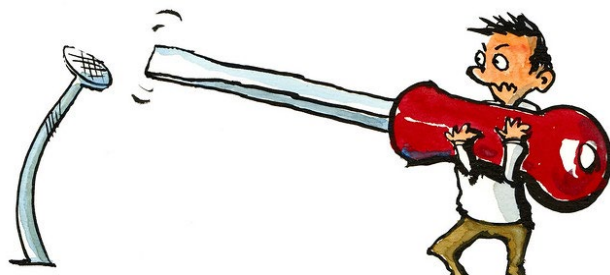
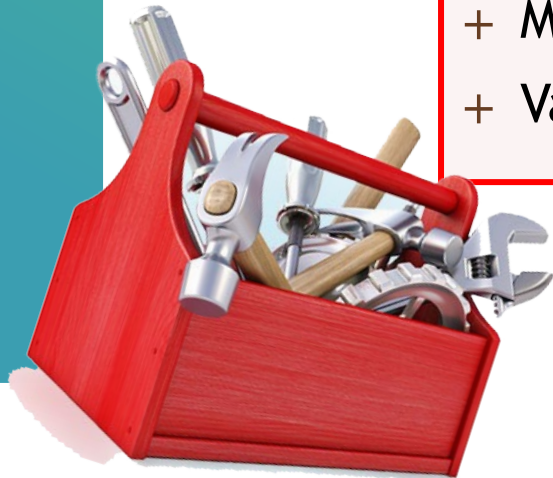
Back to Basics-Marketing Advising 101

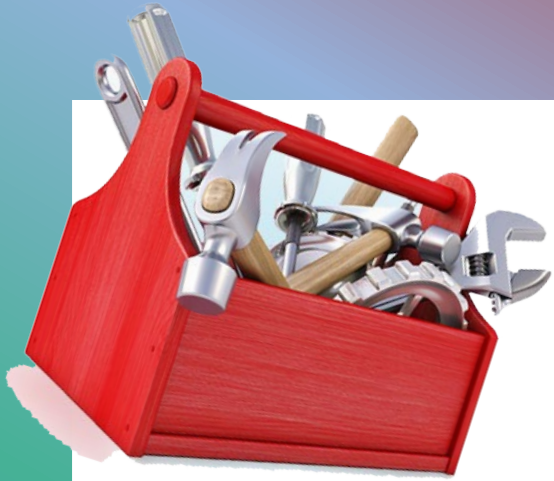
Hard Skills

- + Target Marketing
- + Strategies
- + Tactics: Online & Offline
- + Channels & Messaging
- + Metrics/ROI
- + Value

Soft Skills

- + Empathy
- + Listening
- + Respect
- + Creativity
- + Reducing bias
- + Being open-minded



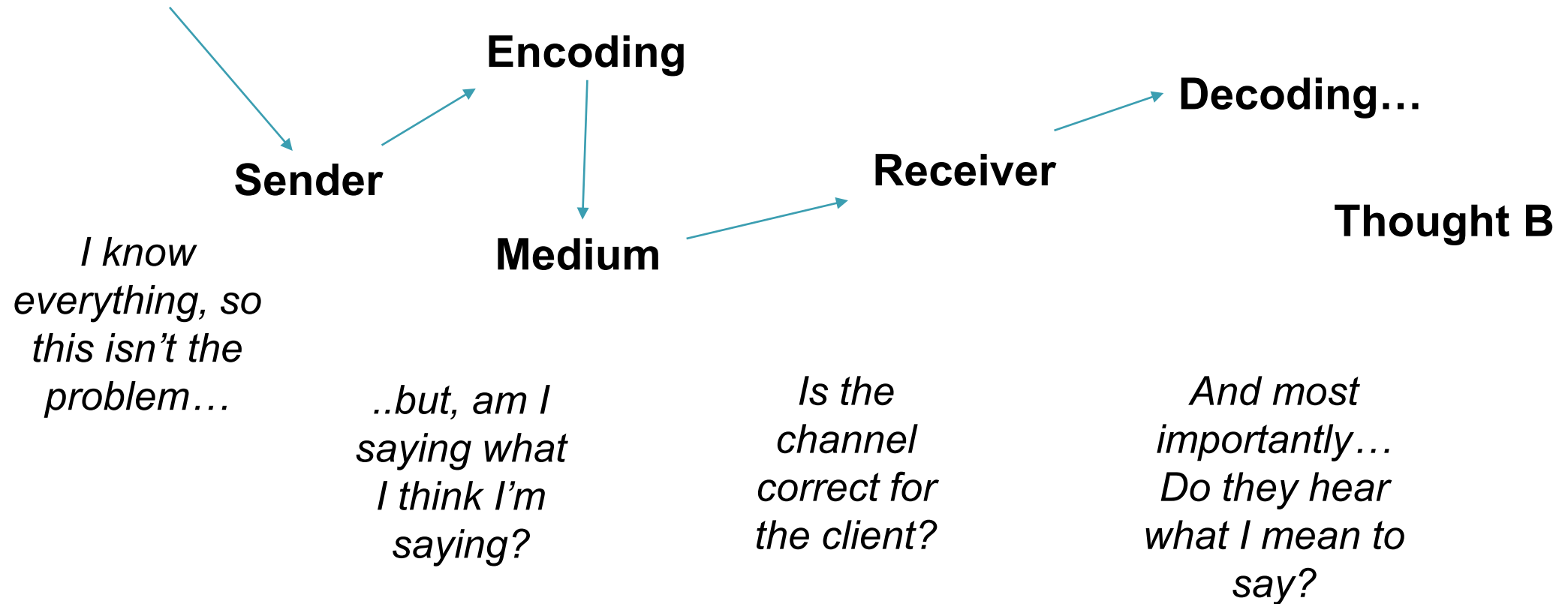


Where's the Disconnect?

(Advising: A minute to learn, a lifetime to master)

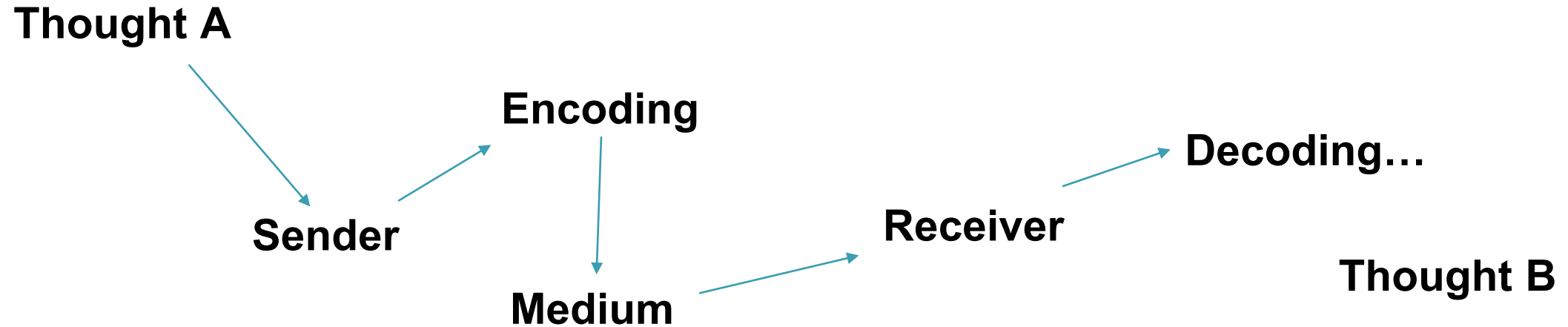
Communication Issues

Thought A



How often does Thought A = Thought B?

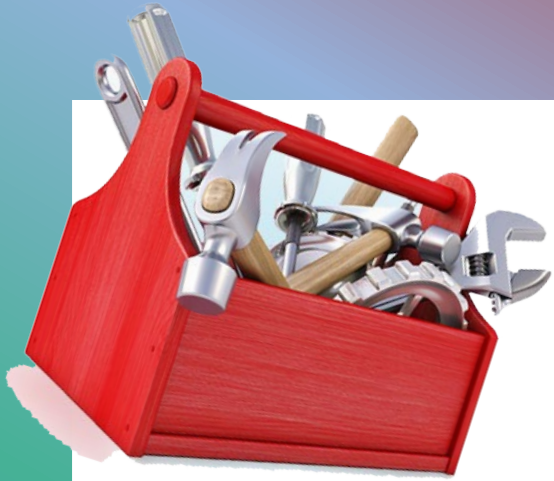
Communication Issues



Today's discussion:

**Understanding the client to
Reduce disruption in the Receiving & Decoding process**

Can we get Thought B closer to Thought A?



We are never *heard* the same way twice!

(...but there are some patterns)

Allow us to introduce you to some familiar faces...



Your 9am In-Person Meeting

“The Green Partners”

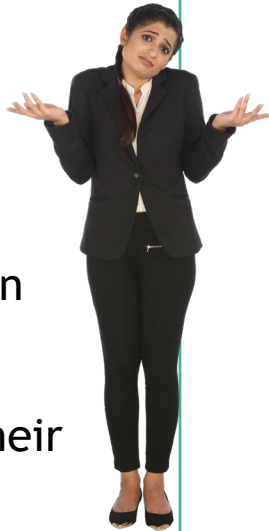
+New to their
business/plans

+Energized & driven

+Eager to please their
market

Attitude about marketing:

*Enthusiastically
overwhelmed*



Your 11am Zoom Meeting

“Analytical Anna”

+Business runs on raw intelligence & skepticism

+Logical & curious

+Eager to improve

Attitude about marketing:

Poor



Your 2pm Client Site Visit

“Tired Tai”

+In business many years

+Burned out & distracted

+Eager to retire

Attitude about marketing:

Annoyed



Client 1:

The Green Partners

- + Full of energy & hungry for success
- + Believe they have an excellent product or service
- + Dismissive of marketing plan
- + ...Maybe a bit cocky on the surface



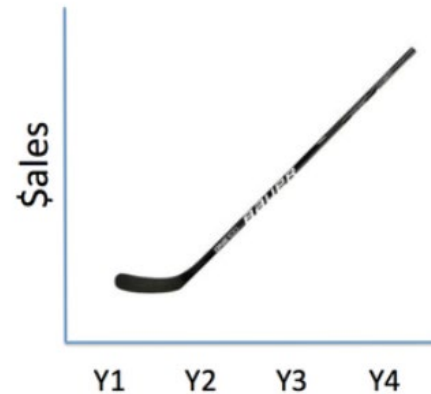
The Green Partner's Comments

"I feel.."



The Green Partner's Comments

“Everybody’s going to love my product.”



The Green Partner's Comments

*"My customers will find me organically /
via word-of-mouth."*



The Green Partner's Comments



“Marketing overwhelms me—I don’t know where to start...”

The Green Partner's Comments



“...so, we'll offer something for everyone!”

Have you met
The Green Partners?

What went **well?**

What went **wrong?**





Interpreting Comments

“I am afraid of rejection/failure.”

“I am eager to please.”

“I respect you too much to disagree.”

“I know a lot, but I don't know how to ask for help.”



What NOT To Do...

- ❗ Overwhelm them with too much info
- ❗ Trust them!
- ❗ Shut them down too quickly





“That Sounds Great!”

... decoding...

... “You Sound Smart”

Back to the Basics... a little at a time

Lean into Soft Skills

- + *Be Patient*
- + *Aim for Simplicity*
- + *Socratic Method*
- + *Have Them Repeat Back*
- + *Assign Small, Achievable Tasks*
- + *... Celebrate successes!*

Parse out Hard Skills

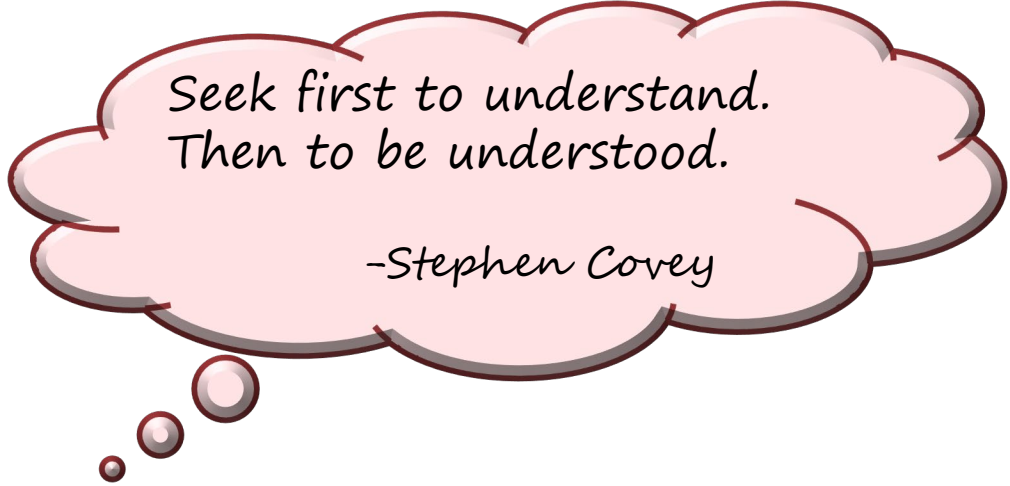
- + *Market Research*
- + *Establish a Target Market*
- + *Teach Strategy & Tactics*

Solution: Market Research

Seek data to prove feasibility

Boots on the ground: Primary MR

Encourage objectivity - *kill your darlings early*



Seek first to understand.
Then to be understood.

-Stephen Covey

Solution: Establish Target Market

Drill down on target market

Demographics

Behaviors

Habits

Values



Personalize channels & message to market

Solution: Marketing Strategy & Tactics

Strategy for getting & retaining customers

Write a value proposition

Monthly tactic plan with budgeting

Marketing Strategy Calendar

[illegible]

Solutions: Plan & Projections



Address the insecurities

You don't NEED to make everyone happy

Business plan & Cash flow projections

You don't NEED a huge market to break-even

Communicating what they know to the bank

You don't NEED to make \$5MM in year 1





Client 1:
The Green Partners

How'd we do?





From Driven to Dubious

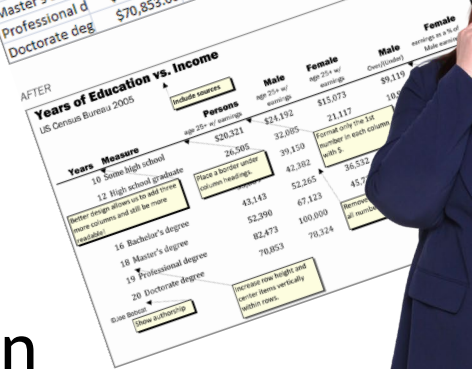
...Let's welcome your 11am client

Client 2: Analytical Anna

- + Book smart
- + Believes in quality, not presentation
- + Naturally distrusting of sales
- + ...Maybe a little judgmental / dismissive

BEFORE

Measure	Persons, age 25+	Male, age 25+	Female, age 25+	Persons, age 25+	Male, age 25+	Female, age 25+
Some High School	\$20,321.00	\$24,192.00	\$15,073.00	\$25,039.00	\$22,718.00	\$26,835.00
High school graduate	\$26,505.00	\$32,085.00	\$21,117.00	\$31,539.00	\$28,835.00	\$34,584.00
Some college	\$31,054.00	\$39,150.00	\$25,185.00	\$37,135.00	\$34,584.00	\$40,588.00
Associate's degree	\$35,009.00	\$42,382.00	\$29,510.00	\$40,588.00	\$37,135.00	\$45,970.00
Bachelor's degree	\$43,143.00	\$52,265.00	\$36,532.00	\$50,944.00	\$46,728.00	\$55,170.00
Master's degree	\$52,390.00	\$67,123.00	\$45,730.00	\$61,273.00	\$57,541.00	\$70,000.00
Professional degree	\$82,473.00	\$100,000.00	\$66,055.00	\$100,000.00	\$96,830.00	\$100,000.00
Doctorate degree	\$70,853.00	\$78,324.00	\$54,666.00	\$79,401.00	\$75,000.00	\$84,000.00



Analytical Anna's Comments

"I think..."



Analytical Anna's Comments

*“Sales techniques are scams;
salespeople are liars.”*



Analytical Anna's Comments

"I'm fine being patient, my product will sell when it sells."



Analytical Anna's Comments

“How am I supposed to know what works & what doesn’t?”



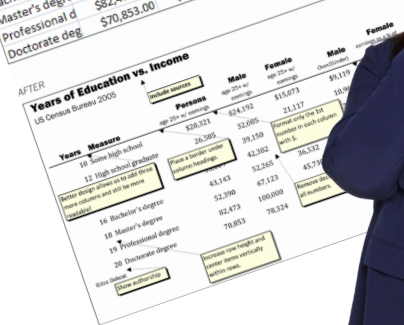
Have you met
Analytical Anna?

What went **well**?

What went **wrong**?

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Doctorate deg	\$82,473.00	\$100,000.00	\$66,055.00	\$100,000.00
	\$70,853.00	\$78,324.00	\$54,666.00	\$96,830.00





Interpreting Comments

“I don’t know much about sales and marketing...
and I de-value what I don’t understand.”

“I dislike the lack of control I have over results.”

“I have some **insecurity** around...”

Being told ‘No’

Discovering that I (or my product) isn’t enough

What NOT To Do...

- 🗨️ Insistence without context

“You’ve got to have a marketing plan!”

“If you don’t sell yourself, it will never work.”



- 🗨️ Make an emotional play

“Don’t you want to share how amazing your product / service is?”

“What do you feel you should do?”

- 🗨️ Push creative / silly solutions

“Try on this costume!”

Solution: Re-Frame

Marketing is communicating and educating those who benefit the most.

Target Market Identification: Who really needs to hear about this?

Value Proposition: What's the message they want to hear?

Medium: Where are they looking/listening for information?

Importance: *You can sell the best in the world, but if no one ever hears about it, you will never have a customer to give a referral or come back.*

Solution: Educate

The natural inclination to dismiss is based in ignorance.

Show how marketing can be measured, tracked, and improved:

Conversion Rates / Funnel Analysis

A/B Testing

Budgeting: Marketing Calendar: Feeding the Funnels

Solution: Educate

320 Phone Calls



12 Chamber
Events



15 Blog Posts



26 emails



INPUT: Time

Overwhelming?

Set themes; spread over schedule;

= MARKETING CALENDAR

INPUT: Cost

= Advertising Budget

OUTPUT: Customers

Monitor conversion rates (funnel width)

Client target x \$ / Client = Revenue

Solution: Create Permission Structure to Fail

Dismissal of Marketing is also based in insecurity

Finding a “No” is a chance to refine the message and audience

Realtor Anecdote: Restricted distributions to \$5 per phone call.

- “Reward” for quick no’s / hang-ups

- Re-wired ‘failure’ loop

- Consistent feeding of the pipeline

- So long as phone calls were being made, \$ was being paid!



Client 2:
Analytical Anna

Reflect...





From Logical to Lagging

...Time for your 2pm client

Client 3: Tired Tai

- + Despondent or defeated
- + COVID hit his business hard
- + Frustrated—marketing successes of the past are not enough anymore
- + Burned out



Tired Tai's Comments

“What do I DO...”



Tired Tai's Comments

*“I have tried **EVERYTHING**.”*



Tired Tai's Comments

“I can't keep up with the marketing trends.”



Tired Tai's Comments

*“They just don’t understand/respect
my service anymore.”*



Have you met
Tired Tai?

What went **well**?

What went **wrong**?



Interpreting Comments

“I am desperate...

...but resistant to change.”

“My passion is wearing thin. My business is running *me*.”

“I’ll argue with your advice if you approach me wrong.”



What NOT To Do...

- ✱ Introduce solutions without hearing him out...
- ✱ ...But don't fuel the negativity
- ✱ Let yourself be drained



Solution: Build Trust First

Learn his story

Highlight successes

What has worked in the past? Why?

Let him vent if needed (*True need: Solutions or a sounding board?*)



Solution: Identify Pain Points

1. Market/People
2. Message
3. Channel

Mismatch?

Shiny new object syndrome?

Forgetting retention?



Solution: Set Custom Goals

His needs: Financial & intrinsic

“What does success look like to you?”

Tie to pain points

Set goals he will want to commit to

Balance willingness/ability to execute with intended outcomes



S M A R T

Solution: ROI Refresher

Current/past marketing tactics

What were they? Objectives?

How much \$ invested? Time?



Evaluate online & offline tactics separately

Client 3: Tired Tai

Good results?



**“A message is not delivered until
it is understood”**

-Robin Hobb

*Another successful
SBDC Day!*



Thank you!



From:





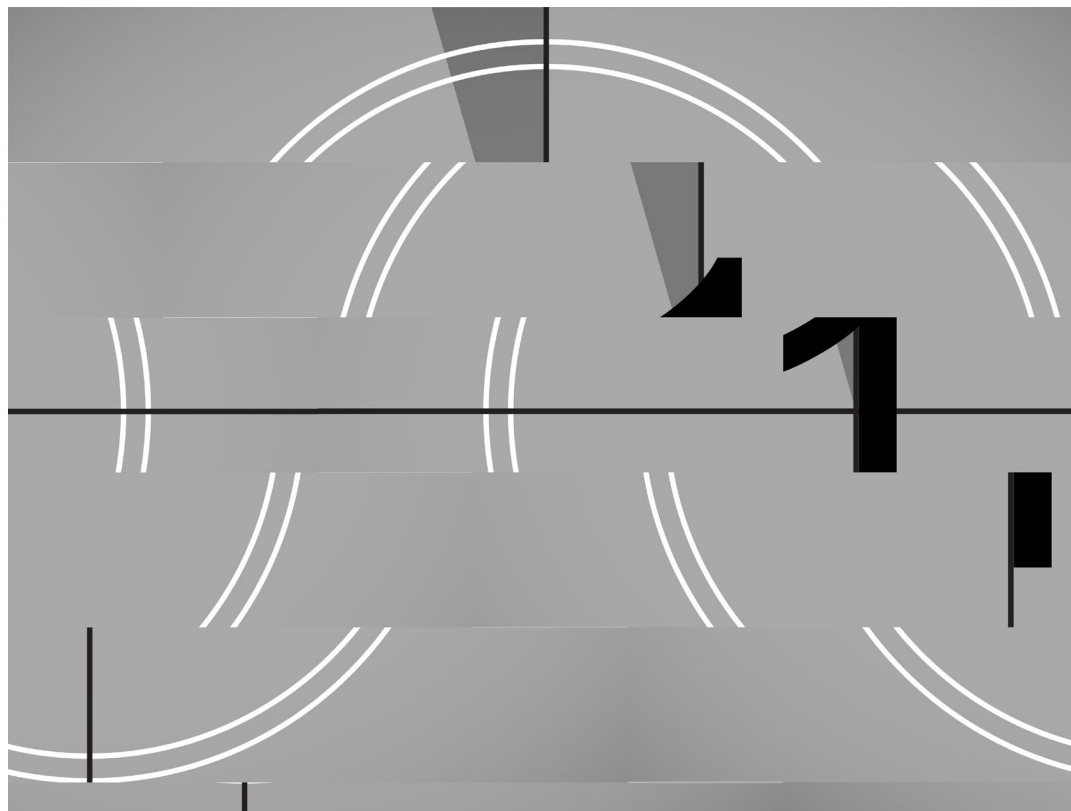
How do YOU advise?















How do YOU advise?

Thank you!



From:

