

Tales from the MARKETING AND SALES CRYPT

An unexpected column
with extraordinary and worthwhile tips

The following column can be used as an idea generator for your marketing and sales efforts. It addresses business strategies while entertaining and inspiring from a slightly different point of view. It can also be considered a great resource for either fantastic or marginally useful marketing and sales tips, depending on what you do with them!

So seriously, what came first — the chicken or the egg? It's an age-old question that someone posed without having the decency to provide a suitable answer. However, if we examine this question from a different, more business-related angle, it becomes more meaningful to you. Specifically, who made the first sale — the salesperson or the marketer?

Let's take a more in-depth look of at whether sales (the chicken) or marketing (the egg) sold the first product. The answer could help steer your business to greater success. Or at least keep it afloat!

A trip back in time — the first attempt at sales for consumer cave goods

Let's imagine that in prehistoric times, the first sale was attempted by a rather large brute who, being chased by a bigger brute, stumbled on a large branch while on the run. Instinctively, he grabs the branch and starts swinging it around in desperation, discovering that his pursuer didn't fare so well after taking a mighty blow to the head.

Seeing the value of what was in his hands, our creative brute may have decided to show off his newfound tool and "sell" them on the benefits of what he discovered; perhaps even hitting a few of them over the head in what could be regarded as the first live sales demo.

Missed opportunity

Another possible scenario is that our entrepreneur traveled to various villages swinging at anyone that got in his way. His fellow brutes could clearly see the value of this item and consequently, decided to find their own branches and use them in the same manner. Alas, our brutish Willie Loman missed out on a golden business opportunity.



After all, most of his potential customers would have been so delirious from the blows they endured that he would have no one left to sell to. Without a proper sales pitch and marketing of any kind, fellow villagers couldn't see the value of his tool. It may have been a good product, but marketing would have helped soften the blow. Or in this case, the blows!

Power of promotion

Now, let's flip the script. Let's say an observer of our caveman's original encounter was impressed with the effectiveness of the branch. Inspired, he gathers a bunch of branches and carves an image of the caveman on them, inventing the world's first logo.

Then, our "marketer" decides to paint a picture on a rock of the caveman holding one of those branded branches and displays the rock next to a pile of actual branches. Then, he leaves, assuming everyone would simply start buying the branches.

He had good marketing ideas, but without the caveman around to answer any grunts or questions about how this branch works or to add caveman charm (aka "the sales pitch"), the marketing fizzled. In essence, no one was around to close the sale.

It takes two

So there's your answer — it's a tie. In this hypothetical story, marketing and sales discovered that survival of the fittest, at least in business, means they must work together to survive, or face extinction. Collaboration is the most effective way to make those branches fly off the trees into the arms of brutes and brutettes in any market, much less your own cave village.

Would anyone buy a nameless, bark-less branch hanging from a beat-up old tree stand when they could buy a customized battering wood club Model XYZ, featured in a fancy brochure, snazzy informative website, cool social media posts, or by an enthusiastic salesperson pointing out the features in a live demo? Most wouldn't.

Fast forward to the modern-day selling cycle

Since many of you are already seasoned or semi-seasoned business veterans, we're not going to list earth-shattering ways to market and

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sell in this column. But maybe you'll discover some refresher tips that you haven't considered in a while.

It's easy to forget the sales and marketing basics that help keep our cash registers humming and our payroll checks coming. A quick reminder might provide the spark you need to make a fast or strategic boost to your business' presence, so you don't lose a step in a competitive market.

In our next column, we'll start tackling one of the critical marketing and sales questions below, because they're all relevant to the success (or demise) of your business. Besides, we already solved the whole chicken, egg, bacon thing. Eggsellent!

Future column topics to contemplate:

1. Should you fish while the fish are biting or start fishing to get them to bite?
2. Should you promote products at a slow and steady pace or send blasts out like a stage 1 rocket before waiting a while before the next launch?
3. How much exposure should you have on social media? How much money and time should you invest in social media?
4. The Curse of Bad Online Reviews – Should you let them ride or try and take them down?
5. The Return of Bad Online Reviews – Respond directly to them or let them ride?
6. Should you try and generate more sales when you're behind on sales, when you're ahead on sales, or right in that sweet spot called "on plan"? ■

Editor's note:

The author of the "Tales from the Marketing and Sales Crypt" has over 25 years of combined marketing, sales, and communications (MSC) experience with several leading manufacturers in the industry. In this column, the intent is to entertain, offer quality MSC strategies, and inspire D+AS readers through thought-provoking questions designed to help your business become even more successful. Please email vicki@vjonesmedia.com with comments or with future "Crypt" topics that our author can expand on with twisted insight.



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- Intelligent Safety System

Dominator® Shedmaster

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