

# SalesandMarketing.lt

Direktoriams, pardavėjams, marketingo vadovams, pardavimo vadovams, įmonių savininkams, personalo specialistams, visiems susidomėjusiems praktiniu marketingu ir pardavimais

## A New Breed of Sales Professionals

Jeremy Miller

Do you want to buy from a guy that can sell “ice to Eskimos,” or buy from a professional who actually listens to your issues and helps you solve a problem?

In the fall of 1992, Alec Baldwin changed the face of sales. In the movie *Glengarry Glen Ross*, Baldwin portrayed Blake, a hard-hitting sales person sent to turnaround a group of failing reps. As he says, “He was sent on a mission of mercy.” Baldwin’s portrayal formed an archetype of success that sales people are being held up to even today. This classic quote from the movie sums it up best, “You want to know what it takes to sell real estate? It takes brass balls to sell real estate.”

This attitude is so persuasive. Sales managers don’t want nice guys and gals on their teams. They want “aggressive, go-getters.” They want people who are “hungry.” They want “closers.” They want “hunters.” I don’t know about you, but these don’t sound like positive personal character traits to me. Go to YouTube and search “Glengarry Glen Ross,” and you will see one of the greatest sales speeches of all time. But you tell me. Would you buy from Alec Baldwin? Would you respect him?

When you make a major purchase do you like to be sold, or do you control your buy-



*The interesting twist of customers today is they don't expect to meet sales people face-to-face to make a decision.*

ing decision? Do you want to buy from a guy that can sell “ice to Eskimos,” or buy from a professional who actually listens to your issues and helps you solve a problem? I would choose the second sales person. Modern sales people aren’t closers – they’re problem solvers.

[Contn'd 2 p. >]

### Kas yra specializacija?

Neseniai dalyvavau „Office guru“ organizuotoje konferencijoje, kurioje buvo itin akcentuojamas vienas svarbus marketingo strategijos žingsnis – specializacija.

Šis žodis sukėlė daug diskusijų tarp įmonių vadovų. Dalis nesuprato kas tai yra, kita dalis – nenorėjo suprasti ir pripažinti, kodėl specializuotis yra gerai.



### Kam reikalinga specializacija?

Įmonės specializacijos tikslas – išsiskirti iš konkurentų ir būti geidžiamu specialistu tarp potencialių savo klientų. Priklausomai nuo įmonės veiklos ir pajėgumo, buvimas specialistu net ir siauriausioje srityje generuos didesnę pelną, nei buvimas visur ir viskuo.

Specialistu tampama turint išskirtinumą, kuris būtų svarbus jūsų pirkėjui ir kuris padėtų aiškiai išsiskirti iš konkurentų.

Dažnai pirkėjai labiau mėgsta pirkti iš specialisto, o ne iš įmonės, pardavinėjančios viską visiems.

### Kodėl specializacija naudinga?

Ar žinote tokį anglų priežodį: „Kur miega 300 kg sverianti gorila?“

Atsakymas: „Kur tik nori“.

Todėl mažos įmonės neturi kitos išeities, kaip specializuotis – tokiu būdu bus lengviau uždirbti ir turėti užtikrintą klientų ratą savo specializacijos srityje.

Taigi, specializacija – vienas iš marketingo strategijos žingsnių, galinčių padėti sėkmingai parduoti.

Kurioje srityje specializuojatės jūs ir kaip sekasi būti lyderiu savo specializacijos aplinkoje?

Sigita Balžekaitė  
www.simonismarketing.lt/blog



### Jūsų įmonės išorinis marketingo skyrius

Jeigu norite padidinti pardavimus, profesionali *Simonis marketing* komanda gali dirbti kaip išorinis Jūsų įmonės marketingo skyrius.

Daugiau informacijos –  
www.simonismarketing.lt

## SalesandMarketing.lt

Redaktorius Linas Šimonis  
Sudarė Emesta Razbadauskienė, Linas Šimonis  
Leidėjas Šimonis marketing  
Puslapis internete www.salesandmarketing.lt  
Rašykite mums info@salesandmarketing.lt

Autorinės straipsnių teisės priklauso jų autoriams.  
Publikuota pagal licenciją arba atskirą leidimą.

## www.pozicionavimas.lt

Publikacijos ir komentarai marketingo, pardavimų didinimo ir pozicionavimo temomis.

Skaitykite [www.pozicionavimas.lt](http://www.pozicionavimas.lt)

## A New Breed of Sales Professionals

[From 1 p.]

Customers don't want to be persuaded or cajoled. Actually, the moment they feel a sales person is trying to persuade, motivate or sell them they become far less willing to believe whatever the sales person has to say. They tune out. Great sales professionals understand this fact intuitively. Their goal is not to persuade, but to reinforce the value of their service and how it solves problems.

Reinforcing value is the mantra of the modern sales person. Before a customer ever calls a sales person they do research online. Customers today are extremely well-educated, and they aren't looking to be sold. When they call a sales person they expect to have a meaningful business conversation. They want to clearly understand how the product or service works. Why it works. Who else it has helped, and how they overcame their challenges. What is the best practice for buying and implementing the product, and what are the risks and benefits. They expect the sales person to answer all of these questions and more.

The interesting twist of customers today is they don't expect to meet sales people face-to-face to make a decision. Customers are skeptical. They aren't buying based on the relationships they have with sales people, they are buying products and services that help them grow their business. Sales people are adapting to this new reality, and learning

how to communicate value without having personal relationships. This is a new skill set for the modern sales person, because they have to build trust and demonstrate value from arms length. This requires sales people to have deep integrity, superior communication skills, deep product knowledge and a commitment to help their customers. They have to embrace all of the tools at their means in order to serve a very busy, very skeptical customer that is intolerant of persuasion and coercion.

To live up to their customers' expectations, sales people are sponges of knowledge. They learn from their organizations. They learn from their colleagues. They learn from their customers. They learn on their own. And they distill all of this knowledge, and translate it into a language that is easy and meaningful for their customers. I would describe great sales people as painters. They paint pictures in their customers' minds of how the solution solves their problems. They apply their knowledge in a way that makes their products and services tangible for their customers. Their paintings help customers buy.

The sales archetype Alec Baldwin portrayed in *Glengarry Glen Ross* does not work. He bullies his customers, he bullies his colleagues and he wins at their expense. That is the exact opposite of modern sales people. They aren't bullies. They are problem solvers, and amazing ones at that. I am in awe of how great sales reps are able to connect with their customers, and the commitment they



*I would describe great sales people as painters. They paint pictures in their customers' minds of how the solution solves their problems.*

have to help them succeed. That is the type of a sales person I want to work with, and the one that I would be happy to buy from. **SM**

*Jeremy Miller is a Partner with LEAPJob, a sales and marketing recruiting firm in Toronto, Canada. LEAPJob recruits sales and marketing professionals for many of Canada's most recognized companies. You can reach Jeremy at [Jeremy.Miller@LEAPJob.com](mailto:Jeremy.Miller@LEAPJob.com) or 905.281.3090, Ext. 22. For more information on LEAPJob please visit <http://www.LEAPJob.com>.*

## 5 Things Everyone Should Know About Branding

Rob Marsh

» There is no doubt that a great logo helps customers remember and recognize your product or service more easily.

For the past ten years, branding has been a hot topic. Experts have written thousands of books and articles, and presented hundreds of workshops that detail what it is and how to do it. Want to create an iconic brand? There are several books that can help. Want a legendary brand? There are books for that too. How about a guerilla brand, a techno-brand, a digital brand, an emotional brand, a simple brand, a primal brand, a luxury brand, or a successful brand? The list is almost endless and there's a book or seminar telling you how to create all these and more.

[Contn'd 3 p. ►]



*Your brand starts with your product or service, but also includes your logo, your store front, your delivery vehicles, even the person who answers your phones...*

## 5 Things Everyone Should Know About Branding

[From 2 p.]

If you're like most small business owners, you simply don't have the time (or desire) to sort through it all. So if you're not a branding expert, is branding something you should even worry about?

Absolutely.

But probably not in the ways you might expect. In order to explain what that means, let's answer a few of the most common questions business owners ask branding.

### 1. What is branding?

You've probably heard the Indian folk tale about the five blind men who were asked to describe an elephant. One man took hold of the tail and said the elephant was like a rope, frayed at the end. The second man held the elephant's ear and described it as a thin, leathery fan. The third felt the thick, rough skin of the elephant's leg and said it was like the trunk of a tree. The men holding the trunk and tusk offered different descriptions of what an elephant was. Of course, they were all right – and all wrong.

Branding experts have offered different descriptions of branding and the best ways to do it. Often they, like the men touching the elephant, are describing the different parts of branding. Designers talk about branding as it relates to the logo and trade dress (the look of the packaging and store). Most advertisers think about branding as it relates to television and radio commercials. An Operations Director, Technology Manager, Customer Service Agent, and Salesperson will all have different opinions of what branding is. So how do you bring all these parts together into one whole?

Simply put, your business is your brand.

Said another way, your brand includes all of the elements that make up your business. It

**»» If you don't offer a service or experience that is different in some way, you will always struggle to get people talking about your brand.**

starts with your product or service, but also includes your logo, your store front, your delivery vehicles, the person who answers your phones, your return policies, your service guarantee, your advertising, your partners... you get the picture.

### 2. I have a logo. Isn't this my brand?

Your logo is the most recognizable element of your brand. Because of this, many people use the two terms (logo and brand) interchangeably. There is no doubt that a great logo helps customers remember and recog-



*Branding experts often are describing different parts of branding like the men touching the elephant in the Indian folk tale.*

nize your product or service more easily. But your logo is simply a graphic representation

of all the other parts of your brand – it's visual short-hand for all the great things your business does. The logo is important, critical even. But it isn't your brand.

### 3. Does branding require a big marketing budget?

While money definitely makes it easier, great branding doesn't require deep pockets. But it does take thought, a bit of creativity, and a willingness to try different things. When Geek Squad founder, Robert Stephens, started his business, he needed a way to stand out

from all the other guys providing a similar service. So he bought a unique car and wore a short-sleeve, white shirt and skinny, clip-on tie. And he focused on delivering one-of-the-kind service (including little details like returning calls within a few minutes and taking off his shoes as he entered a home). There were dozens of other consultants offering similar services, but Stephens stood out. His customers remembered the service, the unique uniform, the black and white car, and – this is the important part – they called him again when they needed him. Today Geek Squad is a big business, but it wasn't too long ago that Robert Stephens was a small business owner with no budget and a creative idea for making his business stand out from the crowd.

[Contn'd 4 p. ►]

## 5 Things Everyone Should Know About Branding

[From 3 p.]

### 4. How do I get people talking about my brand?

There are as many answers to this question as there are business ideas. Again, it takes creativity and a little work, but there are literally thousands of ways to do it. The very best way? Have a great product. This is exactly how Bear Naked Granola grew their tiny business – by using all natural ingredients, they created a terrific tasting product (my mouth waters just thinking about it). As more people tried and loved their product, they told their friends and family, who bought a bag. When these new customers tried it, they loved it too, and told even more friends. Starbucks did something similar by creating a unique experience around a cup of coffee (yes, Starbucks is big business with big budgets today, but it wasn't too long ago that it was a four-store chain with a new idea about how coffee should be served).

## ” The decision to hire (or not) a customer service person with bad grammar is more than a service decision, it's a branding decision.

Of course, you can try things like contests, special offers, and PR events, but gimmicks don't last long. If your product isn't better than your competitor's, or if you don't offer a service or experience that is different in some way, you will always struggle to get people talking about your brand.

### 5. What are the most important things to remember about my brand?

Always remember you are constantly building your brand, whether you do it consciously or not. The decision to hire (or not) a customer service person with bad grammar is more than a service decision, it's a branding decision. Choosing to raise or lower prices isn't just a question about margins, but about branding. How you keep your store, how you treat your customers, the products and services you offer – these are both business and branding deci-

sions. You are always building your brand.

Now back to the question we asked at the beginning of our discussion: Is branding something you should worry about? Again, the answer is, "absolutely." But it doesn't require stacks of books or attending branding workshops. Instead, it takes thought, a little creativity, and consistency over time. By thinking about your business decisions as branding decisions, you take a more active approach to your brand. And that will help you attract new customers and stand out from your competition – which ultimately may mean finding real business success. **SM**

*Rob Marsh is the COO at Logoworks by HP and author of the Brand Story Blog. You can e-mail Rob at brandstory@gmail.com.*

# On Being Cheap, Fast and Good

Dr. Bill Haig

” If logos symbolize the company business, characterize particular company attributes and are contemporary they will have power.

I read an article recently which reminded me of the old business saying *you can have your product or your service cheap, fast or good – choose just two*. In other words, business tells us that we can have just two; it is not possible to have all three.

It is the same with logo design. We at Powerlogos Design know what we are doing through many years of experience and our *credibility-based logo design* philosophy. We are able to zero in on a logo design with a specific direction. This makes for a great logo which will work. Doing our work in a specific direction also means less time, therefore less costs to our clients.

But, less time is not four days. This is impossible if the end result is to work. It takes at

least a week to plan and agree on the credibility traits which must be visually communicated through non-verbal design elements with our clients. Then it takes about two weeks to translate the agree credibility traits into several visual solutions. Then another two weeks to refine the most promising preliminary designs into a final design we are all happy with. We all know at that point that this final design will be effective.

If my addition is correct, that is five weeks to do the job right.

Where did credible logos get their start? This requirement stems from the teachings of my mentor late graphic design legend, Saul Bass, who is famous for his successful logos for AT&T, United Airlines, United Way, Rockwell International, Alcoa and Continental Airlines (during the period 1968 to 1989).



*Business tells us that we can't have all product or service cheap, fast and good. We must three choose just two. It is not possible to have all.*

If logos symbolize the company business, characterize particular company attributes and are contemporary they will have power, he would say.

If a design firm says they can do the job in four days, they are giving up something: cheap, fast or good. I would suspect good. **SM**

## Seminaras

### Kaip išlaikyti klientus, nemažinant kainų?

Sužinokite, kaip išlaikyti esamus klientus, ką daryti, kad jie pirktų pas Jus, kaip parduoti daugiau nemažinant kainų, kaip aplenkti konkurentus lėtejančios ekonomikos sąlygomis.

**Daugiau apie seminarą skaitykite**  
[www.simonismarketing.lt](http://www.simonismarketing.lt)

## Aktualu įmonės vadovui:

Vienos dienos sesija su Linu Šimoniu apie įmonės marketingo strategiją.

**Daugiau informacijos –**  
[www.simonismarketing.lt](http://www.simonismarketing.lt)

*As Chairman and CEO of Haig Branding, Dr. Bill Haig is responsible for the overall planning and creative supervision of client company logos, website home page design and all creative branding strategy and integrated elements. Bill has worked in the field of logo design and branding for over forty years. You can contact Bill at [bill@haigbranding.lt](mailto:bill@haigbranding.lt)*