



# Sales & Marketing:

*The top 10 sales and marketing mistakes people make...  
...and how you can avoid them*

# Why are you here?

*You are close to selling your business...or you know you will sell it someday.*

*...or you just want to make some more money.*

*...in either case, your business will be worth a whole lot more to you, your family...or someone looking to buy a business if it makes a lot of money and is turn-key.*

# This is about marketing and sales mistakes

This won't be what you were expecting. Why?

Googling:

“marketing strategies”, “How to build a Facebook campaign/sales funnel” ...all great stuff but...

All a waste if you make these mistakes.

All a waste if you don't execute.

# #1: Spend 100% of your time in the jungle



What is it?

Why is it important?

What we typically see in an organization.

Why would any sane businessperson spend little or no time thinking about selling more?

# Two Higher level questions

Why do so many things seem to fall between the cracks?

Why is it so hard for us to free up time and do what we set out to do (i.e. the important things we could/should do)?

# Two Answers

1. The accelerating challenge of producing more with fewer resources for people who demand more for less.  
(i.e. we live in the 'jungle')
2. We lack an overall business operating system.  
(i.e. we don't navigate and tame our jungle using a compass and systems).



# **JUNGLE**

## **Operational Energy**

*80% time. The day-to-day.*

*The how. The necessary.*

*Organizational effectiveness.*



# COMPASS

## Strategic Motion

*20% time. New advances.*

*The what. The important.*

*Organizational advancement.*



# Start to tame your jungle

If you live in the jungle full time, you get:

- Tired and miserable.

You need to spend more time in the 'canopy' to get some perspective with a compass.

## To-Do: Commit to regular compass time



### Schedule focus/thinking 'compass' time:

- Daily
- Weekly
- Monthly
- Quarterly
- Yearly

## #2: You have no motivating sales goals



What is it?

Why is it important?

What we typically see in an organization.

# To-Do: Set BIG motivating sales goals



**Forget about:** budget, what you did last year, competitors, lack of knowledge, and pick a big motivating sales goal\* ...

...and then ask yourself the best business building question ever uttered in the history of the earth:

**What would it take?**

\*Hint: the motivating part isn't the number



## #3: You don't market (much or at all).

What is it?

Percentage revenue invested marketing	
5% invest: 11% +	37% invest: 1-3%
10% invest: 7-10%	19% invest: 0% .
19% invest: 4-6%	10% invest: 'not sure'

Why is that, and why is it important?

What we typically see in an organization.

# To-Do: Start to market (or more)



## Start by:

- Watching some short videos. Play around a bit.
- Attend some webinars (be careful at the end). Buy a book.
- Get some quotes and ask questions from experts.

**Then ask yourself:** What are some approaches that are working in my industry: pick one...study it...try it...measure it...master it...pick another.

## #4: Don't consider brains and chemistry



What is it?

Why is it important?

What we typically see in an organization?

## To-Do:



**Get attention:** Broca's Area.

**Keep attention:** Needs to look credible.

**Good story:** Needs to move people.

**Good offer:** Do people respond?

**Good product/service:** Integrity.



## #5: No sales/marketing plan or process



What is it?

Why is it important?

What we typically see in an organization.

# To-Do: Build written sales & marketing processes



Look at what is done now and write it out.

Come up with something better.

Test it.

# #6: Hiring/keeping the wrong sales and marketing people



What is it?

Why is it important?

What we typically see in an organization.

## To-Do:



Decide what qualities are you looking for.

What selection tools should you use?

How do you know if you have the wrong person?

Why do we keep the wrong people?

# #7: Not finding and investing in your sales and marketing people's grooves



What is it?

Why is it important?

What we typically see in an organization.



## To-Do:

Invest in training them, coaching them and keeping track of them. e.g. What makes an effective salesperson?

- To-Do and priority system
- Physical environment
- Rhythm of their work
- Music, food, stretching, etc.
- 50 min focus sessions
- Interruptions and distractions
- Tough ones

# #8: You don't track and measure enough things



What is it?

Why is it important?

What we typically see in an organization.

## To-Do:



Track what?

Web, store traffic, salesperson activity, competitors, etc.

If you don't track, you can't learn from what is working  
...and what isn't.

If you don't track you can't improve.



## #9: No website (or bad website)



97% of the population search online for products and services  
-Over 50% of those searches are local.

Social media 'share cropping' is not the answer.

Static brochure sites aren't doing you a lot of good.

# To-Do: Build a website that sells



No longer hard or expensive...so get one/improve yours.

Build an integrated marketing and sales process on your website.

Don't be afraid of buying traffic.

# #10: No business planning and execution system (no operating system)



What is it?

Why is it important?

What we typically see in an organization.

- Maybe vague plan or remnants of one.
- Haphazard meetings.
- Forgotten or off track projects.
- Talk of training/coaching.
- No shortage of ‘things we need to do’

**To-Do: Build a business operating system.**



Everything you need to know to run a world class organization can be summed up in one sentence:

**You can accomplish anything...with the right plan, people, performance, and promotion.**

...you can't do that without being systematic.

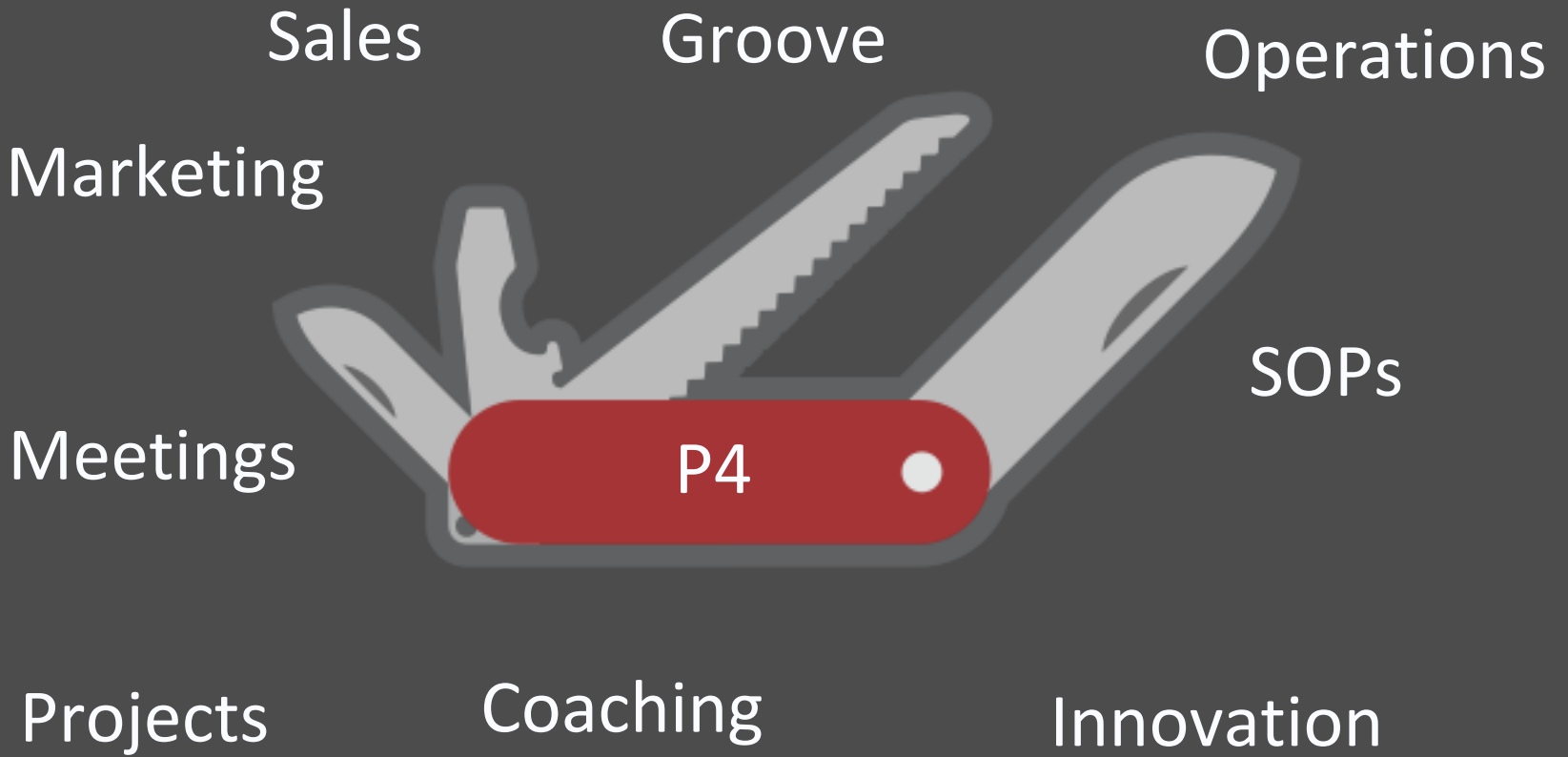


**SMELLS  
LIKE  
SOME-  
THING  
EXTRA**



## ...but always time for this:

- Horrible meetings (vs. simple project reviews).
- “Lightning strike” unplanned interruptions.
- Being a slave to overloaded Inbox (vs. Zero Inbox).
- Talk about great ideas (not implemented).
- Off track or lost ‘informal’ projects.
- Low engagement (“I wonder what he’s doing?”).
- Poor communication (mistakes).
- Fix what went wrong.





# Do I need all this stuff?

- No you don't... but you won't like the results...
- How many of you have the potential for 2X to 10X growth?
- How many will experience 2X or 10X growth?

*Q & A*



## Next step

Schedule a free call.

Promise not to ask you to buy anything. 😊

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