



E-News!



Marketing Audit Results

So I was sitting here calmly towards the end of a hot Friday afternoon after a long week of a marketing audit I performed for a mid-sized firm. Audits are always fun - poking around and picking out the sobering flaws in other's marketing campaigns. Interesting, too. Plus, I've always had great hindsight. My hindsight is one of the best. It's foresight that gives me trouble.

No Matter. Presenting my analytical review today to a high level executive was difficult. Some are thankful for the help and anxious to start; some are gracious and like what you say but don't follow recommendations. Others - like today - are disbelieving that their firm has so many readily apparent holes in their marketing campaign. Readily apparent if you have 30 years field experience. After analyzing the marketing strategy of over 500 companies, I can see a hole in a marketing campaign from the parking lot.

On a client's behalf, when the dust settles it's always good to find that your firm can trim your marketing budget by 50% and still be as effective; or spend the same amount and double your inquiries and sales.

Here are the most common mistakes I find:

The number 6 Mistake: No telephone support.

...Or not enough of it anyway. Good phone support in the sales department means salesmen can concentrate on sales, and provide upper level customer support. This frees top-level-performance sales personnel from the drudgery of too much detail, and lets them concentrate on the larger picture and more valuable relationship management of big clientele.

Sales-oriented telephone representatives can secure warm leads for the sales department, make and confirm appointments, and get back to people with details or with answers to questions.

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