

AT THE CORE OF THE ISSUE



ON THE MARK MARKETING

"The SME Rapid Business Builder"

November 2009



12 Months Ago I Wrote

So there you are standing in a conference room with a couple of hundred other people and you here someone yell Fire Fire. Instantly everyone starts looking around the room for smoke. You can't see any, but everyone in the room is getting jumpy and the dead silence that hung over the room when the word fire was first heard has now turned into a hum of chatter.

Out of the corner of your eye, you see a group of people start moving towards the fire exit and you watch as this casual movement turns into a brisk walk. The noise level goes up a notch as one of the people in your group says, "common we had better get out of here quickly".

In no time at all the crowd is moving rapidly to the exit and you have convinced yourself you can smell smoke. People are now running towards the exit sign, tripping over each other and a sense of panic fills the room.

As you burst through the exit door and make your way down the fire stairs, you feel for the first time anxious about your safety. Finally, the exit door is right in front of you and you make your way outside the building.

Looking back at the building, your eyes scan the building for smoke but none is to be seen. No smoke, no fire, nothing but a hole lot of panicked people concerned for their life and wellbeing.

I am sure you have heard the names Fannie Mae and Freddie Mac but do you know the history behind these organizations?
[Well here is a little history for you:](#)

SEM Marketing

There is one central idea, one key concept that Google wants you to understand and if you get this right, Google will reward you with lower prices per clicks while your number of new customers will grow incrementally.

On the other hand, if you don't get it right, you will pay more than you have to per click. The one thing that matters to Google is relevance.

Google's mission is to build a search engine that gives people exactly what they were searching for, as fast as possible. If you were searching for "Rain Forest Butterflies" they wanted to give you the very best and most popular butterfly websites on the very first page of results.

They have an amazing mathematical formula for figuring out who visited websites and why, and using that information in their search engine.

When Google began to sell pay-per-click advertising, they were extremely concerned that advertisers should offer messages that were highly relevant to the search enquiry.

The Shortest Distance Between You And Success

In today's market, you need to find the easiest, shortest route to meet your numbers. Your team cannot afford to be stuck in pipeline gridlock or chasing dead end leads. You need to focus on identifying sales drivers and making sure you are working those leads that offer the lowest risk, highest reward.

Rather than just getting reports on opportunity status and lead counts, you need to know such topics as:

- Which opportunities your team should pursue
- Why your stars are closing and the others aren't
- What offer works best
- Where you are most at risk

The answers are buried in your data.

Google rewards you for being relevant, and they let people who are searching vote for you. If your ad is clicked on, it is relevant. If it doesn't, it's not. It's that simple.

The higher your click-through rate - i.e., the more people who see your ad and click on it - the less you have to pay for the position you want. But if you ads don't interest visitors, Google will make you pay more to get your ads to show.

For example, rather than simply knowing who is scheduled for a call-back, you learn which customer profiles, industries and products have the shortest sales cycles and highest close rates. When your team focuses on the leads that are most likely to close, you can:

- Reduce risk for each deal – faster deals offer lower risk;
- Reduce overall pipeline risk – build your forecast with many smaller deals and reduce the impact of any single deal on your numbers; and
- Improve the productivity of all reps – get your average reps to start selling more like your stars.

Your current customer base is the best source of quick, low-risk deals; existing customers buy more quickly than new prospects.

Like to know more then send us an email an arrange an appointment.

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