

Effective Marketing – Creating campaigns that facilitate each stage of a buyer’s decision path



Sharon Drew Morgen

- ! *Your solution is the best on the market.*
- ! *You design exciting materials to tell the world how terrific your solution is and be inspired to buy it.*
- ✗ *And then you wait for the phone to ring. And you wait ...*

Having a great solution may not necessarily get you buyers. Buyers need to understand not only how your solution matches their need, but also how

1. to achieve internal buy-in in order to be ready to purchase it,
2. to manage any change your solution will cause,
3. get appropriate consensus from the appropriate decision makers and influencers,
4. to choose you over your competitors,
5. to find you.

Current Current marketing efforts focus on presenting effective content to differentiate, educate, and introduce. Yet who reads this content, and at what point along the decision path, remains largely unknown, while the Pre-Sales buying decision journey – the personal, hidden, change management actions buyers take behind the scenes – is ignored. With the entire decision path made up of 13 stages, and solution choice involved in only 5 of those, we’re overlooking a major component of when, how, why, and if buyers buy.

What are the best avenues to design, promote, and market your solution so buyers can buy it? When should you be placing one type of message vs another, and which medium should be used? How can you help your buyers assemble, reach consensus, and manage change through your marketing practices?

This program will

- » teach you the full set of Pre-sales stages buyers go through as they traverse their buying decisions to enable you to develop strategy in each marketing category at each point along the buying decision path,
- » explain each type of marketing to help you target the best choices for your solution,
- » offer ideas on timing – branding, email marketing, content marketing, SEO – for different times during your go-to-market process – before, during, and after product development,
- » exhibit optimal social media, SEO, e-marketing, blogs, and content marketing possibilities for each step of the buyer’s decision path.

By the end of the program you will have a plan that addresses timing (when to do what), type of marketing, goals for each, different messaging for each.

Taught by Sharon Drew Morgen, the creator of the stages of the buyer's decision path and Buying Facilitation® that facilitates buying decisions, you will be brought deep into the mind of your buyer and design a strategy to engage your buyers each step of the way. Different from a program that merely explains marketing options, this program enables you to design the exact strategy for your solution: **you will walk away with a customized plan that matches your customer's buying decision stages.**

Syllabus: Effective Marketing

Day 1

LECTURE: How do your buyers buy? Discussion of the 13 steps of a buying decision, including each element of the Pre-Sales and Solution Choice portions, assembly of Buying Decision Teams, obtaining consensus, and managing change. Interactive discussion with participants to include:

- » What's the difference between how you're marketing and how your buyers buy? What's missing?
- » What would you need to do differently to enhance the buyer's buying decision experience?
- » What do buyers need to see from you to address each stage of their decision making?
- » What would your marketing efforts be doing if they could move buyers through the entire 13 step decision path?

EXERCISE: Each participant will explain their current marketing plans to other course participants for feedback.

BREAK AND NETWORKING

LECTURE: How can marketing include positioning yourself at each stage of the buyer's journey.

EXERCISE: Small groups: Which buying decision considerations should be involved in your messaging:

- » Identifying how your buyers buy;
- » Choosing what would work for you: what marketing practices; what type of content to offer.
- » How to design marketing materials for each stage your unique buyer goes down.
- » Understanding your own foundational criteria for business, people, and sales strategy;
- » Calculating your options.

Q&A. Group discussion.

Wrap up. Homework: What's missing from your current marketing practices now? Write up what you might be doing differently and the specifics of what would need to take place in your company to enable those changes.

Day 2

OPEN FRAME: Discussion of homework and questions.

LARGE GROUP DISCUSSION: marketing strategies to facilitate the buy path.

Q&A

ACTIVITY: Individual practice: Re-work current messaging and company set up to pitch to group.

BREAK AND NETWORKING

ACTIVITY: Group presentations: Each participant will explain their new ideas in front of the group and get feedback.

Q&A: End discussion and takeaways

*Contact Sharon Drew Morgen for details:
sharondrew@sharondrewmorgen.com*

Sharon Drew Morgen

Sharon Drew Morgen has written 7 books on how buyers buy, including the NYTimes Business Bestseller **Selling with Integrity** and the book on every must-read list for sales professionals **Dirty Little Secrets: why buyers can't buy and sellers can't sell and what you can do about it.**

She has personally trained over 20,000 sales people globally in her unique Buying Facilitation® model,

including such companies as KPMG, IBM, Bose, Unisys, Morgan Stanley, KnowIT (Sweden), HP (Sweden).

Sharon Drew's newest book **What? Did you really say what I think I heard?** is considered a game-changer in the field of listening. Morgen is a consultant, trainer, speaker, and coach. She is on the faculty at STOAF, and the Program Director for Entrepreneur Programs. She can be reached at sharondrew@sharondrewmorgen.com