



Sharing Simple Strategies to Achieve Your Wildest Dreams.

Michael D Morrison Enterprises
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How To Get Your Boss To Say Yes To Your Marketing And Sales Strategy

1 - Schedule A Discovery Session With Your Boss

(e.g. – business owner, manager, supervisor, etc.)

Get to know what your boss (aka - decision maker) is thinking and how you can attempt to satisfy their expectations. Most decision makers have a historical past of some kind, with marketing and sales, and have come to conclusions of what they like and dislike. Most decision makers also have an idea of what they would like to see or not see, in other words, their tastes. As well, they also get information from their circle of influence of what worked and didn't work from their experience with various channels.

The closer you get in their head, the closer you will be on point, specifically their point, when making your presentation.

Based on your situation, there are literally thousands of questions you could ask in your discovery session. These are just a few to get you started.

What measurable outcome are we looking to achieve? Are they weekly, monthly, annually?

What are your likes and dislikes with marketing and sales?

What brands do you like? What brands do you dislike?

Is there anything that you have seen recently that caught your attention?

(e.g. - a brand, a platform, an ad, an app, etc.)

Is there anything that you are opposed to because it did not work previously?

Is there anything that you are not going to change that we are currently doing?

What marketing strategies are you aware of that our competition use? And, are you curious if it is working for them?

What do you feel is our biggest strength?

What do you feel is our biggest weakness?

What are a few things you think we should be doing? In other words, learn what they are adamant about. Get their buy in. (e.g. – trade shows, networking, sponsored events, direct mail, radio, Google Ads, etc.)

Is there a dollar amount that would scare you if I brought you a cost of, say like... \$5,000? – you can gauge a starting point of what might be attractive or not by their reaction. This works better than asking for a specific budget amount. Most decision makers are looking at the possible ROI than the actual dollar amount.

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Although there are many other questions you could ask, these will get you started on your own list of discovery questions.

2 – Do Your Own Research And Clearly Understand Your Target Audience

Most every marketer, advertiser, and salesperson know this, but most skip this part because it takes too much time to compile this information. With crystal clear clarity, you will add more value to your pitch of why your proposal will be financially rewarding to the organization if you can describe your audience in who they are, where they are, and why this proposal makes since.

The actual research questions will vary depending on your organization and industry. The questions below are just a few areas to get you started on your research.

*Who are your current clients/prospects?
What organizations do they belong to?
What is their age, gender, income level?
What are the geographic's? Where do they live?
What are the demographics? What do they do?
What is their occupation?
What is their technical skill level?
Do they spend much time on the internet? If so, where?
What type of lifestyle do they have?
What are their spending habits?
Is the business B2B, B2C, or both?
If B2B, what size company, how many employees, annual revenue, what industry?
What industries do we serve?*

Understanding your audience, their habits and location will make it easier for the decision maker to understand why you are proposing your specific strategy. It defines why you want to spend resources in the specific areas you are proposing.

Now, it is your turn to make a list.

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3 - Categorize And Segment Your Audience

Now that you thoroughly understand your audience, break them out into segments. You will discover each segment will vary in why they need your product or service, where you can find them, and what resources to pitch.

Below are examples of segments in their related industry.

Roofing

Insurance adjusters, real estate agents, insurance agents, real estate investors, etc.

Landscaping Services

Homeowners with a home value > \$\$\$, homeowners with a home value < \$\$\$, property managers, etc.

Leadership Coaching

Business owner, business with revenue > \$\$\$, business with revenue < \$\$\$, high achiever, civic organizations, HR Directors, etc.

GPS Device

Truck drivers, automobile drivers, municipalities, yacht owners, etc.

Understanding the segments, will help bring clarity and understanding of who, where, and why. This provides clarity in understanding more about where resources should be spent. This also gives the decision maker confidence in making their decision.

4- Determine The Resources To Pitch In Your Proposal

Researching the basics of your target audience, clearly understanding who they are, and where they are at will provide clarity when presenting to the decision maker.

As an example, we will look at truck drivers from step 3 as our prospective target audience. Truck drivers spend most of their time on the road. The obvious areas to dedicate marketing, advertising, and sales resources would likely be resources like truck stops, billboards, etc. A full-page ad in an airplane circulation would not be a wise investment to reach truck drivers effectively on a consistent basis. Think air versus road.

Although there is an abundance of other steps to research as a marketer and salesperson, these simple steps will assist in getting your proposal approved. If, of course, the resources are available for the proposal.

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Now...

5 – Pitch Your Marketing And/Or Sales Strategies To The Decision Maker Of Your Organization.

Pitching your strategy with clarity will not guarantee a yes, but it will increase the percentages of getting approved.

Having the researched information, you now have the support and documentation to pitch your proposal.

A simple marketing pitch using our truck driver prospect to the decision maker like this is effective:

Recently, You mentioned in our discovery session that you would like to see our truck driver client base increase by 10% this year. That equals 200 new clients.

I've found that over 40,000 truck drivers stop at XYZ Truck Stop each year. I propose we invest \$\$\$ at the XYZ Truck Stop to reach our target market. Two hundred new clients will bring an additional \$\$\$ to our bottom line.

A simple salesperson pitch like this is effective:

Recently, you mentioned in our discovery session that you would like to see our truck driver client base increase by 10% this year. That equals 200 new clients.

I've found that over 24,000 truck drivers are members of the XYZ national organization. I propose we invest \$\$\$ at the membership level at the XYZ organization to reach our target market. They host numerous luncheons, trade shows, and events that I could attend and stay in front of our prospects. Saving me countless hours from trying to prospect one at a time. Building a relationship and earning just 200 new clients through this channel would ad an additional \$\$\$ to our bottom line.

An ineffective pitch that most marketers and salespeople use is:

Hey, everyone I know is taking out full page ads in the XYZ Airplane magazine. It is the latest, greatest, sexiest marketing channel. It's bigger than Apple. It's all over social media. Everyone is doing it. We've got to do it to stay relevant or we are going to get left behind. It's only \$\$\$? Is that okay to spend?

Only by clearly understanding your audience will you be able to present an attractive proposal when asking for resources.

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Closing

The abundance of marketing resources can be compared to the tools in a toolbox. Some tools get used more than others and some are more important for certain jobs than others. The type of tool needed varies per project and what we are trying to accomplish.

SEO is critical to most, but not all, businesses. For example, small/medium size electrical contractors. Contractors work with plant/facility managers. Plant/facility managers are not on the internet looking for electrical contractors to keep their 500,000 square feet of commercial space, 9 locations where 24,000 people employed, safe. Plant/Facility managers are reaching out to industry related organizations and friends in the industry for recommendations. So, investing in sponsoring organizational events that are industry related where plant managers attend would be more attractive to a decision maker than spending an absorbent amount of resources each month on SEO.

The bottom line why most decision makers say no, repeatedly, is because there is no clear reason how it will benefit the bottom line and why it would make financial sense to spend resources on your proposal. The second reason they say no, is the resources may not be available even though your proposal makes since. Most proposals are pitched just asking to spend dollars for the hottest trend at the time. Established decision makers are smarter than falling for that from experience.

About Michael D. Morrison Enterprises

Transformational Coaching & Mentorship Products & Services.
Helping high achievers achieve more in business and life.

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