



JOE PERRI & ASSOCIATES
infinite possibilities

Big Bang to Batman ...How to be a Marketing & Sales Superhero!

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October 2016. The Big Bang Theory is a very popular TV show about a group of geeks with some great toys and gadgets but no desire to get into a fight. Batman on the other hand, has the same toys and gadgets, but unlike the geeks, has the battle scars to prove that he has the courage to use them.

The same applies to modern marketing, you can have the best product in the world, but unless you're willing to 'get it out there' and market yourself and make those hard difficult sales calls...then the sales and income aren't going to just materialize on their own.

There's no doubt today a business needs to have all the components (the gadgets) of its marketing and communication arsenal in place from its website, social media profiles, advertising, Public Relations and so on – as they are the essential key ingredients for building a brand that will deliver long term sustained financial success.

Unfortunately, many business owners find it easier to avoid confronting the potential of a rejection from a prospect and instead keep adding to their 'Marketing Fortress' of gadgets focusing their energies on blogging, tweeting, writing white papers, changing the fonts on their websites, instead of allocating time to the process of prospecting and turning connections into sales.

Don't get me wrong – I'm not belittling the need for an organisation to have a website, LinkedIn profile, branding, promotion and communication activities - they are all absolutely essential components of an integrated cohesive marketing strategy that every business must have.

The modern technically savvy and sophisticated consumer needs to be reassured about the business relationship about to be entered into and will use technology to research your background through Google, your company website, LinkedIn, etc before connecting with you.

Kevin Costner in the Hollywood movie Field of Dreams was told 'if you build it, they will come'. There is a reason it's a movie – it doesn't happen in real life.

Heroes aren't made when life is easy. History has shown that the most successful business leaders are those that rise above their personal insecurities and commercial doom and gloom that surrounds them – and through inner strength and character overcome challenging experiences and situations.

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Staying safely inside the 'Marketing Fortress', with all the gadgets, the Batman outfit and cloak, still in their original wrappers and in pristine condition will not increase sales and revenue.

On the other hand prospecting and connecting with potential customers using the power and support of the marketing infrastructure and company / personal profile will deliver diverse sales opportunities.

In the end it's simply a question of balancing the inner geek (The Big Bang Theory) and the need to get outside the comfort zone and with the right balance between marketing, prospecting, sales and client service activities will have you saying "I'm Batman" in no time!

ENDS

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