

# The Marketing Difference

excels at delivering sales tools and customer programs that deliver positive return. We thrive on combining creativity with strategy to drive results for our clients.



## Sales Tools

- ▷ Create content for a sales tool reference library. Populate with customer success stories, robust product information, competitive analysis, objection handling, presentations, business cases, marketing programs, pricing promotions, cross-sell and up-sell positioning
- ▷ Develop "sales points" that include value statements, differentiation, and how to create fear, uncertainty and doubt about the competition
- ▷ Create credible business driven customer presentations that capture the differentiation and showcase the value
- ▷ Develop content for sales training with detailed notes
- ▷ Create on-line customer demos that visually reflected the value of the service
- ▷ Conduct competitor war game anticipating the competition's next move and formulate strategy to combat

## Customer Programs

- ▷ Conduct extensive analysis on the customer base to determine predictors for churn. Develop customer programs to combat deactivations that deliver positive ROI.
  - ▷ Develop programs to increase number of customers on contract while achieving financial hurdles.
  - ▷ Review sales and customer care processes and recommend enhancements.
  - ▷ Develop script for outbound marketing programs to reflect desired messaging and positioning. Scripts include objection handling, cross-sell and up-sell content.
- Brainstorm a laundry list of new customer acquisition campaigns targeting the ideal customer
- ▷ Identify opportunities for improved customer communication to support a life cycle management program. Create messaging and timeline to reinforce strategy and desired outcome

## We are Different:

- △ Many years of success in your world
- △ Successful marketing programs with staying power
- △ Continuous candid feedback

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