

IDEAS
TOOLS
RESOURCES



BUSINESS

**YOUR
GROW
TO**

Idea Starter

This presentation is designed to help you come up with creative ideas for how to leverage marketing.



Spearhead Helps Companies Grow, One Relationship at a Time.

With relationships come opportunities, with opportunities come increased sales and profits, and with increased sales and profits comes growth. When that growth is managed wisely, everyone wins: owners, managers, employees, contractors and suppliers; their families; their communities. This is why we do what we do.

We integrate sales and marketing through consulting, branding, advertising, public relations and web marketing.



223 S. Main St. Elkhart, IN 46516
(574) 294-6900
info@spearheadsalesmarketing.com

How Salespeople Should Leverage Marketing



SPEARHEAD
SALES & MARKETING SERVICES

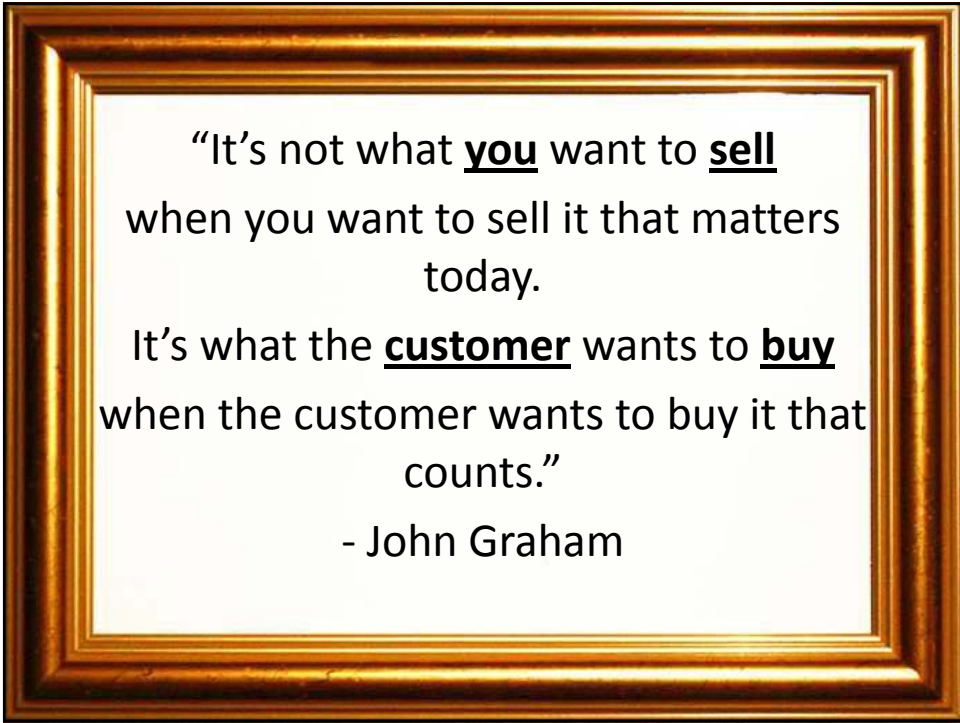
Copyright © 2012 Spearhead. All rights reserved.

“The Sale is Defined by the Customer

***People don't like to be sold,
but they love to buy.***

Your job as a master salesperson
is to create an atmosphere
where people want to buy.”

- Jeffrey Gitomer



Business Development Process

**Marketing =
Lead Generation
& Nurturing**

**Sales = Lead
Conversion**



**SPEARHEAD**
SALES & MARKETING SERVICES

Copyright © 2012 Spearhead. All rights reserved.

Lead Generation Process



Target Market



Attract

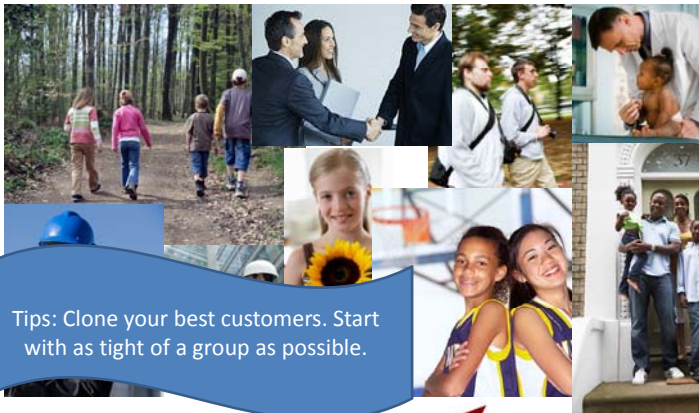


Copyright © 2012 Spearhead. All rights reserved.



I want to do business with

_____ (specific type of person).



Tips: Clone your best customers. Start with as tight of a group as possible.



Copyright © 2012 Spearhead. All rights reserved.



This type of person wants

_____. (hint: trick question)



“If I had asked my customers what they wanted, they would have said a faster horse.”
– Henry Ford



Copyright © 2012 Spearhead. All rights reserved.



Common Underlying Needs

- 1) Meet commitments
- 2) Feel important
- 3) Help others
- 4) Prevent mistakes/problems
- 5) Manage key variables
- 6) Communicate
- 7) Manage time
- 8) Have fun



“Find out what jobs consumers need to get done. Those jobs will point the way to purposeful products – and genuine innovation.” – Marketing Malpractice, The Cause and the Cure



Copyright © 2012 Spearhead. All rights reserved.

© 2011 Spearhead Sales and Marketing. All Rights Reserved.



I can help them get _____ better
then these alternatives _____.

(...to and from, better than “faster
horses” or other options.)



Copyright © 2012 Spearhead. All rights reserved.



Better because _____. And, not
just because I say so, but because
we’ve put our solution to the test.

_____ (people) confirm it.

_____ (people) are advocates.



Copyright © 2012 Spearhead. All rights reserved.



How do you get them coming to you instead of
you chasing them?



Copyright © 2012 Spearhead. All rights reserved.



"Nobody cares how much you
know, until they know how much
you care."

- Theodore Roosevelt



Copyright © 2012 Spearhead. All rights reserved.



Even if you get an appointment,
the chances of meeting a buyer
that is ready to change right
away is like finding a needle in a
hay stack.



Copyright © 2012 Spearhead. All rights reserved.

© 2009 Spearhead. All rights reserved.



The Key is to...



NOT



Copyright © 2012 Spearhead. All rights reserved.

© 2009 Spearhead. All rights reserved.



Be Helpful

Information / Training

- Lunch and Learns
- Workshops
- Webinars
- Seminars
- How-To-Guides
- Articles
- White Papers

Products / Services

- Featured Projects
- Samples
- Discounts
- Free Consulting

Engagement

- Competitions
- Contests
- Receptions / Open Houses
- Luncheons
- Trade Shows and Events

Updates

- Media and P/R copies
- Leadership and staff changes
- Product development
- Newsletters



Copyright © 2012 Spearhead. All rights reserved.



“Home Collections” Design Competition 2010

This is an opportunity for all designers to earn royalties and promotional credit on any design that Grabill selects to include in one of three upcoming Home Collections: Modern, Transitional and Traditional.

A winner for each category will be awarded a paid trip for two to the Milan Eurocucina International Kitchen Exhibition 2012 or a cash prize.

Entries will be received May 1 - July 31, 2010.

Download an entry form at www.GrabillDesignCompetition2010.com.

Example of a very successful engagement campaign.



ADVERTISEMENT

GRABILL CABINET COMPANY

Taking Craftsmanship to a Whole New Level



...help design our future.

2010 Grabill Design Competition

click here for information

cabinetry • architectural elements • fine furniture

The best kept secret in the kitchen

Example of related advertising.

now offering special in-stock pricing
Visit grabillcabinets.com/factory



cabinetry • architectural elements • fine furniture

associated with these markets are changing along with time. Market trends are ever-changing, dictated by an ever-growing generation of buyers — one that is more value conscious, yet focused on individual expression.

Grabill Cabinet Co., "The Custom Cabinet Manufacturer," is recognizing that to meet the needs of this new marketplace, it is necessary to use a new approach. The firm has introduced a new line, the "New Home Collections," in the company name to convey this message, creativity and innovation toward new possibilities.

But, the change at Grabill is more than just a new line. The company is redefining its entire line of activity in cabinetry, architectural elements and fine furniture.

WINNING MIND
"Grabill is redefining its entire line of activity in cabinetry, architectural elements and fine furniture. The company is redefining its entire line of activity in cabinetry, architectural elements and fine furniture. The company is redefining its entire line of activity in cabinetry, architectural elements and fine furniture."

GRABILL CABINET COMPANY: AT A GLANCE

ADDRESS: 1384 Seward Road
72 E. 4th St.
Grabill, IN 46037
TELEPHONE: 317.272.5500
317.272.2782
FAX: 317.272.5400
WEB SITE: www.grabillcabinets.com
CONTACT: Merrill Hargy, President
David Carman, Vice President & General Manager
ESTABLISHED: 1945
PRODUCTS OFFERED: Custom cabinetry, architectural elements and fine furniture.

PRODUCT DESCRIPTION: Manufacture primary and hand-crafted kitchen, bath and bedroom cabinetry that is made to order.

CHANNELS OF DISTRIBUTION: Available nationally through Grabill Distributors.

CUSTOMER SUPPORT: Designers are supported with showroom samples, educational materials, custom finish samples and custom coordination style services. Factory tours are encouraged as a way for professionals to see what is possible. Sign-up is available at the Web site.

COMPETITIVE SPIRIT
To maintain its low approach in the market, Grabill is sponsoring the "2010 Home Collections Design Competition." The design competition was created in an effort to "engage and promote the new designs in cabinetry, architectural elements and fine furniture" by the company agents.

"This competition is a combination of design," says Marla Hargy, president of Grabill Cabinet Co. "It's Grabill, who's creating designer relationships for every corner of the home, and we believe that the design industry has not done enough."

Designers will earn royalties and promotional credit as well as a badge that Grabill selects to include in one of its Home Collections. One winner will be selected for each collection and awarded a cash prize for one year in the Home Collections. The Traditional Home Collections are awarded \$1,000, the Modern Home Collections are awarded \$1,000 and the Bath Industry Show (BIS) is awarded \$1,000.

The competition entry deadline is staggered based on the Home Collections type. The deadline for every collection is the Traditional category - September 15, 2010; Traditional category - November 30, 2010; and Modern category - January 31, 2011. Interested designers should visit www.grabillcabinets.com to learn more about the competition details and entry forms.

The competition is open to all designers, regardless of their experience level. The competition is designed to help create a win-win situation for both the designer and the customer. The competition is designed to help create a win-win situation for both the designer and the customer.



Modern Design WINNER

2010 Home Collections Design Competition





And the Winners are...

Grabill is very pleased to announce the winners of our 2010 Home Collections Design Competition. In each of three Home Collections, the winners have selected our imagination with new, dynamic visions of home design, using a complement of cabinetry, architectural elements and furniture.

THREE HAVE REIMAGINED THE BEST IN DESIGN

<p>Modern Home Collection David Stimmel of Stimmel Consulting Group, LLC in Ambler, PA</p>	<p>Traditional Home Collection Kraig Windham, CEO of Kraig Windham Design, LLC in Jacksonville, FL with Co-Designer: Julie Schulte</p>	<p>Transitional Home Collection Gail Drury of Drury Design in Glenview, IL with Co-Designer: Gary Russo</p>
--	--	---

For two to the Milan Eurocucina International Kitchen Show 2012.



David Stimmel
Stimmel Consulting Group, LLC
Ambler PA



See more innovative Craftsmanship at www.grabillcabinets.com



Be Appreciative

Company Examples

- Holiday Card
- Event Invitations; i.e. Dinner Cruise
- Recognition Gifts
- Thank You from Group

Salesperson Examples (on branded materials)

- Birthday, Anniversary
- Favorite Food / Drink
- Dinner
- Private Fishing Charter
- Personal Thank You



Copyright © 2012 Spearhead. All rights reserved.

Need More Help?

<http://www.spearheadsalesmarketing.com/web-platform/>



Copyright © 2012 Spearhead. All rights reserved.



223 S. Main St. Elkhart, IN 46516
(574) 294-6900
info@spearheadsalesmarketing.com

STAY SHARP

- ✓ Member access to proven methods of growing sales and building brands
 - ✓ Luncheon sign-up to spark new ideas in an interactive session
 - ✓ Exclusive book clubs to study with non-competing peers
 - ✓ Public access to a library of best practices and recommended reading
- Next steps to take action with Spearhead

www.spearheadsalesmarketing.com/subscribe