

# **Mahoney/Marketing**

**Helping firms of all sizes to Grow & Prosper**

*Analysis/Strategy/Planning/Sales*

## **The 9 Most-Common Major Mistakes in Sales & Marketing**

### **... and How to Avoid Them:**

*Know & understand your prospects so well, your product/service fully suits them and virtually sells itself: Peter Drucker*

- 1. Failure to distinguish differences in:**
  - Value & importance of different markets & market segments
  - Wants & needs of different market segments
  
- 2. Failure to fully utilize related influences**
  - Customers, Distributors, Dealers
  - Consultants, other industry professionals
  
- 3. Overestimating/Oversimplifying Branding efforts**
  - Customer/Dealer relationships often stronger than Brand Awareness & Perception
  - Building a brand takes years of selling & promotional efforts and expense
  
- 4. Failure of HQ & Sales to communicate effectively**
  - HQ/Marcomm see forests, not trees
  - Sales sees trees, not forests

- 5. Sales materials & sales-support activities are not calibrated to optimize effectiveness of sales efforts**
  - **Prospect-development efforts not in sync with purchasing timetables**
  - **Brochures don't facilitate sales presentations as well as they should**
  
- 6. Salespeople misperceive their proper roles**
  - **Stars of the Show vs. Stage Managers**
  - **Buddies vs. Consultants**
  
- 7. One-size-fits-all sales pitches**
  - **Failure to identify various types of prospects**
  - **Failure to appeal to various types of prospects**
  
- 8. Failure to know when your sales message isn't working**
  - **Know when your message has run its course**
  - **Overselling is Underwhelming**
  - **Active listening beats endless talking**
  
- 9. 1-Minute Manager Mentality**
  - **In Customer Service**
  - **In conduct of Sales & Marketing Programs**
  - **In market Strategy & Planning**