



March 8, 2009

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**Sales and Marketing:**  
A Relationship  
We Love To Hate.

PAST ISSUES

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### Food For Thought

"For a business not to advertise is like winking at a girl in the dark. You know what you are doing but no one else does."

- Stuart H. Britt,  
US advertising consultant

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Publisher of  
"Will Work For Food"  
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iContact is the most cost-effective and user friendly email marketing solution out there.

Click on their logo to learn more.

## Will Work For Food

Mark's Freelance Corner

Below is an identity project for the EKOS Annual Sales Meeting, featuring national sales recognition, motivation and new products for the upcoming year.



Client: [EKOS Corporation](#)  
Location: Bothell, WA USA

EKOS National Sales Meeting 2009  
"The Power Of Peak Performance"

Learn more about this logo redesign project [here](#).

Mark's Tips and Tricks

**Sales and Marketing: A Relationship We Love To Hate.**

*"There is no question that when sales and marketing work well together, companies see substantial improvement on important performance metrics: Sales cycles are shorter, market-entry costs go down, and the cost of sales is lower."*

- Harvard Business Review. Ending the War Between Sales and Marketing.

Whether you believe it or not, one is nothing without the other.

How can you successfully fuse sales and marketing in your business?  
Consider the following:

1. Develop an overall marketing umbrella that establishes your brand. This includes, but is not limited to: budgets, product training for your sales force and execution of marketing materials and event coordination.
2. If your organization creates this umbrella, be sure it is clear and unambiguous so that you can base your sales approach on it.

Continues

3. Make sure that all of the marketing tools you use or that you invest in are structured to capture customers. For example, if you have a website, what do you do to drive traffic to it? Once you drive traffic to the site, offer an incentive for visitors to leave their contact information. Incentives include giveaways, or prize drawings, or a special “rate” or discount.
4. Contact every lead that arrives at your website, visits your stores or stops by your tradeshow booth. This is critical! Companies spend thousands of dollars to attend tradeshows, collect business cards or scan badges for leads, and then delay contacting the leads--or neglect to contact them at all.

**Well-orchestrated tradeshow participation can be the perfect example of the power of marketing and sales acting as one. Companies that manage tradeshow exhibition effectively:**

1. Have their marketing department create a message for the show in consultation with their salespeople, as opposed to handing it to them.
2. Send sales people, not marketing personnel, to staff the booth at the show, prepared to make sales on the spot.
3. Create promotions to draw traffic to the booth. Special promotional giveaways, prize drawings or appropriate cross-promotion with another company can go a long way to attract prospects.
4. Target every lead or sale created at the show for immediate contact that week, as well as for periodic follow-up after the sale.

*Sales and marketing - each needs the other. Each must reinforce the other. When they work together, and work well with each other, you will continue to drive sales well into the future*

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