

# Guerilla Marketing

## AAHU 2/16/12



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# What type of marketer are you?



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# Do you have the right tools?



# The problem with most Marketing!

**If you don't know how to  
properly structure  
communication what you  
say doesn't matter much.**

What do you think when  
you hear the word

**Sales?**



# What you say matters

“Questions are a core part of developing a good dialog with customers. How you position those questions is critical because people are more likely to buy when they are a part of the decision. Position them well and have a questioning strategy ahead of time.”

-Jeffrey Gitomer



# But what you hear matters most

Get your listening skills in check

## Effective Listening

- ❶ Waiting to assess
- ❷ Leads to probing questions
- ❸ Requires good note-taking
- ❹ Listens to all content
- ❺ Clarifies ambiguous words\*
- ❻ Investigates *emphasis* and **emotion**.

## Efficient Listening

- ❶ Waiting to rebut
- ❷ Focused on you and your offer
- ❸ Your Thoughts > Customer Needs
- ❹ *Really not listening*, just hearing.
- ❺ Ear to talk

What does the road look like ahead?





Be sure to have the vehicle you need  
to get down it!





If not your plan will be going nowhere



## QUESTION № 1: The 'What' Question

# WHAT DO YOU DO?

*With this question, or variations of it, you'll discover the tasks and the goals both of your prospects and their organizations. You may think you know the answers to these questions, but you can always learn more.*





## QUESTION № 2: The 'How' Question

# HOW DO YOU DO IT?

*In answering this question, your customers will tell you about the methods their organizations use to achieve their goals. Even if you know why customers use a particular product, service or program, you may not know what they tried and discarded before deciding on their current process.*





### QUESTION № 3: The 'When and Where' Question

# WHEN AND WHERE DO YOU DO IT?

*Responses to this question reveal the temporal and physical circumstances in which your prospects operate. Perhaps seasonal cycles determine their usage of a particular product, service or program. Perhaps another operation in the company requires them to take a particular approach. Perhaps they would take a different one if they could.*



## QUESTION № 4: The 'Why' Question

# WHY DO YOU DO IT THAT WAY?

*This question probes organizational priorities. The answers will give you insight into the formal and informal distribution of power in the organization and open a window onto its corporate culture by showing you, for example, whether decisions are made by groups or individuals.*





## QUESTION № 5: The 'Who' Question

# WHO ARE YOU DOING IT WITH?

*You need to learn which other suppliers already work with your prospect. Your research, thorough as it may be, won't tell you whether your prospect recently had a conflict with a vendor or is planning a big change.*





## QUESTION № 6: The 'How' Question

# HOW CAN I HELP YOU DO IT?

*Ask this question only after you have already discussed the previous questions and gathered a lot of information. With this question, you involve your prospect in helping you develop your formal proposal.*



## EXERCISES FOR YOUR PRESCRIPTION:

# COMMUNICATION TOOLKIT

### Presence.

Communicating energy, conviction and interest when speaking or listening.

Relating. Building rapport, using acknowledgement and expressing empathy.

### Questioning.

Creating a logical questioning strategy and using probing to find needs.

### Positioning.

Demonstrating value by customizing your offering to needs.

### Listening.

Understanding what is communicated in words, tone and body language.

Checking. Getting feedback on what you have said to gauge customer understanding and agreement.



# Organization is the key





# To multiple layers of successful sales!



# Questions?



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