



# **Seven Essential Building Blocks for Building Your Brand: Marketing and Business Concerns**

MacTech Boot Camp  
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# Session Objectives

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- Understand the context for successful marketing and business development
- Review the Seven Essential Building Blocks for marketing and business development
- Receive best practices for implementation

# A Proven Framework



Akina's Revenue Acceleration Framework™ outlines the key areas to execute successful business development



- **Getting in the Door**
  - Phases 1 – 3
- **Closing the Deal**
  - Phases 4 – 5
- **Growing the Base & Cross-Selling**
  - Phase 6

# Underlying Principles

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- Sales is the natural outcome of an authentic relationship
- Sales is providing solutions to problems that should be solved
- Success will be determined more by HOW you execute and less about WHAT you do tactically

# What You Need to Know: Target Market

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- Top 20 – 40 contacts
- Prospects, Connectors, Alliance Partners
- Segmentation – A,B,C' s
- Problems to solve

# What You Need to Know: Messaging

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- Quick Pitch – “What do you do?”
  - The problem I solve for whom
  - I (verb) (target market) (problem solved)
- What’s New? Message
  - News
  - Current project
  - Looking forward

# What You Need to Know: Relationship Building

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- Authentic Reasons – The 3 IN's
  - Invitations
  - Introductions
  - Information
- Networking Best Practices
  - Rapport Building
  - Discovery Questions
  - 2-Second Rule
  - Law of 1's & 3's
  - Standing in a Long Line
  - 3-10-15 for Time Management
  - Setting a Definitive Next Step (DNS)
- 3:1 Leverage
  - Events/Conference/Associations
  - Writing/Speaking
  - Sponsoring
  - Web/Social Media
  - PR

# What You Need to Know: Sales Execution

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- Preparation
- Discovery Meeting
- Solution Meeting
- Time Boxed Follow-up (DNS)



# What You Need to Know: Closing

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- 6 Qualifiers
  - Problem
  - Solution
  - Urgency
  - Access
  - Expectations
  - Budget
- Red Zone Drill

# What You Need to Know: Client Experience

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- SuperFans
  - Client Feedback
  - Intake
  - Expectation Management
  - Client Appreciation
  - Special Project Investment
  - Know Client's Business
  - Value-Based Currencies

# What You Need to Know: Organization & Infrastructure

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- Business Systems
  - Calendar/Block Scheduling
  - CRM
  - Automation
  - Professionals
  - Administrative Support
- Additional Resources
  - <http://ivanexpert.com/bootcamp>
  - Business owner communities/networks
  - Coaching



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