

A ROAD MAP TO SUCCESSFUL MARKETING AND SELLING



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Why marketing people make me so angry!

The TRUTH about marketing and advertising that nobody wants to talk about...

Almost all marketing people can be divided into two irresponsible groups.

First there are the big marketing company people.

These poor misled souls spend their working lives deluding themselves and their clients with irrelevant 'creative brilliance'. They work in the marketing department of New Zealand's large corporations and for the advertising agencies who steal their money. They influence everything you do because you and the people who make your marketing copy them. BIG MISTAKE. Please don't ever copy the big marketing people. They don't know how to make marketing increase their sales. They think sales is a dirty word. They prefer silly words like "Brand", "Cut-through", "Brand Equity" and so on. They are always prattling them off, they like the way those words sound in their mouths and roll off their tongues – never mind that those words have absolutely nothing to do with increasing sales.

But wait! There's an even more dangerous and insidious group of marketing people – they work in your local marketing and design companies. These people do the real harm. They reduce the potential of New Zealand's businesses by distracting business owners from the real purpose of their marketing (the real purpose of your marketing is to increase sales – if that's not happening then you shouldn't be doing it!). Small marketing company people get you thinking about the 'image' of your company – which seldom, if ever, has any effect on your sales.

They focus your attention on silly issues like what your ads 'look' or 'sound' like. They waste your time by taking your time off sales and onto your logo. For goodness sake – a logo NEVER INCREASES SALES! Big companies can survive when their marketing people waste their money. But chances are you can't. If your marketing doesn't work, you will not grow. Worse still, spending your money on poor marketing that does not work can run you broke.

I have made it a life-long objective to save New Zealand businesses from the silly advice of marketing people.

I used to call them 'well-meaning' marketing people, but as you will learn in the pages of this booklet, it is no longer hard to make marketing work. And for that reason, marketing people who have no idea how to use scientific marketing have absolutely no excuse.

For the first 15 years of my marketing career, I was one of those irresponsible marketing people who wasted money on brand marketing that doesn't work. Then something happened to me 25 years ago that forced me to learn from my mistakes. Read on to find out some of the valuable lessons I've learnt in the 25 years that followed. My team and I have helped hundreds of businesses around New Zealand and Australia dramatically improve their sales results through smart marketing.

Will your business be next?

Mark Holloway
Holloway | Hudson | Burgess

How a little boy with cancer taught his Dad a more effective way to market...



Jackson & Ashford Holloway – Mark's sons

This is the story of how my son taught me these COMMON SENSE ways to increase sales for businesses just like yours.

Twenty five years ago I was young. I was in marketing and I had too high an opinion of myself. I was hell-bent on producing clever brand marketing. My work was winning advertising and marketing awards and I was having a grand old time. And although the marketing I made for my clients created lots of awareness, it generated very few sales. I didn't know it then, but that is typical of brand advertising – it makes people aware, but doesn't sell anywhere near as well as it could.

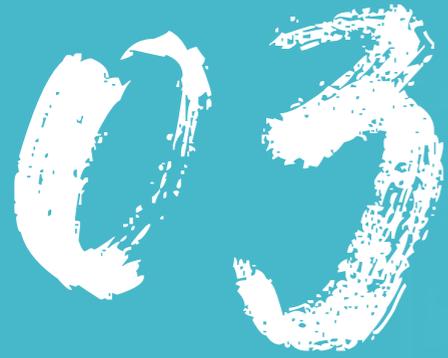
Then overnight I learned a lesson that changed my business life. My two-year-old son was diagnosed with Leukaemia. Suddenly I was catapulted into the world of hospitals, blood transfusions, chemotherapy and bone marrow transplants. A friend suggested I try a marketing campaign to ask people to pray for my son. This isn't a religious story but rather a marketing one, and I was desperate enough to give anything a go. I realised that I would only have one shot at this – the marketing for my little boy had to work and awareness wasn't going to cut it!

This horrible situation with my little boy led me to try a style of marketing that has helped hundreds of businesses in the years since then. I thought back to the lessons taught me by my first boss, the incredibly successful multi-millionaire Barry Coleman. Barry discovered early in his business that if marketing was to work it needed to tell a strong selling story, it needed long copy, long headlines and a strong call to action. So I discarded my normal clever 'brand' marketing and wrote a series of marketing pieces that told a long and persuasive story. The marketing worked. One Sunday we had 20,000 people around the world praying for our little boy.

Ashford's story ends in the best possible way; his brother Jackson, then just five years old, gave him a bone marrow transplant and now years later, he is a healthy, intelligent adult with kids of his own. After my son's transplant I went back to work having learned a huge lesson – I could no longer look my clients in the eye and feel happy producing 'brand' marketing for them. Instead of creating marketing that looked good, I needed to focus in on getting it to work well.



“ If marketing was to work it needed to tell a strong selling story, it needed long copy, long headlines and a strong call to action. ”



Important rules every business owner needs to know about marketing

01

COMMON SENSE

Find out what already works and do more of it.

The first fundamental rule is to take what already works (or has worked in the past) and find ways of using that to grow your business – D.S.T.C them!

D

Discover your strengths

S

Systemise them so that everyone in your team has the tools to replicate them

T

Train your team to embrace your systems and follow them

C

Communicate your strengths to your customers with effective marketing

If you look closely enough you will learn the things that you are currently saying and doing when talking to customers one-on-one that make them want to buy your product or service. You need to find ways of making sure your marketing (and sales people) say and do those things over and over again.

Marketing is really just mass communication. Reading your marketing material should be like having a conversation with your best sales people, because that's what works already. Those key messages should be communicated in your marketing. Take the time to uncover the things you say one-on-one that work already, then look for ways to "D.S.T.C" them to engrain them into your business culture!

Hint: Remember all those things you used to do to drum up business when you were quiet? They're the same things that will most likely boost sales now.



02

HARDER! CHEAPER! BETTER!

Stop wasting money on things that don't work. Results require rolling your sleeves up!

When it comes to marketing, business owners and managers often search out the easiest option first. The truth is, we have been tricked into thinking that effective marketing is flashy ads, radio jingles and glossy brochures.

More often than not, the things that actually work are often cheaper to implement and are the things that we would rather not do because they are hard work – like phone calls to past customers, customer evenings, seminars, etc.



Most businesses that work with us find ways to reduce their marketing spend

03 Every business has the same 5 building blocks for success!

It's not uncommon for business owners to get stuck in a pattern where they are focused on marketing that is only about lead generation. The truth is, it can be quite hard to create a massive increase in new enquiry year-in and year-out. A well-rounded marketing approach requires you to focus on more than just generating new leads.

Try to create small, sustainable changes in each of the following five areas:

01 Leads Your ability to attract new leads

Ask yourself this: How is your business generating new leads now? What sensible activities can you introduce to get more customers engaging with you?

02 Conversion Rate Your ability to convert leads into sales

It's one thing to generate enquiry, it's another thing to turn that enquiry into sales. Many of the businesses we talk to tend to realise that they have the potential to significantly grow sales without generating a single lead... they just need to harness what is already working for them when they sell to ensure they repeat those actions over and over again.

03 Average Sales Value The average value of your sales

The customers who are buying from you now are a goldmine. You can often generate more revenue by thinking of logical ways to get your customers spending more. What would a 10% increase in the average spend mean to your business?

04 Frequency The frequency of which your customers purchase

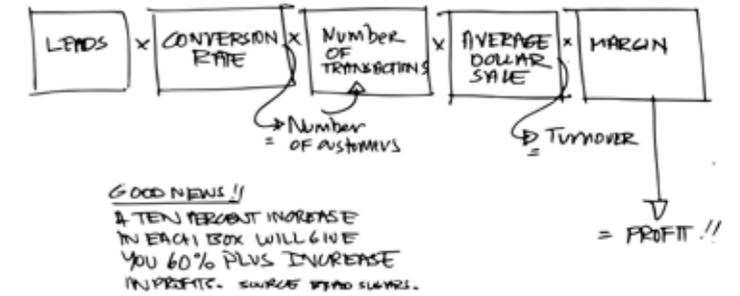
Research suggests it's six times easier to deal with past or existing customers than it is to find new ones. That's right six times, however it's surprising how many businesses fail to communicate effectively with past or existing clients after they purchase. Your existing customers are your life blood and you need to nurture them. Regular contact and effective follow-up strategies can help you maximise the revenue you earn from the people who are already buying from you.

05 Margins The margin you earn from each sale

A lot of people might wonder what margins has to do with marketing, however this is actually one of the most critical parts of the entire equation. Marketing in our eyes is any activity that creates a long-term sustainable increase in profits – which means watching your margins is marketing too! After all, what's the point in generating leads, converting more of them, getting them spending more and coming back more frequently if you don't make any money in the process?

Focusing on these building blocks will fast-track returns

*Did you know?
A 10% increase across all five boxes will result in a compounding effect of over 60% profit! Most businesses spend 80% of their time and money chasing new leads. If only they knew they were sitting on a GOLDMINE.*



How we can help dramatically improve your sales and marketing results

Marketing Consultancy

Sales Training and Coaching

Digital Marketing

Marketing Evaluation

Copy Writing

Design Services

Marketing Consultancy – boost your sales and profits and turn your business into a **MARKETING AND SALES MACHINE!**

Our Marketing Consultants WRITE, DESIGN and PROJECT MANAGE all of your marketing.

Not only that, they'll help you test and measure every single marketing campaign and they teach your people to sell more effectively. On top of that, you'll get the work of our graphic design studio to ensure all your pieces of marketing and sales materials are professionally developed and implemented.

If your business adopts this wonderful way to take control of marketing, your Consultant will call you every week at a predetermined time. They will spend the first six weeks learning everything they can about your business. We call this the 'discovery period' and it allows us to learn the reasons why your customers buy from you already. We call these your 'secret strengths' and without them your marketing will never work anywhere near as well as it could.

Then your Marketing Consultant writes a marketing plan just for your business – this is not some 'stuffy' document, but rather a blueprint for what you and your Consultant are going to do to build growth in your business.

Your marketing plan also includes a complete timeline of when your marketing campaigns should start and finish, how they will be tested and measured, and an idea of any third party costs that will be involved in printing, advertising, etc. Once this is all agreed to by yourself and your Consultant, they then turn around and start implementing it – they plan, write, design, measure and co-ordinate all of your marketing, as well as systemise and train you, your business and your team.



STEFFAN HUDSON, DIRECTOR

5 ways a Marketing Consultancy can bring growth to your business

- 01 We do our homework first
- 02 We train you and your team to sell
- 03 We test and measure **MANY** different ways to market
- 04 We don't stop training your people to sell, ever!
- 05 We build an inventory of what works for you (and what doesn't)

How a Marketing Consultancy works



Stage One: Discovery

At the beginning of the process your Marketing Consultant will lead you through a six week discovery period. During this time, your Consultant will need to meet with you on several occasions to discuss and 'discover' your business.

Stage Two: Planning

At the same time as the discovery process, your Consultant will be developing a marketing and sales plan for your business. This will also include a timeline and suggested third party budget.

Stage Three: Testing

Once you and your Consultant have agreed on your marketing plan, they will work alongside you and your team to put your plan into action. You will have the full backing of your Marketing Consultant and the Holloways design team.

Stage Four: Review and regroup

As the programme progresses, your Consultant will regularly ask you to review progress to identify what is and isn't working. Your Marketing Consultant will give you specific tools to help gauge the success of your marketing.

Stage Five: Coaching

Your Consultant will meet with you via phone or video call for around one hour every week. During this time you will discuss sales, marketing and other business challenges. Your Consultant will offer an "outsider's perspective" with the intention of helping you to increase both sales and profits.

The entire Marketing Consulting service is systemised, researched, and proven. Everything is planned! Before you even start, we know what we are going to do for you in the year ahead

Sales Training and Coaching

Stop being an ORDER TAKER and learn the ART OF SELLING!

One of the hardest things to change as a sales person is switching from “quoting mode” to “helping mode”. You see there is a major difference between order taking and selling.

- An ORDER TAKER is going to find out what they need to quote for - in this scenario the cheapest quote will normally win.
- SELLING on the other hand, involves understanding what is going to work best for the customer and then presenting that solution. In order to understand what is best for the customer, we need to ask them questions which help us (the sales person) and them (the customer) to figure out what is likely to be important to them.
- The more questions we ask, the clearer the picture becomes.
- The clearer the picture becomes, the more likely it is that we will present them an offer that they want and feel the need to buy.

We hate pushy sales people as much as anyone else – BUT THERE IS ANOTHER WAY TO SELL

We can teach you the four simple steps to building better relationships with your customers, converting more sales, and boosting repeat business. You don't have to be a slick sales person to be good at selling – you just need the desire to HELP your customers get what they need.

One mistake many businesses make, is pinning all their hopes on “my next ad will bring 'em all in”. The truth is, an increase in enquiry is only a small part in the equation of increasing sales and profitability. If you have an increase in enquiry, it does not necessarily mean you are going to have more sales. Your ability to sell is directly correlated to your success, so it pays to invest the time in the development of strong selling strategies that you and your team can easily follow.

It doesn't matter whether you are selling big-ticket items or small, once taught our easy to understand and apply sales process, you will quickly learn that every sale goes through these same four simple steps.

Are you (or your team) making these common mistakes when selling?

1. Failing to establish the appropriate level of trust at the beginning of your sales process.
2. Failing to ask for the sale (New Zealanders are particularly poor at asking customers to buy).
3. Getting the steps of your sales approach in the wrong order!
4. Failing to find out what your customers really need and then not linking your products/services back to your customer's REAL needs!





Ways to revolutionise the way you sell!

01 Sales System Development

Understand your current sales processes and systems.

Before we look at making any changes to the way your business sells, the first place we start looking is at your existing sales steps and processes. This is normally done in a team session to explain what we are looking to achieve and to find out what the best sales people are saying and doing already. We also use this time to break down each of the conversion steps/touches in the process.

Introduce our four step sales training process and how to sell more without being pushy.

We will teach you the four simple steps to building better relationships with your customers, converting more sales, and boosting repeat business. You don't have to be a slick sales person to be good at selling – you just need the desire to HELP your customers get what they need.

Write a sales system based on the sales training principles matched up with what already works.

The next part in the process is to define each of the individual conversion points and write an easy-to-follow sales system. A typical sales system includes the sales techniques including scripts, workbooks, templates, supporting material, etc that the team can follow. This also provides the foundation for your future recruitment and training systems. A good sales system gives you the ability to have a 'birds eye' understanding of each lead's progress so that you can monitor how they are progressing through out your sales funnel. This system can also be integrated into a CRM (Customer Relationship Management) system if required.

Train the system.

Once the system has been written and tested, we then train your entire team to commence implementation.

Measure the system.

Like everything in marketing and selling, we need to make sure we put necessary steps in place to track and measure the system's effectiveness.

Tune the system.

All systems in your business should be reviewed constantly and tweaked along the way to ensure they remain valid and effective, but also relative and up-to-date with all your products and services.

02 Training and Coaching

We can teach you how to build a successful sales approach and how to systemise your selling process to get greater returns from all members of your team without having to become pushy sales people.

As part of our on-going training, coaching and monitoring programme we work closely with sales people to teach helpful closing and objection handling techniques. In addition we also offer insight and training on how to recognise different personality types and use them to your advantage when selling and managing sales people.



Design and Marketing Services

Marketing is an investment. Which means every brochure, letter, website or show stand needs to generate a return! If it's not contributing to a measurable sales increase, then it's not working!

If you need help creating effective marketing material then our team of Consultants, Copy Writers and Graphic Designers can help get you on the right path. We start by helping you to determine what marketing approaches are most logical for your business. We help you collate the most effective sales message to use in your marketing material so that it's more likely to work. Once we're happy that we are saying and doing the right things, we hand the reigns over to our talented Graphic Designers who bring your marketing material to life!

4 questions to ask yourself BEFORE COMMITTING TO ANY MARKETING.

01

WHO do we want to talk to?

This question helps you decide the sorts of people you want to talk to. Unsurprisingly, these are normally the same sorts of people who already buy from you, or the people who influence your customers to buy from you.

02

WHAT do we want to tell them?

Don't get clever. Answer the questions like your mum would - you want to tell the customer the same things that work now when you are talking to them one at a time - remember marketing is just mass communication of what already works.

03

WHAT do we want them to do?

Believe it or not, the answer to this question is not "buy from us". Of course that's what you want eventually, but in real life there are normally a few other steps that need to take place first.

04

HOW do we tell them?

Should you do a newspaper ad, a brochure, radio ads, a customer evening, a website? Should you make a phone call or a visit? The mistake most businesses make, and the reason most of their marketing fails, is they start at the wrong end and ask question four first.

It's so important you ask the right questions and in the right order! Most people go wrong by starting with the final step!

Services we offer

We have a full team of trained Consultants and Graphic Designers, so if you like our results-driven style of marketing and have a specific project we could help with, then we'd be more than happy to help.

Graphic Design

- Logo design
- Branding kits
- Brochures
- Flyers
- Company profiles
- Videos and TV ads
- Press ads
- Newsletters
- Tabloids
- Packaging
- Point of sale materials

Copy Writing

- Brochures
- Websites
- Company profiles
- Annual reports
- Direct mail
- Newsletters
- Customer case studies

Project and Campaign Management

- Marketing strategy and planning
- Campaign development and execution
- Business systems development
- Public relations
- Event management
- Photography
- Video production

Digital Marketing

- Online marketing advice
- Website design and project management
- Search Engine Optimisation
- Google Analytics reporting
- Google AdWords and online advertising
- Social media strategy and execution
- Email marketing

→ We have dedicated digital marketing specialists who can help you get great results from your online marketing efforts

FREE STUFF!

Call us on (07) 579 3645 to take advantage of one of these FREE offers

MARKETING EVALUATION

MARKETING TIPS

Both of these offers are made to you completely obligation-free and are our way of giving back to the business community.

What our clients say...

“We have been working with Holloways for coming up three years now. Initially we were a bit apprehensive about getting an ‘outsider’ so deeply engrained in our sales and marketing functions, however three years in now we couldn’t be happier. We love the service we get and place huge amount of value in the outsider perspective and support across all our sales and marketing disciplines.

In recent years our business and industry has undergone some major changes, creating a number of different challenges and opportunities for new service offerings. Holloways played an important role in helping us to navigate these changes, and in the process have coordinated, streamlined and added key direction across our marketing and sales plans. Marketing aside, one of the unique aspects we place a huge amount of value on from Holloways is the importance placed on remaining sales focused via regular training, coaching and systems development to ensure our sales strategies operate in conjunction with our marketing. For this reason, it’s the sales and marketing crossover that we see as most beneficial and ultimately makes Holloways unique and effective at what they do.

Being a service provider in a progressive industry, our marketing and sales strategies are vitally important to us, and with Holloways no longer being an ‘outsider’ we see them continuing to play a key role in our overall success and growth plans.”

**Richelle Rowe, Director
Life Care Consultants**

“On the back of a major rebrand and change in direction for our company, Holloways have helped us coordinate, streamline and add discipline across all our advertising and marketing activities, as well as shown us a different approach to integrating our sales and marketing strategies. They’ve trained all of our sales people and written, designed and coordinated all our marketing efforts (online, digital, TV, print, radio and more). Being a retailer, our advertising, marketing and sales strategies are an integral part of our business and Holloways play a vital role in our overall success and ongoing growth.”

**Trevor Preston, CEO
Appliance Plus / ECL Group**

“We utilise the services of Holloways. They have always been awesome to deal with, right from the initial meeting and all the way through to the weekly development sessions for Marketing, Sales and Training.

Holloways have given us structure in the sales/booking process to ensure our growing business follows a path in which all new members in the administration team can easily follow. The graphics department is fantastic and nothing is ever too hard for them to design.

Since engaging with Holloways the business has increased tremendously. We also have fixed running costs with Holloways which is great for a growing and developing business, enabling us to budget and allocate funds accordingly.”

**Daniel Fulton, Managing Director
Fulton Swim School**

“We have been working with the Holloways team now for over a year. During this time they have assisted us in mapping our path to market and helped us develop and implement both a short term and long term strategy/goals. The Holloways team have helped to systemise our current sales techniques and the design and marketing team have helped to take our collateral to the next level, as well as provide our team with sales training and technology implementation.

I would recommend them to any business big or small.”

**Tane Bradley
General Manager
Agrisea New Zealand**

“Holloways use of smart marketing tactics to gain our attention became the talk of the office and therefore we decided it was worth giving our time for an initial meeting with their team. They presented a very clear value-add to the business, if they could do what they said they could.

Metalform / Tow and Farm have been employing the service and support of Holloways for over 18 months and consider the company like a team-member – not a supplier. The depth they become involved in our company and product, is a huge value-add to the big picture – and very important.

The industry in which we are working within, and our product offering is quite disruptive in the agricultural scene which means the sales technique is quite complex. The product [Tow and Fert] follows quite a mindset change with the purchaser, personally, commercially, emotionally and agronomically. Holloways have helped map and standardise this process thoroughly for our sales personnel at a very high level.

The last 18 months has been a time of immense change and hard work – but as Holloways have always said, “It’s usually the simple, hard things that render the best results compared to the easy, scattergun approach”.

Having marketing material to use at all sections of the sales road map has been a great asset to the team and given the sale personnel full confidence in the process. In summary, we have created a partnership with Holloways and their wide scope of expertise in the marketing space has improved our process and most of all – bottom line.

**Tim Henman
Sales & Marketing Manager
Metalform / Tow and Farm**

PF Olsen is New Zealand’s largest independent forestry services provider. Holloways has assisted PF Olsen to develop and implement our marketing strategy for several years. I am impressed with their hands-on approach and practical solutions. They interact well with our staff at all levels and locations throughout our business and provide a consistent approach to new work development. They provide an excellent sounding board for our ideas as well as providing innovative ideas of their own. They have quickly grasped our situation and sector which has enabled them to provide workable solutions rather than just marketing ideas.

**Scott Downs
Director of Sales & Marketing
PF Olsen**



We're ready to talk when you are...



MARK HOLLOWAY
DIRECTOR

Mark's larger than life personality is certainly infectious and his overly-active creative mind has him wildly jotting down a flurry of ideas that often come to him in the middle of the night. While not every scheme is practical it's the job of Mark's team to decipher the "flurry" and channel it into structured plans that will get results for the clients. Mark is always thinking of the end goal of increasing sales for our clients and thinking about what steps we will take to achieve the desired result.

Mark is obsessive about marketing that works. Always full of enthusiasm and stories, he's the great encourager of the work environment. A great, powerful and creative salesman and with years of marketing and advertising notched on his belt, he's always keen to help businesses achieve better results.



STEFFAN HUDSON
DIRECTOR

Steffan is dedicated to making sure his clients have great systems in place so that when the leads roll in, they get the best results. Wise beyond his years and a background in FMCG management, Steffan brings strong business beliefs and experience to our clients. Steffan strives on producing continuous results and is always busy coming up with smart refreshing ideas for growth.

Qualified with a Bachelor of Management Studies through Waikato University, Steffan completed his degree majoring in Marketing. His ongoing involvement in numerous business ventures has meant that he really understands the importance of increasing sales and getting a return on investment.



GARETH BURGESS
DIRECTOR

Gareth is a highly motivated people person who thrives on a challenge and loves working with a diverse range of businesses. Bringing with him a can-do attitude and a wealth of business, marketing and sales experience Gareth, rounds out the Holloways management team.

Gareth is qualified with a Bachelor of Business Studies with a Marketing major and has a wealth of knowledge and extensive experience in Business Management, Sales and Marketing both here and abroad. Gareth's strengths are in his ability to think and plan ahead, he is thorough and strategic in the way he works, which makes him the ideal person to advise businesses on how to create long-term and sustainable increases in sales and profits.

Holloway

HUDSON | BURGESS



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