




Sales & Marketing Session 4



Sales & Marketing
Session 4

MARKETING MIX

- The marketing mix helps you define the marketing elements for successfully positioning your market offer.
- One of the best-known models is the 4Ps of Marketing, which helps you define your marketing options in terms of:
 - Product.
 - Place.
 - Price.
 - Promotion.

4Ps of MARKETING MIX

- **Product** includes options, quality, design, features, packaging and other related services.
- **Price** includes list price, marked price, discounts, shipping costs and competitors' prices.
- **Place** includes distribution channels, platforms, websites and other online presences, physical locations, inventory, and delivery.
- **Promotion** includes branding, content marketing, advertising, search, influencer relations, social media, PR, voice and sales

4 Ps of the Marketing Mix

4 Ps of the Marketing Mix Defined



- **Product** includes use, design, packaging, quality, features, colors & size options.
- **Price** depends on packaging (including sizes), discounts, timing, location, shipping & other offer-related elements.
- **Place** includes retail, digital, phone, chat, fax & multi-channel options.
- **Promotion** consists of content, communications & messaging to persuade audience to buy.

Source: <https://heidicohen.com/four-ps-of-marketing-mix>

ELEVATOR PITCH

- **An elevator pitch, elevator speech, or elevator statement is a short description of an idea, product, or company that explains the concept in a way such that any listener can understand it in a short period of time.**



1. Gabriel

- Hi I'm Gabriel Ng, operator of Triune Centre. We are a co working space and conference venue located in KL Eco City next to Mid Valley & Bangsar. Since 2018 we have serviced over 350 clients for their virtual office, conference or office needs. Customers recommend us for our affordability, great service, our gorgeous facilities and super convenient location.

2. Zee

- I am Zee Razali, your trusted Water Specialist of more than 6 years. Home owners and
- some of my corporate clients like Samsung, Kenchana Petroleum, TUDM, ASTRO, Shell thank me that they can now drink CLEAN water and stay healthy and strong

3. Channtal

- I Am Channtal a Life & Medical Insurance advisor, who has more than 10 years' experience in my field, I have helped about 20 business owners to insure the transfer of share in the event of any mishap of their partners with proper insurance planning and this give them a peace of mind knowing that the deal is fair and secured.

4. Anuar

- Hi , I'm Anuar, PR and Communication Strategist of more than 10 years of experience and a turnaround specialist that have helped more than 20 organisations through my Street Smart PR approaches.
- Some of my clients are Jabatan Alam Sekitar, Suruhanjaya Koperasi and celebrities where I help them turn bad report and bad news to the right image.

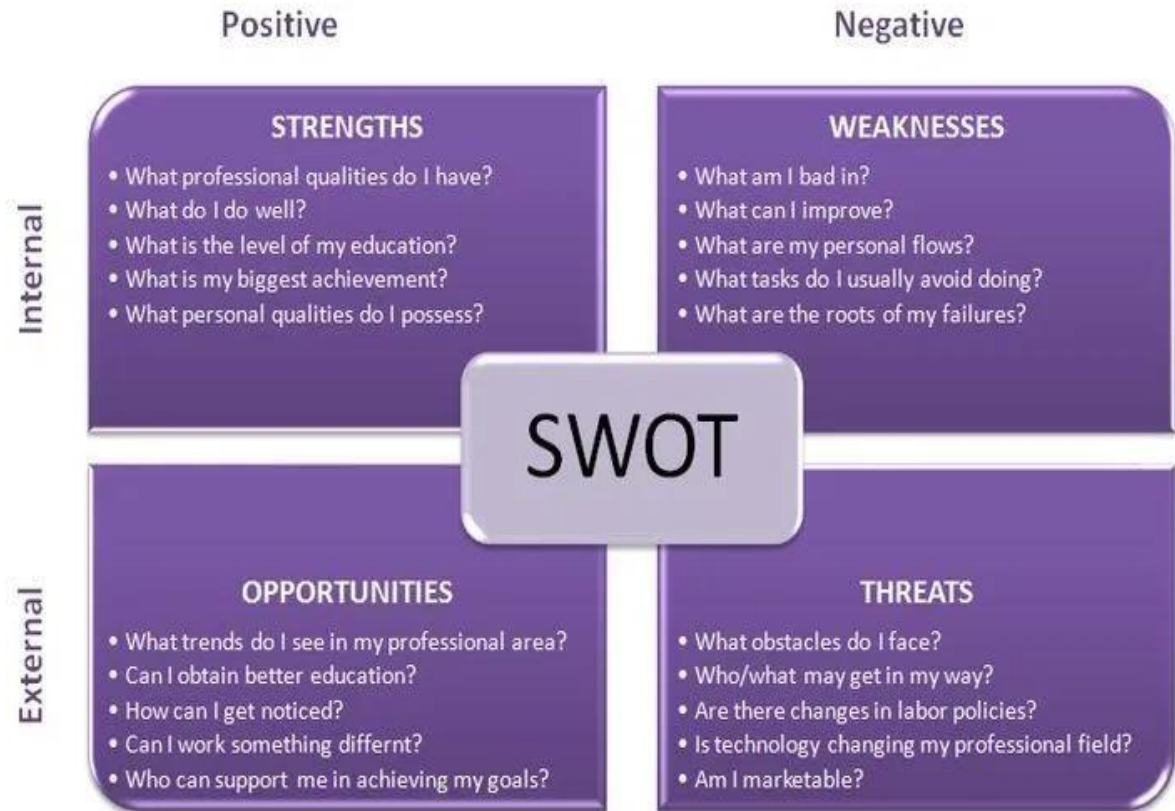
5. Zamaruddin

- Flowers can stimulate your sense of happiness. Hi I am Zamaruddin, a florist of more than 7 years where I have delivered exquisitely designed floral decorations for 6 ministries at Putrajaya and KLIA. I can cater to all type of requirements as I have a 1.4 acres nursery with more than 1000 different types of indoor plants.

6. Sharon Lee

- I am Sharon Lee, a Brand Marketing Specialist.
- I have marketed several brands to No 1 leadership; namely Chesdale, Calciyum, Pureen. The CEO of Sales Optimizer says "Sharon simplifies complex business situations to provide clear solutions. Another client summarizes my contribution with his testimony "Bulls eye, Simple and Powerful

- Understanding Yourself in Sales and Marketing



SECRET FORMULA



Know Your Selling Ratio

What do we want ?

- **More customers**
- **Increased turnover**
- **Higher profits**

However, you can't change those things on their own because they are simply the result of other factors in the formula.

5 Secret Ways to GROW a BUSINESS

1. **LEADS** (prospects or potential customers)

X

2. **CONVERSION RATES** (the difference between those that could have bought and those that did)

=

3. **CUSTOMERS** (the number of different customers you deal with)

X

4. **NUMBER OF TRANSACTIONS** (the average number of times each customer bought from you that year)

X

5. **AVERAGE DOLLAR SALE PRICE** (the average price of the item you sell)

=

6. **TOTAL REVENUE** (the total sales of the business)

X

7. **MARGINS** (the percentage of each sale that is profit)

=

8. **PROFIT** (something every business owner wants more of)



**“What Gets
Measured
Gets Done”**



REFRAMING

- First principle is that **events or situations do not have inherent meaning**; rather, you assign them a meaning based on how you interpret the event.
- When something seemingly horrible happens to you, *it is only horrible because of the way you look at it.*
- Second principle is that **every thought has a hidden “frame” behind it.** The frame is your underlying beliefs and assumptions that are implied by your thought.
- For example, when you think “I’ll never get that promotion I want because I’m not a brown-nosed ass-kisser at work”, part of the frame is that only suck-ups get promoted.

- The final principle is that **there is a positive intention behind every negative thought.**
- That inner voice of yours that expresses negativity is only doing so because it wants to help you in some way. That doesn't make the thoughts right or acceptable of course, but it does mean that your inner voice is not an enemy to be resisted.

**“WHAT I THINK AND HOW I FEEL
IS THE SAME AS WHAT I SAY AND DO”**

REFRAMING

- Reframing involves changing your perspective on a given situation to give it a more positive or beneficial meaning to you.
- Reframing can be used to help remove limiting beliefs, to help appreciate positive moments that you might otherwise miss, or for any other negative thought you would like to change.
- Our assumptions help us provide meaning to events that don't have any inherent meaning. Even when our inner voice has something negative to say, there is a positive intention behind it.
- The first step in reframing is to observe your negative thoughts. Keep a thought journal and use the rubber band technique to help you better understand your own internal dialogue.
- The second step is to replace the negative thoughts with a more positive one. It helps here to challenge the implied assumptions behind your thoughts.
- There are a lot of common negative thought patterns, and you can arm yourself against them in advance.



TIME FOR A CHANGE!

DO YOU

FEEL that your
current business strategies
ARE NOT WORKING?



FIND that your
TEAM'S Productivity and
Performance is low?

WORKING HARDER BUT STILL NOT ACHIEVING THE
RESULTS THAT YOU WANT?

We are now in the NEW NORMAL. We want to prepare for
the NEXT NORMAL.. We need to co-create NEW SKILLS and
WAYS to be a GAME CHANGER in our Industry.

Let us END STRONG in 2021 and START STRONG in 2022
Discover T.E.A.M. Strategy for Next Normal..

STAY AHEAD & THRIVE
FORWARD.

The N.E.X.T You

YOU CAN DO IT

N

NEWNESS

Unleash the Potential
In you

E

EXECUTION

Systems –
Scoreboards for
Monitoring &
Empowerment

X

X-TRA
ORDINARY

Focus and
Discipline for
Sustainable
Growth

T

TENACITY

The power
of Team
work makes
the Dream
work