



## **Tria Marketing Tips**

**Put us on your team  
to achieve marketing success**

# tips&resources

## **Planting Seeds of Future Sales**

**How marketing helps your  
company grow**

**Plant  
Seeds**



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# Planting Seeds of Future Sales

It's spring—we're thinking of gardening over here at Tria Design & Marketing. You should be too! Marketing preps the soil to make way for sales to happen, and understanding your sales and marketing cycle is key for business success. Here are some things you should be able to answer about your sales and marketing cycle:

- o How long is the process from initial prospect identification to that prospect becoming your client?
- o Who are your top “A, B, C” clients? “A” clients know you by first name. Your “B” clients, you might need to say “Ann from Tria Design & Marketing.” And for “C” clients you have to say “Ann from Tria Design & Marketing—we did a small project for you last year.”
- o What is your average invoice amount?
- o What is your average gross profit per client job?
- o Based on your sales revenue goals, how many “average invoices” do you need to “sell” this year? Do you have enough clients to do that? If not, how many new ones do you need?

Marketing paves the way for sales, and every company, no matter how small, should have the following things:

- o A marketing and sales goal for the year
- o A marketing and sales budget for the year
- o Collateral that supports your marketing and sales activities and presents your company in a positive way. It reflects your quality—your value to your potential customers. Some of these things may be:
  - website
  - brochure or sales sheet
  - folder or collateral kit
  - stationery system
  - in-house documents like faxes, forms and other things clients may see
  - electronic literature
  - trade show exhibits
- o People, time, and resources allocated to stick to the marketing plan.

If you need a guide as to what the marketing collateral projects cost so you can make up your own budget, request our Pricing Marketing Projects Guide. If you want to know how much time these things take to execute so you can put that in your plan, request our Project Planning Guide, which we'll customize just for you.

# Planting Season Steps:

At this time of year, we're thinking of planting and marketing, and here are our steps to success in the garden and in the marketplace:

1. Prepare the foundation for good growth: purchase good-quality marketing materials and develop a quality prospect list. These are your seeds and soil.
2. Plan for growth: seeds need a certain time to germinate, as well as the right growing conditions. So know your sales cycle and how soon you need to start to assure your annual sales goals are met. Make sure the environment is right for germination.
3. Be prepared to move to the next level: when the plants get too big for their starter greenhouse trays, do you have the garden plot ready? Do you have staff to keep up with the level of business you'll be getting, and can you still deliver quality? If not, now is the time to hire and train new staff.
4. Keep watering and feeding: when you finally do plant your seedlings in the garden, you have to KEEP watering. That means, when your prospects become customers, you need to serve and market to them just as much as to a new prospect.
5. Be ready for the harvest: make sure your inventory system, staff levels and marketing is up to speed. Being able to maintain marketing efforts when you are busy is one of the single biggest challenges our clients face. They're in the program until it gets busy, then they fall of the wagon—they're not prepared to continue it.
6. Marketing, like gardening, takes time. Plants don't grow overnight, and neither do new customers. They need nurturing, feeding, and care throughout the whole process.