

Meet Mark S.A. Smith



A 36-year veteran of the business world, running his own company for 27 years, Mark works with companies large and small to achieve their sales and marketing goals.

Mark designs and implements leadership, sales, marketing, customer acquisition and client conversion systems that find and recruit willing buyers for products and services ranging from common every-day to high-end unique and disruptive.

He is often invited to speak at entrepreneurial and corporate events because Mark delivers unique, valuable, and pragmatic ideas to grow and succeed. With a deep understanding of international business, he worked in

Europe for three years and has delivered events in 54 countries.

Mark hosts the Selling Disruption Show, a weekly podcast featuring sales, marketing, and business leaders with innovative, thought-provoking insights into business issues and opportunities in a competitive and ever-changing world.

Mark is the author of 13 popular books and sales guides and has authored more than 400 magazine articles. He is a genuine Guerrilla Marketing guru, co-authoring three books with Jay Conrad Levinson, and is a certified Guerrilla Marketing Coach.

A renaissance man with many talents, Mark is passionate about leadership, team building, teamwork, sales, and marketing. For over twenty years Mark has served as a strategic advisor to corporate leaders and executives all over the world who must develop the best way to bring in the right strategies for successful growth and sustainability.

What makes him different is he brings a holistic view of the business instead of solely focusing on one aspect and ignoring the impact of decisions on the rest of the organization.

Working with companies of all sizes, clients include BEA, Arrow, CDW, ConnectWise, Commvault, Dell, ePlus, HP, Hitachi Data Systems, Microsoft, IBM, Ingram Micro, Agilysis, Tech Data, Oracle, Raytheon, NetApp, Synnex, Lexmark, Society of Government Meeting Planners, National Speakers Association, and Meeting Professionals International.

A musician, avid reader, walking enthusiast, and father of five, he and his wife, Molly live in Las Vegas enjoying the finest things the city has to offer.

The Business of Speaking: Selling for Speakers

Hiring an unknown speaker is risky for the meeting planner, the executives, and the audience. Selling high-risk, high-consideration services requires a unique approach, focused energy, and patience.

Contact Mark:

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Resources:

ArticlesByMark.com
SellingDisruptionShow.com
MarksOnTwitter.com
MarksOnFB.com
MarksOnYouTube.com
ExecutiveStrategySummit.com

Mark S A Smith

Selling for Speakers

“To hire you, your prospect must consider you to be part of their identity. You’ll sell more when you see the world through your customer’s eyes.”

Why is Sales Important to Me?

What’s My Attitude Toward Selling?

- 0) I won’t do it
- 1) I hate it
- 2) I’m not sure
- 3) I could be better
- 4) I love it

What do I need to improve and why?

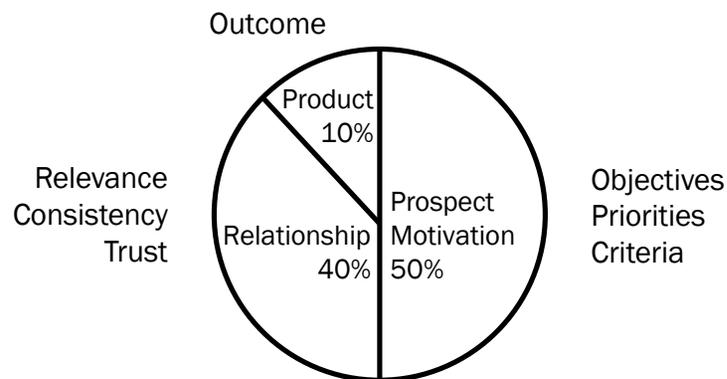
The Functions of Marketing and Selling

Marketing is everything I do that triggers a relevant conversation with a target prospect. I reap in sales what I sow in marketing.

Search | Outreach | Word of Mouth

Selling is everything I do to facilitate a mutually profitable transaction. It’s the conversation that works out the concerns, confirms the details, and makes me the only desirable choice.

My Sales Success Elements



My Selling Success Process

Consistently deliver repetitive relevance

Build and protect trust

Create ever-expanding value

Research:

- Who do I want to work with?
- Who has hired people with my expertise?
- What would they find valuable?

Engage: Answer these four burning questions (via Mac Ross)

- 1) Why are you bothering me?
- 2) Who cares?
- 3) Why should I believe you?
- 4) Why should I do anything?

Converse:

- “How do you plan and budget for event speakers?”
- “What criteria do you use to choose speakers?”
- “How would you like that to change?”
- “What do you want your group to know, do, and feel?”

Close:

- “May I stay in contact with you to occasionally provide relevant ideas to help you and your team succeed?”
- “How can I help?”
- “What was the most valuable idea you got from our conversation?”

Getting the Business I Want – My Sales Activity Goals

- 1) I do these marketing activities every business day
- 2) I conduct these sales conversations every business day
- 3) I research these new relationships every business day

“All of the goodness you really want is right now guarded by your fears.”

“Fishing is a lot like sales. To land a big one, you’ve got to go where they hang out when they’re hungry, offer them something irresistible, and then be patient.”