

Meet Mark S.A. Smith



A 38-year veteran of the business world, running his own company for 30 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 14 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.

Speaker Marketing that Gets Clients

Marketing is an investment in the future of your business. Learn marketing principles so that you'll make good business decisions that result in a sustainable and profitable practice, which can change the world.

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Resources:

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

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Principles: How to Consistently Make Good Decisions

- Marketing non-personally triggers a relevant conversation.
 - Sales personally extends the relationship, reduces perceived risk, and facilitates a mutually profitable transaction.
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- Marketing is the investment in future business.
 - Marketing is a system, not an event.
 - Measure everything you do to leverage the 80/20 rule.
 - Consistency delivers results: branding, messaging, cadence.
 - Requires a written plan, a marketing calendar, and a budget (5-10% of revenues).
 - Assign accountability (who plans it) and responsibility (who executes it).
 - Results requires patience, only 2 percent of your target market are ready for a conversation.
 - The only measure of success is desired customer response.

The customer’s journey determines your message and method

- Will I? (no intent)
Don’t know you -> Heard of you ->
- Which One? (intent)
Interested in you -> Consider you -> Choose you

What moves them along the journey?

- Contribution to desired goals: an outcome with a deadline
Fears <-> Wounds <-> Demands <-> Desires <-> Dreams
- Reduced friction (time, cost, energy, cognitive demand, politics)
- Reduced risk (identity, career, culture, community)

“If your prospect has already considered your competition, to win you must consistently deliver meaningful thought leadership.”

Win the Marketing RACE: Make your marketing deliver

- Repetitive Relevance
- Authentic Trust
- Consistent Cadence
- Expanding Value

Marketing Elements: How to Build Your Plan

Sector – Who, specifically you want to talk with.

Connector – Why they’d willingly talk with you.

Vector – How you’ll trigger the conversation.

Marketing Connectors:

Choose based on facilitating their journey:

epiphanies, information, assistance, results.

Emotional -> Entertaining -> Enlightening -> Educational

Marketing Vectors:

- Search** – How they find you when they’re looking (intent driven)
Website, Google ranking (podcasts & blogs), YouTube, articles.
- Outreach** – How you introduce yourself to them (non-intent driven)
Target accounts, books, whitepapers, tools, training, social media.
- Word of Mouth** – Happy clients pay you back (non-intent driven)
Referral program, social media, joint marketing, link exchange.

“You reap in sales what you SOW in marketing.”

Your Marketing Plan: Put This to Work

Strategy: Sales happens when your goals, value, and values align with their goals, value, and values.

- What, specifically, do you want to happen or avoid?
- Introduction & connection -> visibility & nurturing -> credibility & activation.

Who (Sector): Who will find you most credible? How does this align with their strategy? Who has money? How can you take them to the next relationship step?

Why: What desired outcome can you deliver or avoid?

How (Connector): Relevant, impactful insights and offers, with a call to action. Must be budgeted.

Where (Vector): Specific tactic (search, outreach, word of mouth).

When: Marketing calendar with execution assignment.

How many: Audience size and how many you want.

Response: How did this work? Was it worth it?

Adjust: What will you do more of? Less of? Start? Stop?

Marketing Calendar

Don't know you -(attention)> Heard of you -(interest)> Interested in you -(desire)> Consider you -(action)> Choose you

Sales Target	Marketing Budget	Campaign	Sector	Objective	Notes
\$25,000/mo	\$2,000/mo	Executive Temperament	P&L responsible executives	Survey campaign	Target early consulting

Sector (Audience)	Release Date	Lifecycle	Objective	Connector	Vector	Budget	Sector Size	Target Response	Response	Result (ROI)
Email subscriber	Every Tuesday	Interest	Nurture	Executive Skills Topic	Email	\$500/mo	1,400	10%	230	15%
Summit Prospect	Dec 1	Action	Trigger Call	Opportunity & Obstacles	Email	\$100	150	20%	12	8%
Target Executives	Jan 28	Attention	Trigger Call	Book	Media Mail	\$300	30	10%		
Annual Kickoff Speech	Quarterly	Desire	Trigger Call	Best Kickoff Ever	Mail	\$1,000	1,000	1%		
CEO	2ed Tuesday	Desire	Trigger Call	Winning in the C-Suite	Mail	\$1,000/mo	1,000	2%		

