

THE BUZZ NEWSLETTER

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Liz & KEN

The Marketing Masters

Three Questions That Drive Sales

Some of our best business conversations happen in the most unlikely places, including our daily walk to the local coffee shop we fuel up in, and the dog park where Liz takes her border collie, Mike.

One of our dog park buddies is a woman we'll call Mary. She's a self-employed consultant who knows we're always

What our clients say...

The creative solutions that Ken and Elizabeth provide are based upon solid analysis of the issues with results that are effective and practical. They have consistently delivered strategically sound marketing communication programs on time and on budget. The breadth and depth of talent and expertise that Marketing Masters bring to our issues is impressive.

George Burton
Vice-President Enrolment
Management & Student Services,
Loyalist College

We believe that Marketing Masters knows how help us to serve our clients better and improve the relationship we have with our public. In return, we have come to value, very highly, the relationship we now have with Marketing Masters.

Judy Smith Torrie,
Executive Director,
Go Green Together

"Working with Ken and Liz has helped our whole team to look at what we do in a new light. With all the doom and gloom out there, an inspiring vision and upbeat happening are nice to have on our side."

Tom Hanmer
President,
Kitchen Classics

"Wow! Wonderful Job! Looks Fantastic! It is an absolutely marvelous piece of work – I knew it

open to providing what insight we can while we throw tennis balls for Mike and his doggy pals.

We like what Mary does, so we took her along to meet a client of ours who needed the kind of services she provides. Now, when a colleague accompanies you to meet a client with a stated need, you can be pretty sure there is real business to be had, and that you have a better-than-even chance of getting it.

Here's how the meeting went. Client to Mary: Here's what I need (gives detail). What would you charge me for that? Mary to Client: That would be X dollars. But I could give you a discount if that's too much.

So Mary got the job, but gave away about 20% of what the client was willing to pay her, because she didn't know the Three Magic Questions she should have asked.

Magic Question Number One

What is the biggest frustration, or the most powerful opportunity you have been facing in the last twelve months?

Magic Question Number Two

If you had solved that problem, or been successful with that opportunity, what would that have meant to your company (In dollars? In market share? In profit? In store traffic? In lead generation?)

Magic Question Number Three

On a scale of 1 to 10, how committed are you to solving that problem, or succeeding with that opportunity, in the next twelve months?

Can you see why these questions are pure magic? Because the client has the opportunity to talk about his favourite subject (himself) and is actually telling you exactly what he wants to buy and how much it is worth to him.

If the prospect had said his commitment level was 8 out of 10 or more, Mary could have said, "I specialize in providing solutions that (solve the biggest frustration the prospect has) so that my clients can achieve their goal of (what the client said he wanted to achieve). She could have quoted a fee that was reasonable in relation to the answers to Magic Question Number Two.

If the prospect had said his commitment level was under 8 out of 10, Mary would have suspected that the client was not willing to pay her usual fee. She might also suspect that the project might be terminated early, or even that she would have trouble getting paid on time.

In this case, she could have said, "You've said your problem is (restate the problem or opportunity) and that resolving it would result in (restate the results he mentioned). But it doesn't sound like it's your number one priority in the next year. I specialize in this type of work, and I feel that you should invest X (a reasonable fee). How does that sound?"

Based on the response she got, she would then be able to make a decision to accept the job, decline it, or negotiate a short-term contract she and the client would be happy with.

would be special, but this is a knockout."

*Patrica Commins,
Chair, 150th Anniversary of
Victoria Hall Grand Ball*

"Really useful stuff - in particular with regards to focusing efforts solely on those with returns. It's something very close to the heart of any small or start up company - balancing the day to day tasks with the need to be focused around activities that truly drive the business forward."

*Nikkole Couture
Marketing Manager,
Streamlogics Inc.*

"When Elizabeth talks I always sit up and listen. She has a wealth of marketing and business development knowledge that she delivers with an edge. More importantly she is a wonderfully warm human being and a privilege to know."

*Rob Sloane,
Author & Professional Speaker,
Rob Sloane Marketing*

"After spending three months with the Duct Tape Marketing® System we really improved the way we market and sell to our customers. The seven step approach gave us the focus we needed and it helped develop some great systems to increase sales and focus our marketing efforts."

*Peter Lorenz,
President,
Lorenz Manufacturing*

"(You) make me think logically and critically. Most of all, you force me to focus. When we need a set of fresh eyes looking in from the outside, you're there."

*John D'Amico,
Manager Marketing,
Network & Computer Services,
Plexis Inc*

"In the first four hours, I learned more about marketing than I had over the entire previous year of scouring the internet, reading books, and through trial and error. Before I met her I had a bag full of tactics, now I have a system."

Hot Off the Press

We've moved! Our new address is 297 Division Street in Cobourg. The phone number and email addresses don't change. Ken has loaded our web site up with our latest ads. If you love great creative, click the link at the bottom of our [FAQ](#) page.

We are leading marketing seminars with the Business Advisory Centre - Northumberland and Quinte Economic Development in partnership with Loyalist College and Classical 103.1.

Liz is leading seminars in Improving Presentation Effectiveness and Business Strategy for the Schulich Executive Education Centre at York University as well as seminars for Bell Canada in Toronto, Ottawa and Montreal.

We've launched our first [eBook](#), *This Man Wants to Wreck Your Kitchen* and other business building tips from the Marketing Masters. [Check it out here!](#)

Special Offer



Get our new ebook *"This Man Wants to Wreck Your Kitchen"* and other *business building tips* from the Marketing Masters.

Get easy-to-apply, simple, step-by-step marketing tips you can use every day to build your business! Now, you can get a wealth of straight forward advertising savvy

in an easy-to-understand [eBook](#) that's chock full of information that any business owner—no matter what kind of business—can put into practice immediately to build their business into a powerhouse.

There's tons of priceless, common sense marketing information in this [book](#). You'll wonder how you ever got along without the ideas you'll be reading here! Find out how to write an effective sales letter; how to create your businesses image; how to get the most out of your web site; what to do about "cold" sales leads and much, much more!

Liz and Ken write a successful newspaper marketing column, blogs and online articles. This is the first time that all of their marketing strategy tips have been compounded into one volume—[over fifty pages of marketing savvy](#). Now you can know what the big guys already know, what

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