

The Front Line... Support for the Sales Team.

Sales has become complicated in recent years and as products become more competitive, the sales team becomes more important. It takes talent and extensive manpower to follow-up on the leads generated by campaigns, to meet with multiple buying influences at organizations, to track prospects and new business in the marketplace, and, most important, to negotiate and close sales. That's why today's salesperson, more than ever before, needs extensive support from the marketing team.

Marketers realize that support is critical.

The marketing team in most organizations understands that a sales professional cannot be sent out alone. A Patrick Marketing Group survey asked marketers what they believe is the major mission or role of marketing. The vast majority of marketers replied sales support. Typical responses included, "sell, sell, sell; serve the sales team; support the sales team; sell product." In today's competitive marketplace, marketing and sales have found common ground.

Publications provide optimum support.

Publications and personal selling are a partnership. Advertising works in the earliest stages of the sales process, laying the groundwork for the salesperson to step in and negotiate and close the sale.

According to a Reed Business Information study, out of five different major media, publications had the greatest impact during the earliest stages of the sale. Salespeople had the greatest impact during the latter stages. Advertising in specialized and business publications was most effective at

establishing contact with buyers--generating new prospects--creating awareness, branding and providing information and details. Salespeople stepped in later to negotiate and close the sale and for aftersales follow-up and support.

Salespeople are typically blocked from 20% of the marketplace. Additionally, about one-third of buyers claim they have less time to meet with the sales team, yet 70% indicate they are looking at more options before finalizing their purchase decision. That's less time to sell and more competition to sell against.

Publications have the answer. Buyers claim they read specialized and business publications primarily to learn more about new products and vendors. These magazines reach the most elusive buyers and deliver your sales proposition in a vehicle in which the buyer prefers advertising. Even the most difficult-to-reach buyer is approachable when they have prior knowledge of the product and the company. Ninety-three percent of buyers claim they are more likely to grant an appointment to a salesperson after exposure to the company and its product. Publications are the best means of ensuring that exposure.

Every marketer's goal.

Every chief marketing officer and every marketing team member have one goal in common...more sales. According to one study, eight out of ten buyers claim that when print provides prior knowledge of the company and its products, the sales process is shortened. Shorter sales process... more sales. ■

Why Add Advertising to Personal Selling?

4.08

Average number of personal sales calls to close a sale (across industries).

\$292

Average cost of a personal sales call.

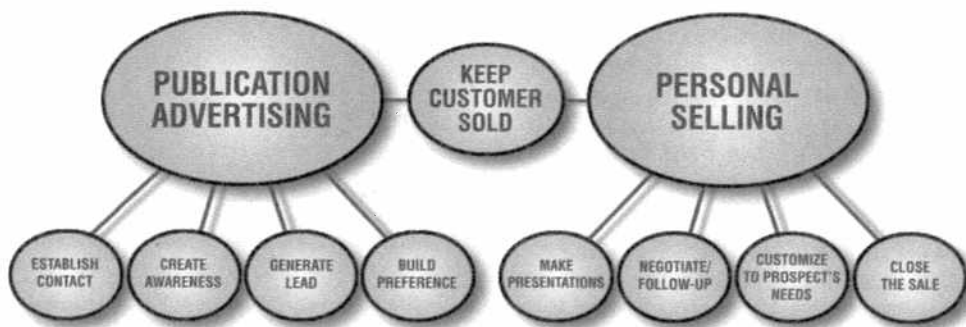
6%

Percentage of customers who say a sales representative would have very likely called recently. 70% say it is unlikely one would have called.

70%

Percentage of salespeople who credit advertising as a critical support to their sales efforts.

Publications and Personal Selling...a Partnership!



Advertising lays the groundwork early in the sales process so that the salesperson can step in and finalize the sale.

Sources: CARR Reports; "Advertising Effectiveness in Business-to-Business Markets," Reed Business Information; "Advertising in the 21st Century" conducted by Martin Akel and Associates for Cahners Business Information; "Marketing 2004: Reemerging After a Tough Time," Patrick Marketing Group;