

“5 Steps to Improve Your Marketing and Sales”

Presented by:

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Transportation Marketing &
Sales Association



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2020 TMSA Marketing & Sales Metrics Study

- Annual study to help understand key sales and marketing metrics, how they change over time, and best practices for success in the industry
- Initially launched in 2014



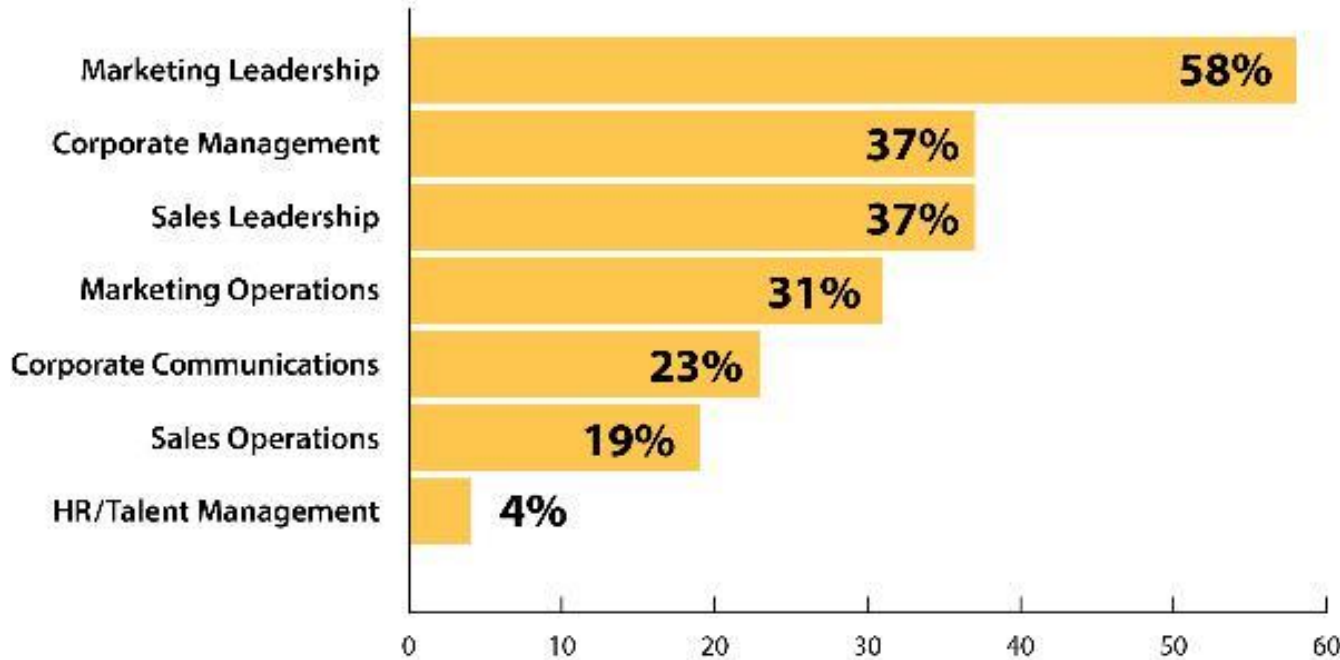
2020 TMSA Marketing & Sales Metrics Study

Metrics and Trends include:

- Demographics of Participants
- CRM, Automation, Technology Use
- Staff and Budget Sizes
- Cost Per Sales (FTE)
- Sales Contribution by Source
- Reasons for Business Loss
- Allocation of Marketing Budget
- Digital Averages: Email Open Rates, Click Rates, etc.
- Marketing Activity Outsourcing
- How Metrics and ROI are Tracked

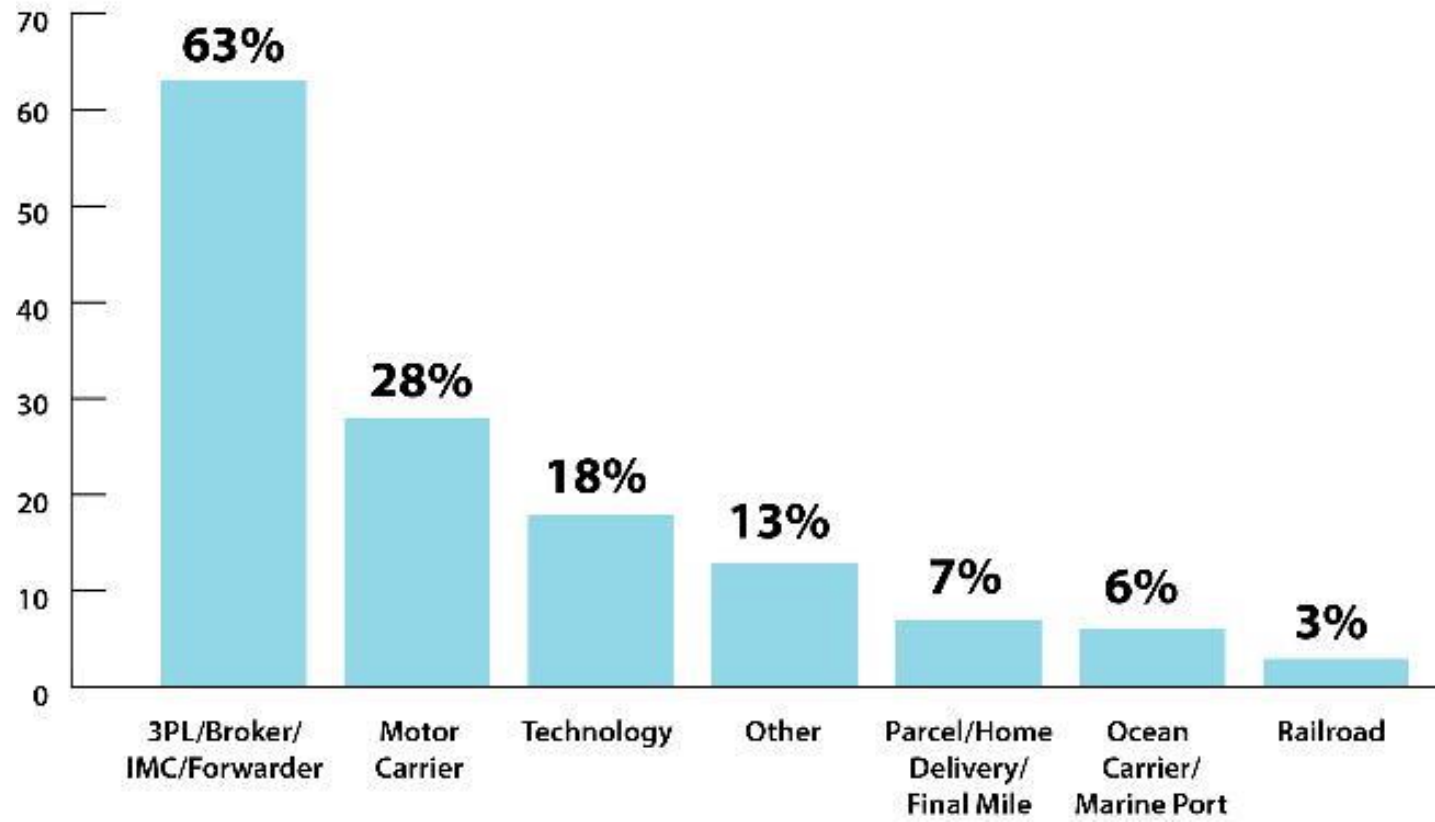
Demographics of Respondents

Roles and Responsibilities



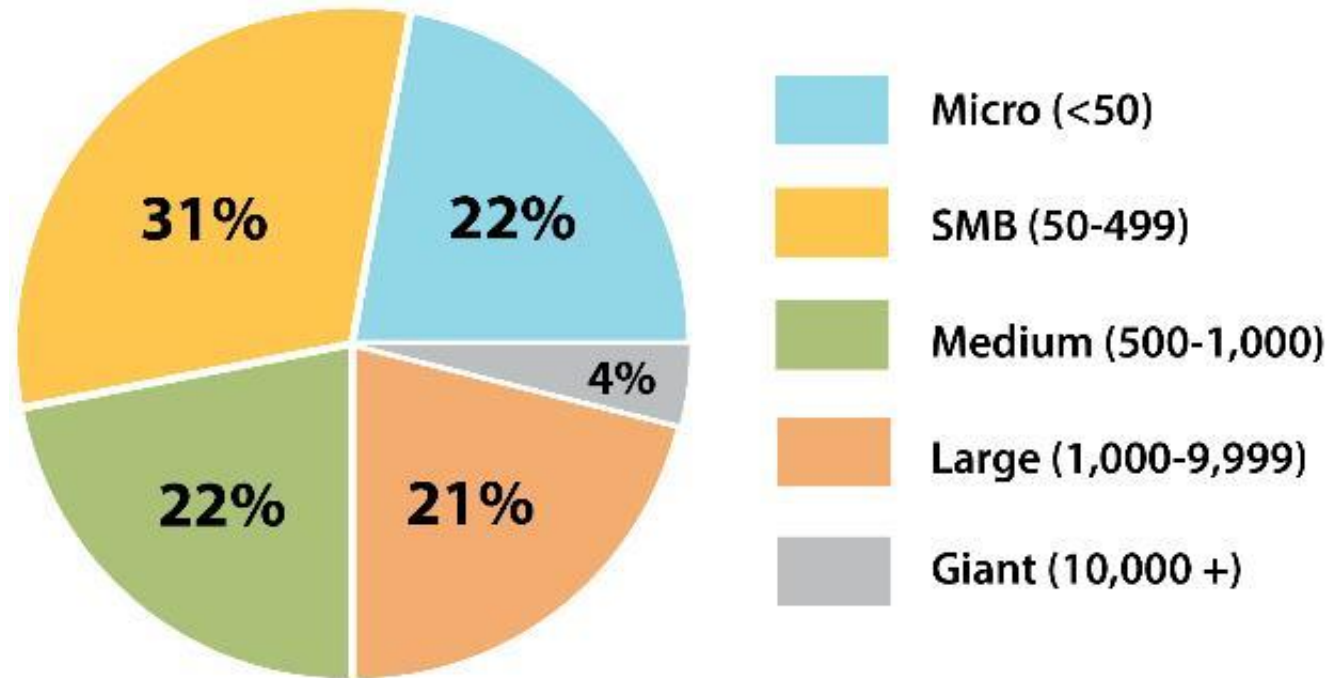
Demographics of Respondents

Company Type



Demographics of Respondents

Size of Enterprise (Based upon Employee Count)



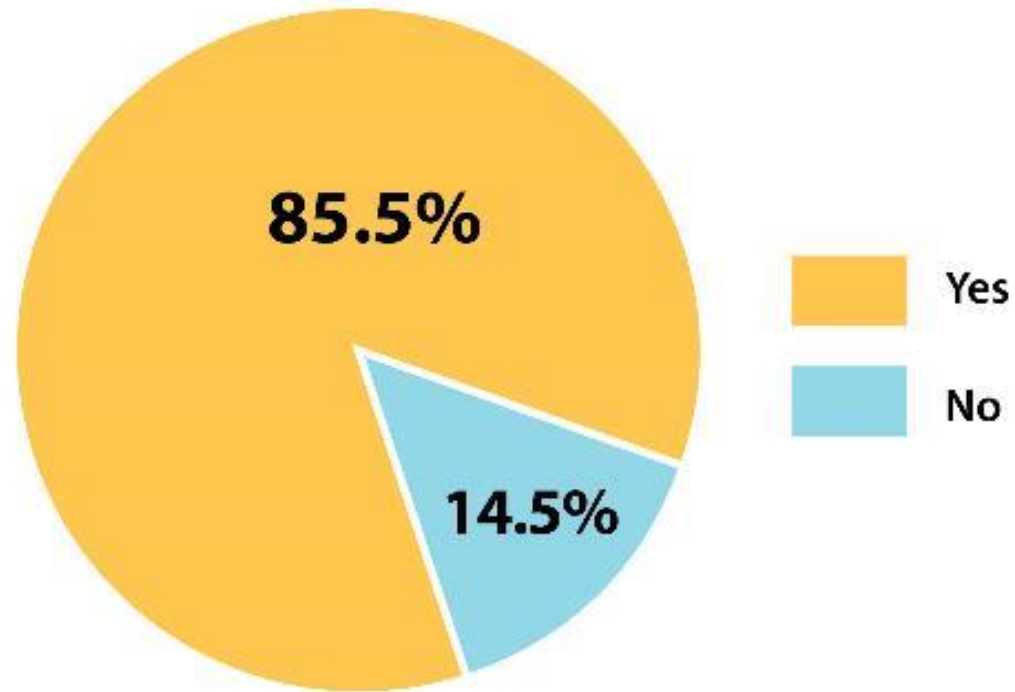
5 Steps to Improve Your Marketing, Sales

Step 1: Leverage Technology

- CRM Systems
- Sales Automation
- Marketing Automation
- Emerging technologies in AI

Use of Technology

Use of CRM/Automation System



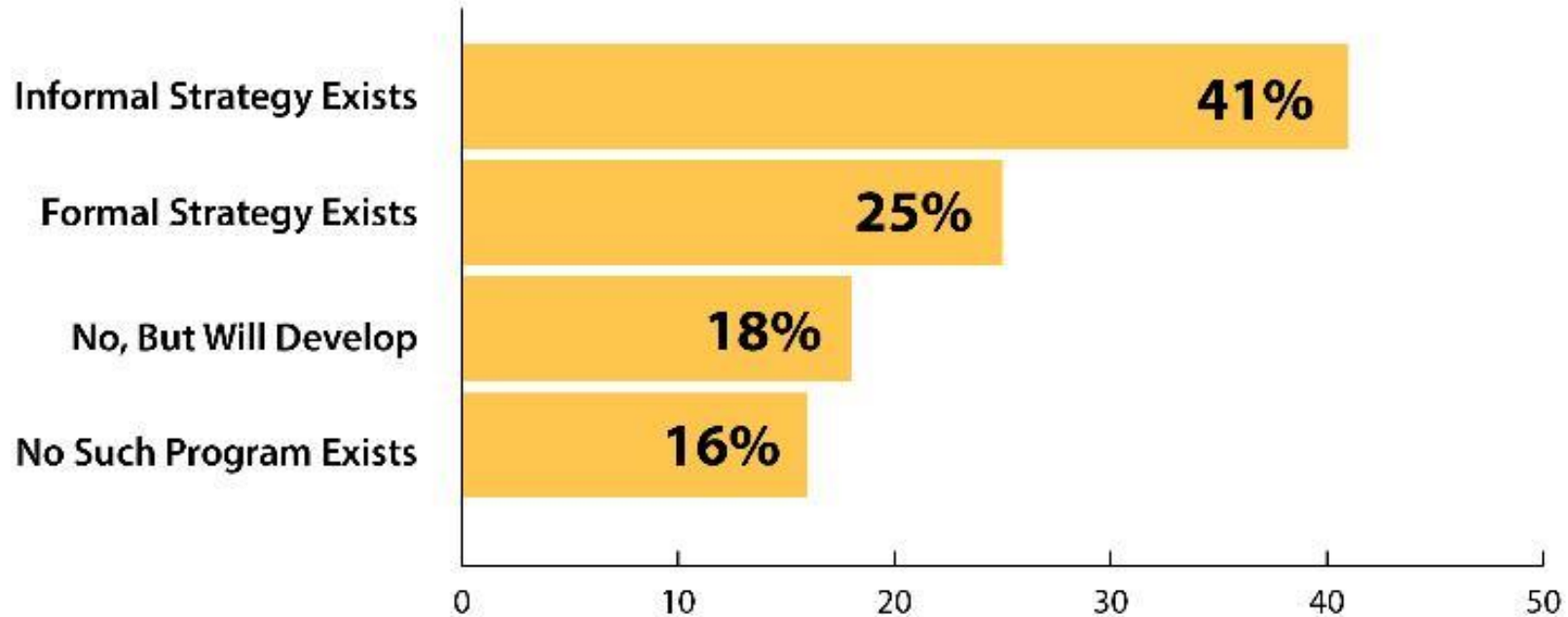
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Step 2: Listen to the Voice of the Customer

- Set upfront measurable goals and objectives
- Ensure proper collaboration within the relationship
- Perform regular, meaningful customer reviews
- Implement appropriate CX strategy

Listen to the Voice of the Customer

CX or Customer Service Review Strategy



Listen to the Voice of the Customer

THE BUYER'S JOURNEY



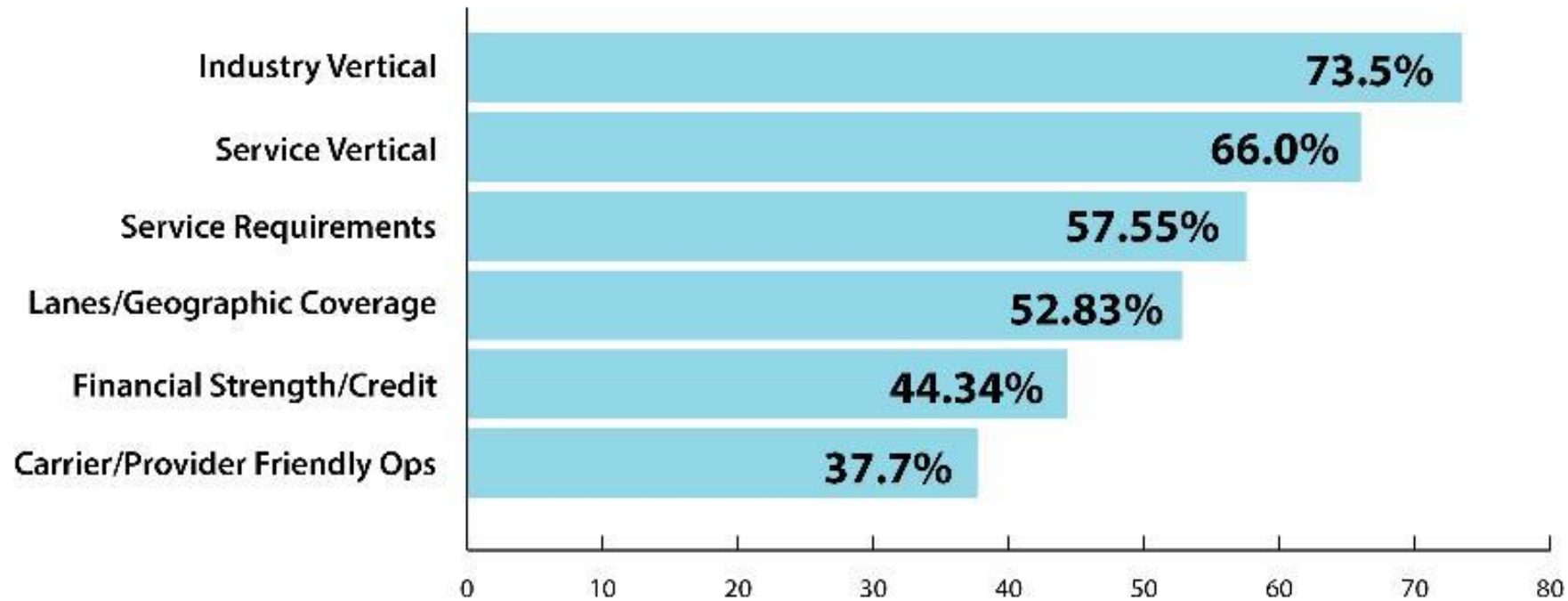
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Step 3: Look at Your Sales Strategy Holistically

- Set upfront measurable goals and objectives
- Ensure proper collaboration within the relationship
- Perform regular, meaningful customer reviews
- Implement appropriate CX strategy

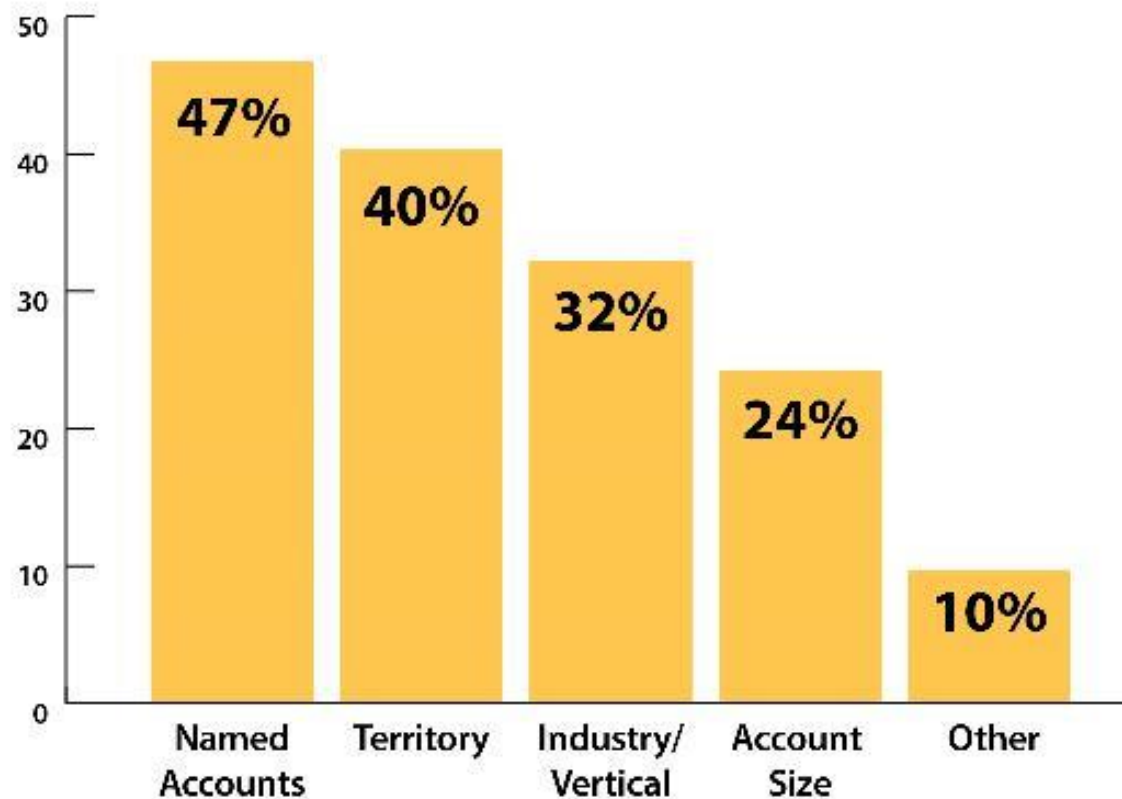
Look at Your Sales Strategy Holistically

Factors to Identify Optimum Sales Lead



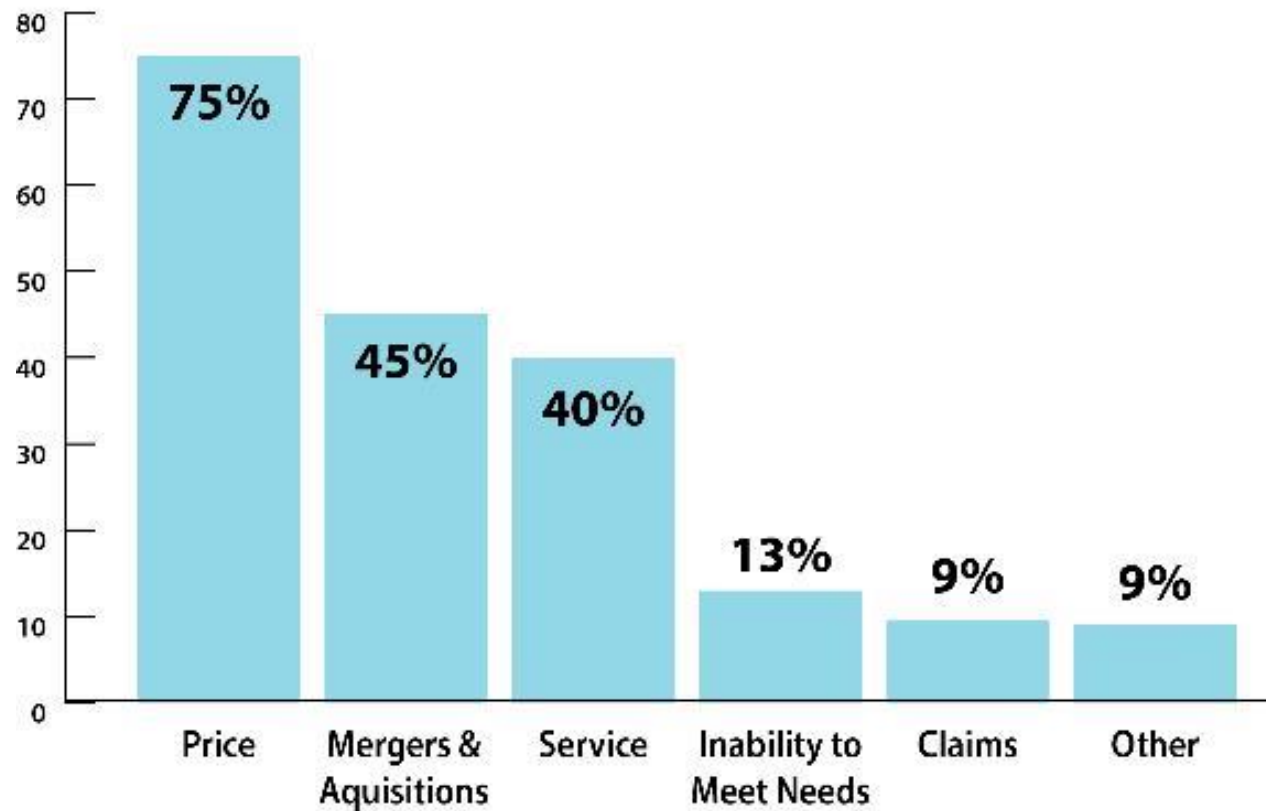
Look at Your Sales Strategy Holistically

How Sales Organization is Deployed



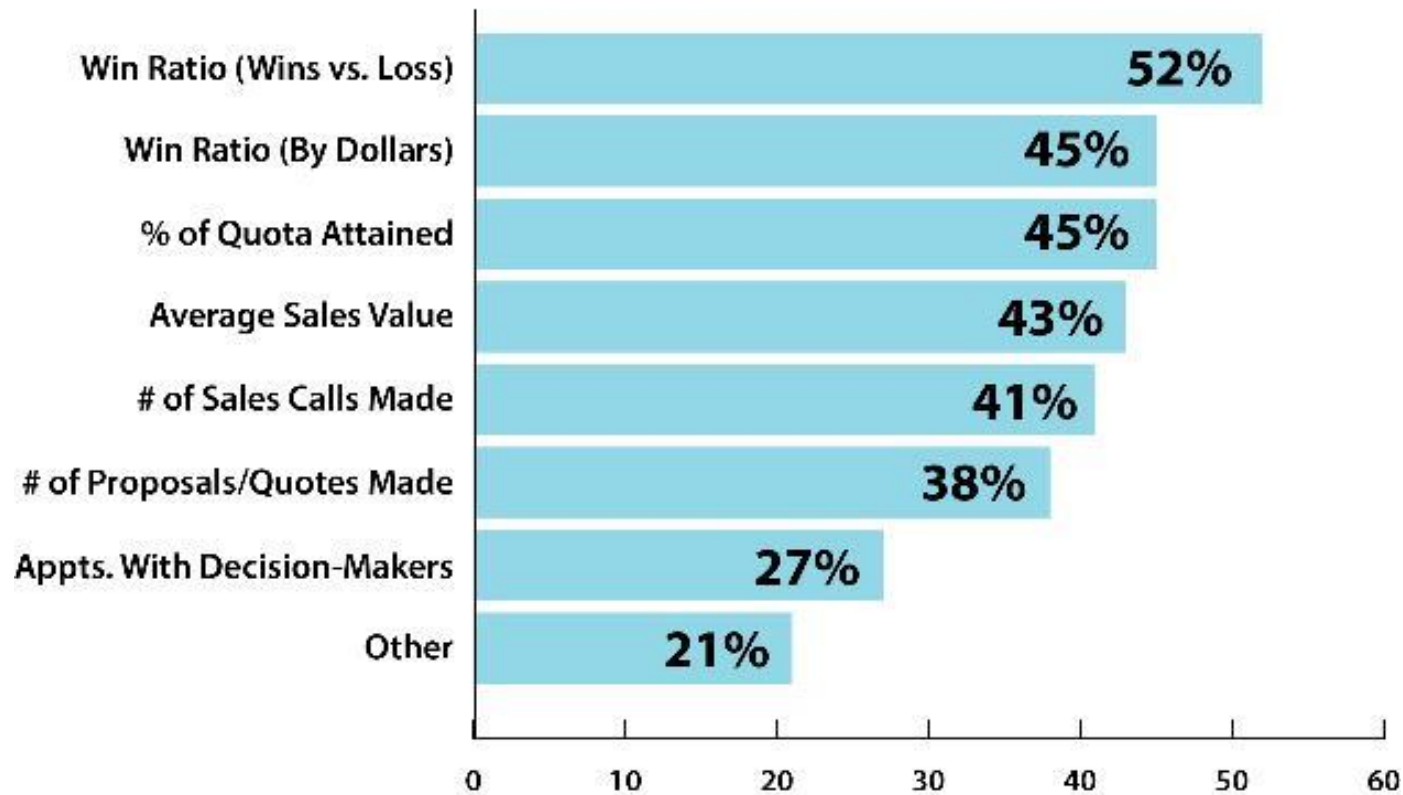
Look at Your Sales Strategy Holistically

Reasons for Loss of Business



Look at Your Sales Strategy Holistically

Measuring Salesperson Success



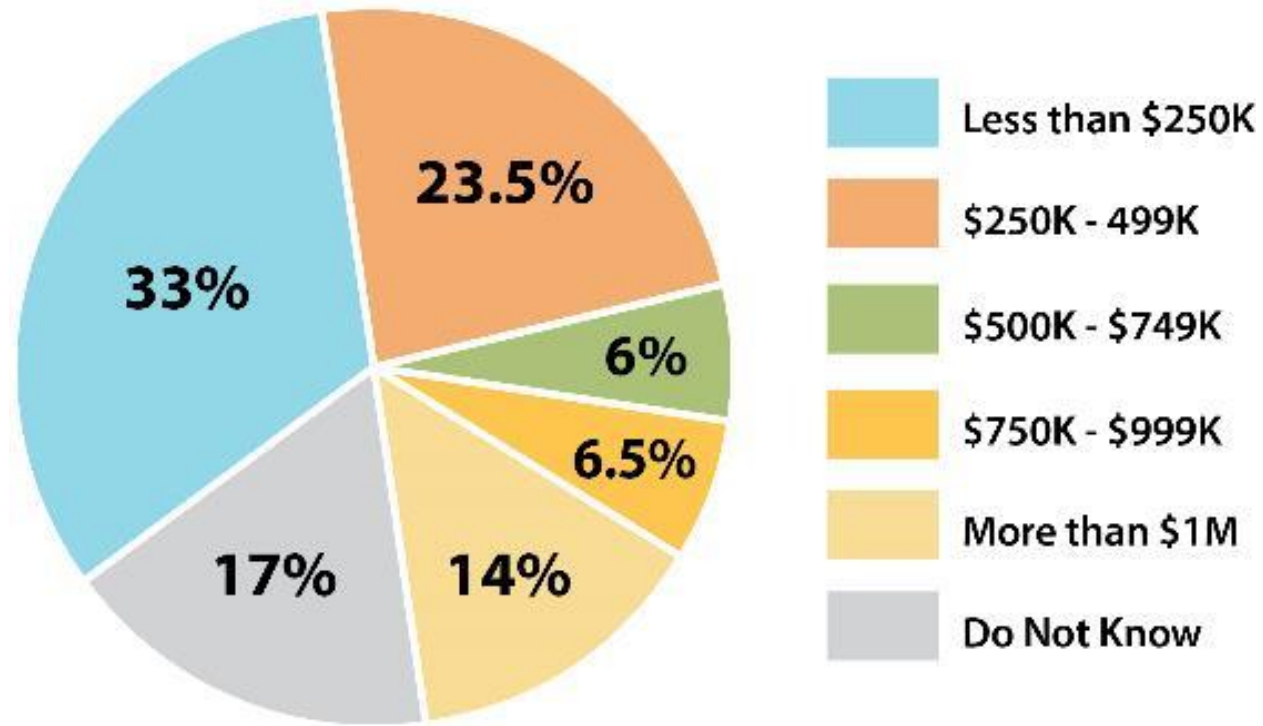
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Step 4: Look at Your Marketing Strategy Holistically

- Align Marketing strategy and operations with Business Goals, Objectives
- Establish SMART Goals: Specific, Measurable, Achievable, Relevant, Time-based
- Reflect all Marketing with the Buyer's Journey
- Fight for appropriate resources
- Establish ROI Measurement best practices

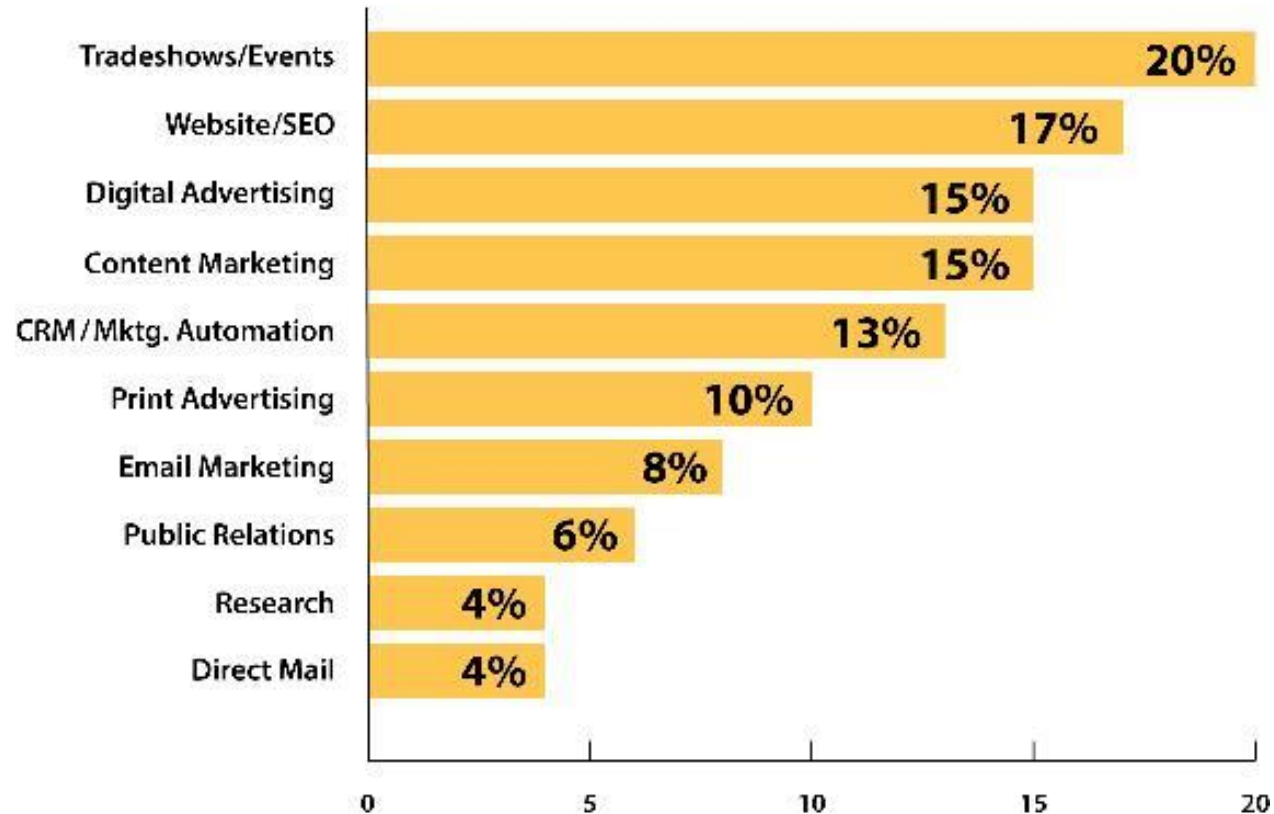
Look at Your Marketing Strategy Holistically

Size of Marketing Budget



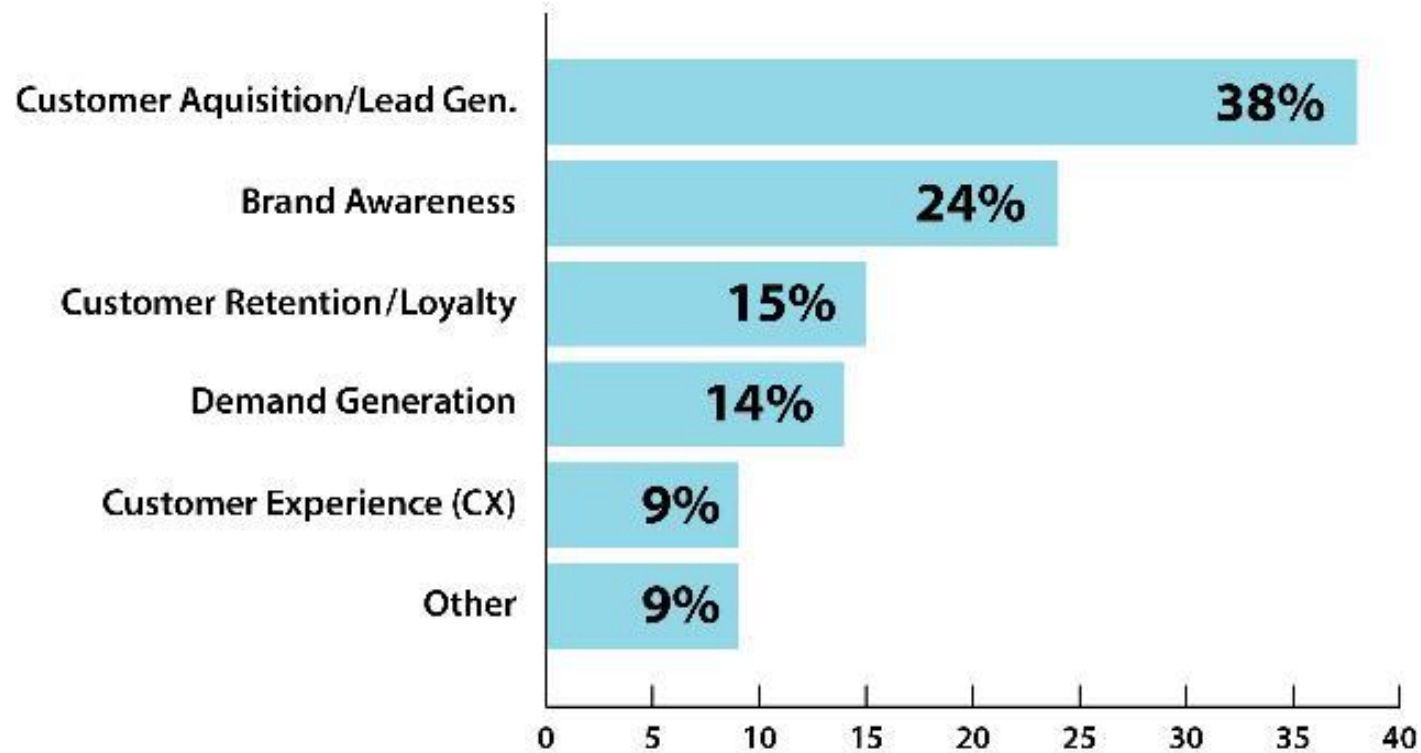
Look at Your Marketing Strategy Holistically

Marketing Budget by Category



Look at Your Marketing Strategy Holistically

Marketing Budget by Objective



Look at Your Marketing Strategy Holistically

Marketing ROI Tracking

Answer Options	Basic	Good	Very Good	Best-In-Class
Print Advertising	54.29%	10.0%	4.29%	1.43%
Direct Mail	39.71%	7.35%	5.88%	0%
Research	38.81%	8.96%	7.46%	2.99%
Content Creation/Marketing	37.14%	24.29%	15.71%	2.9%
Public Relations	36.23%	10.14%	15.94%	4.29%
Trade Shows/Events	30.99%	25.35%	21.13%	2.82%
CRM/Marketing Automation	27.14%	17.14%	15.71%	8.57%
Website/SEO	26.76%	28.17%	19.72%	11.27
Telemarketing (Lead Gen)	24.64%	18.84%	18.84%	0%
Digital Advertising	21.43%	22.86%	22.86%	10.0%
Email Marketing	19.72%	22.54%	26.76%	12.68%
Other	17.86%	0%	0%	0%

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Step 5: Ensure Proper Alignment



5 Steps to Improve Your Marketing, Sales

- **Step 1:** Leverage Technology
- **Step 2:** Listen to the Voice of Customer
- **Step 3:** Look at Your Sales Strategy Holistically
- **Step 4:** Look at Your Marketing Strategy Holistically
- **Step 5:** Proper Alignment between Sales, Mktg, Operations

For more information:

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