

5 Ways To Align Marketing Activities with Sales Efforts

Use these steps and questions to create a checklist that will help you better integrate your marketing activities with your sales team's efforts.

1. Get to know your sales team and how they work. Ask:

- Do I know the key stakeholders and how they work?
- Have I taken the time to get to know how they approach their accounts?

2. Know Your Sales Pipeline and Understand The Pain Points. Ask:

- Do I know what business we are chasing?
- Do I get sales updates and status?
- Do they trust me to help?

3. Clearly segment your target markets: targeted messaging is key! Ask:

- Do I know the customers' C-level pain points?
- Where are my efforts going to be most effective for sales?
- Does one message fit all?
- Where can I better segment my messages for better reception by the key audiences?

4. Build A Marketing Plan with Sales Objectives in Mind. Ask:

- Are these activities going to generate revenue for sales?
- Are all activities integrated for maximum response?
- Am I communicating to the customer the way they want to be communicated to?
- Have I accounted for all sales opportunities?
- Am I generating quality leads?

5. Communicate with Sales and Update Them As You Execute. Ask:

- Have I communicated my plan to all my stakeholders?
- Do I continually update them of activities status?
- Do I provide them samples as the activities drop?
- Do I follow up with them regularly on ROI?

Source: Lisa De Luca, Sr. Manager, Federal Marketing, CDW-G

5 Elements of Developing Successful Sales Relationships with Advertisers and their Agencies

Using White Papers As Thought Leadership Tools

by Tom Trezza, Jr., President, Trezza Media Group



In developing a fully integrated "thought leadership" marketing plan for the federal government, one of the most effective, but difficult ways to position your company, brand, or solution is through custom "White Papers" or Special Reports. When developing an electronic or printed white paper, the temptation is to use this report as a way to showcase your own solutions or products/technologies, instead of focusing on a real solution to a real problem in government. It's a delicate balance of educating government managers without any real bias towards your own solutions.

Recently, I hosted an Executive SI and Government Roundtable ([see photos from the DHS Roundtable here](#)), and I asked some of my guests -many of whom spent over 25 years in the government: **Do well-written white papers get their attention? Here are some key points that were brought up in our discussion:**

- Use respected third-party research information from companies like Gartner-Meta, etc.
- Get a respected writer and reference him or her
- Have a Problem Statement up front
- Make sure you focus on a solution to a problem (not an answer looking for a question)
- Have an understanding of the implementation and support issue-including lifecycle costs
- Include possible or probable outcomes
- Give recommendations based on "probable outcomes"
- Relate to a specific agency mission
- Show similar solutions that have been tried or adopted by other agencies
- Make it "short"

The good news is that white papers are used as "sources" to new initiatives and to understand what others think about a particular subject. Many CIO's and Senior Executives have used these reports to have their managers think, comment and explore further.

I've also asked one of my closest partners, friend, and former Associate Publisher of Government Computer News and Custom Publishing, Jeff Erlichman (Public Sector Communication), to outline the 5 elements to creating a successful white paper (see sidebar at right). Jeff will also be adding a special "white paper" resource center to his government focused website, www.pubsector.net, and has offered to host any white paper on the first three Federal Executive Forum topics: "Identity Management", "COOP & Telework", and "Information Sharing" free for 3 months. All Trezza Media Group contacts with white papers on these topics-please send to jefferlichman@pubsector.net. For a meeting or conference call on creating a successful white paper, please email or [contact me](#) or Jeff Erlichman and we'll set that up.

Last Thursday, we recorded our 2nd FEF program around the issues of Continuity of Operations Planning and Telework. Once again, we had an all-star group of government leaders and our exclusive industry sponsor, (Juniper Networks), represented. [See photos from the taping here.](#)



Jim Flyzik hosts the Federal Executive Forums and our guests included:

- Ira Hobbs-CIO Treasury
- Barry West-CIO FEMA/DHS
- Jack Penkoske-DISA
- Glenn Schlarman-OMB
- Lou Anne Brossman-Juniper Networks

You can preview our program by [clicking here](#). The show will air this Thursday, Feb. 23rd at 3:05pm to 4:00pm and can be accessed for 12 months on federalnewsradio.com.

We are extremely excited about our 3rd program coming up March 30th on Information and Intelligence Sharing because of the importance of this initiative and the response from the government community. There is a Presidential Directive (PD-13388) that requires a plan for more effective sharing of terrorist-related information among federal, state and local governments, as well as the private sector. Looking over the just-released press announcement from Federal Sources (FSI), they highlighted Information Sharing initiatives and spending, with growth of over 4% over 2006 with leading agencies: DOJ, USDA, DHS and HHS. The Information Sharing programs of note include the Terrorist Screening Center and the FBI's Law Enforcement National Data Exchange and ELSUR Data Management System.

Our 3rd Federal Executive Forum on Information and Intelligence Sharing is scheduled for March 30th at 3:05pm. Jim Flyzik is our host and our government guests include:

- Vance Hitch-CIO Justice (Confirmed)
- Zalmay A-CIO FBI (Confirmed)
- Karen Evans-OMB (Confirmed)
- Dale Meyerrose-CIO National Director of Intelligence (Invited)

We still have sponsorship opportunities for this program available at this time. [Contact me](#) if you'd like information on sponsoring.

Our 2006 schedule for the next few months includes:

- April IPv6 & Converged Communications (Juniper Networks-Sold Out)
- May IT Security (Open for sponsorships)
- June Wireless and Mobility Solutions (Open for sponsorships)
- July Border Protection/Security (Open for sponsorships)

5 "Musts" To A Successful White Paper Program

1. Content Is King.

Focus on a real, practical solution and not only what you say, but how you say it. Know the audience you are trying to reach. Don't write in jargon and explain acronyms. Make it short (4-6 pages). If topic is too big, break it up into a series of White Papers.

2. Creation Is Key.

Options: (1) hire a third party subject matter expert or (2) have in-house expert be the author. Either way, make sure it's edited by a professional. Make sure you own the intellectual property and "brand" your program.

3. Make It Easy To Read.

Develop a "standard layout" for your program. Focus on readability. For example, use a two column format rather than three; use headers and sub-headers to guide reader; use graphics/photos and use the captions to drive home important points (people read captions); make sure the typestyle is large (no smaller than 10 point) and there is "white space"; use a serif typeface because it's easier to read.

4. No One Will Read It If They Don't See It.

Produce both paper and electronic versions. Prepare a Press Release; send it to publications (they may have a section on website or may include a link in an eLetter), associations, non-profits, educators and legislators in the field. Make it available at trade shows and include in your media kit. Have your sales representative carry and distribute (it's good way to get a meeting with clients and shows your expertise to talk about solutions. Offer it as a FREE giveaway in ads (electronic and print).

5. Bring Your Program To Life

Anoint an expert (not a marketing or sales person) within your organization and get them speaking engagements at conferences/education events, radio, TV shows around topic. Give interviews whenever possible. Produce audio and video clips with your expert and post on your website.

Source: Jeff Erlichman, CEO, Public Sector Communications. For more information, please email [Jeff Erlichman](mailto:Jeff.Erlichman@pubsector.net) or call 301-774-6660. pubsector.net

Flyzik's "Watch List"
2006
Top 5 Opportunities

1. Advertising agencies can be very different from one another. Make sure you understand the process that each goes through.

2. Agencies view their relationships with clients as sacred. Sales people need to respect that relationship by making sure that they keep everyone in the loop when they have information to share. Think Partnership. The agency will be much more open to sharing information.

3. Negotiating should not always be about money. Offer up things that an advertiser cannot easily accomplish by themselves: think Research. Research can be expensive for an advertiser or an agency, but for publishers (online or off line) it is often an inexpensive "value added".

4. Be creative! Don't be afraid to suggest something different. An unusual size for print can help an advertiser stand out; allowing an advertiser to "sponsor" a service you do not normally "sell" on your website could yield tremendous traffic for the advertiser and a new revenue stream for your publisher.

5. When you want to schedule a sales call, make sure you have a good reason to meet. With so much corporate down-sizing, free time is hard to come by. You will be welcomed if you have a new proposal to deliver, new research to unveil or industry data to share.

Source: Sara Leiman, Media Director, JDG Communications

TMG By the Numbers

GCN's Top 5 Computer Brands Plan to Purchase

- 1. Dell=77%
- 2. HP-45%
- 3. IBM/Lenovo-29%
- 4. Gateway-22%
- 5. Sony-15%

Source: GCN IT purchasing study, 2005. Conducted by Signet Research

- August Network Centric Warfare & Operations (Open for sponsorships)
- Sept. Future Combat Warfighter (On Reserve)
- Oct. Special ELC Conference Program
- Nov. Health IT

I look forward to sharing my thoughts with you on positioning your brand or company around these mission critical issues and about [sponsorship opportunities](#) around our Federal Executive Forums and Executive SI Roundtables in 2006.

For more information about Trezza Media Group, this article, or our offerings, please contact Tom Trezza at ttrezza@trezzamedia.com or visit us at www.trezzamedia.com



There will be opportunities over the next 12 to 18 months in these areas:

- 1. Health Information Networks
- 2. Government/ Commercial Disaster Preparedness and Prepared Local Communities
- 3. Coordination of Federal, State and Local programs and Concepts of Operations
- 4. Securing America's Borders
- 5. Credentialing and Identity Management

Source: Jim Flyzik, President, The Flyzik Group (effective 4/1/06)
jflyzik@theflyzikgroup.com
 301-365-4772
theflyzikgroup.com

Public Sector Institute

Public Sector Institute's Effective Government Newsletter

presents a special issue on

IDENTITY MANAGEMENT

Unfunded IDM Mandate? Not So! Reciprocal Background Checks? Soon!

Government, Industry Talk
 IDM on the Federal Executive Forum on FederalNewsRadio.com!

HSPD-12, "unfunded IDM mandates" and "reciprocal background checks" were just some of the topics on the minds of government and industry leaders at the recent IDM Federal Executive Forum.

[Listen To Forum](#)
[Read Transcript](#)

Be sure to check out next month's Effective Government Newsletter on COOP/ Telework