

SEO and More

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Hosted by Nigel & Liz Maine

SPEAKER: F1

Hello and welcome to the sales exchange podcast. B2B marketing talk for CEOs when it comes to marketing we can safely say that people haven't changed.

SPEAKER: F2

But the technology certainly has. And if we don't adapt we're going to run into some serious problems. So if you're a CEO who's involved in marketing. Join us as we talk about strategies and tactics needed to generate new business. And I'm your host and founder of sales exchange Nigel maid.

SPEAKER: M6

Hello and welcome welcome welcome welcome. I'm joined today with less. And. When. And. We're just going to. This. Is just one of our. I would say very relaxed podcasts. And we just have a chat about.

SPEAKER: F2

Things that we've been thinking about during the week in and specially things.

SPEAKER: F3

I suppose it's some debunking some myths in a way because you know people at people expect her to follow a certain path when it comes to doing marketing and especially B2B marketing and I just started I just I just think that we were we were talking earlier about why people would want to do one thing over another to do tele sales over ASIO where ACM or only any form any form of marketing.

SPEAKER: F5

But the thing is is that because of the work that that we were doing as an organization is that as a director of an organization I'm aware of certain things that other directors wouldn't be aware of in terms of the technicalities that sit behind doing your bit building a website building everything that's required. The technology that's required for Web sites that FCO that the building of all of it from the ground up to actually present a message. And. What we were. What we touched on earlier. Before we started the podcast, we talked about CEO and ACM so Search Engine Optimization and Search Engine Marketing and how is quite ubiquitous is everywhere. I mean every everywhere you look when it relates to marketing you've got people

banging out let's do SEO for you and one of the factors we got back to the early days and I think a lot of managing directors would turn and say I'm not doing it because we lost thousands of pounds however many years ago when we first start doing SEO people were just clicking on it people were hijacking it and clicking on and on AdWords and costing people a fortune and pay. And some people especially like financial services and the like which are what we were paying up to 25 pounds per click just to get somebody onto their site but the that logic and mentality and suck to order that's changed.

SPEAKER: F7

And so what where are we now and if we look at a page whereas before you'd used to get the green adverts down the right hand side of you over a Web page now they're at the top just this little square this is at to certain people they know what to do what they click on but the criteria to get information at the top is you can say what you know you can put it whatever keyword you want in the top and you'll appear there if you want to pay enough money so you're in a bidding war but if you're if someone's coming into the game now right now what you do.

SPEAKER: F6

How are you going to compete with some pretty that may have been you know working on the Internet for however many years they've adapted and honest their own their own articles and documents and they've got the right you are well they've got the right browser page title they've got the right page titles they've got the right headings the H1 H2 H3 they've got bullet points they've got numbers they've written for a 12 year old they've got old tags on their pictures and then the pictures that they've used have got meaningful descriptions on them as well as meaningful old tags that they they've prints they their preferred key words within the body text of the documents they've got a better description but we know that's not really used as much anymore but it's still used in terms of open graph it an open graph is a I don't know if you know open graph is a is a Met data structure that takes your preferred photograph and description and puts it on Facebook and Twitter and Linked In.

SPEAKER: F5

So you know you're getting the right information out there but your description that's used is your open graph description which can be taken from your page better description and aren't going down a bit of a rabbit hole here. I just kind of setting out the that that that that's not the tone but the parameters that to be successful in in terms of being found. That's all you got to jump through a lot. A lot and when it comes to the ASIO people that they can only work to a structure because that's what the search engines are demanding of them.

SPEAKER: F10

Don't you also think though from a consumer's point of view that you have and you know you have those at the top of the page the ads at the top eight but they don't necessarily reflect what the what the consumer wants.

SPEAKER: F17

So I can put a search you know a search in for what I want and me as a user searching for something I almost always ignore those top ads because they don't necessarily reflect what I'm looking for. So I think you've got you've got search engine optimization which is one thing but I sometimes think that those ads there at I'm very suspicious. Of. Clicking on those because I think actually. That's not really what I asked for. I asked for. Something else that was. Below it. Yeah. And so I do think them. And. Then the consumer's point of view I understand why you would want to pay for advertising but. Oftentimes you can click on something that's fairly. And. Or you search for something that's fairly. Generic. And you. Click on one of those ads. And. The people that you know the company that's there. Is based like 200 miles away is like. And that's not what I want. I want somebody that can supply me locally unless it's something that and you know it said. Something that can come from.

SPEAKER: F11

You know like a box of envelopes or something. I don't care where it comes from. But. I generally ignore those because. I. I. Don't necessarily think they reflect what. I personally am looking for and if I've put a long. Description of what I am looking for.

SPEAKER: F8

I tend to go to the ones below those that you know two or three because they look like they know what they're talking about and they've addressed the need that I have put in through my search with the more generic you know you get people's you look company and you put some information that you click on that find out there.

SPEAKER: F5

You know we're based in north of London in Hertfordshire and it's Swansea or is Scotland or it's I mean it's just that that's how that's what we've to I suppose real weight is it. So you've got a consumer you've got people looking at it from a consumer point of view and think I'm not going to put in some Boolean search with you know with speech marks and under. And people don't do that. You know the people in the know do that but then that's only vanity anyway when he said Where am I. You know nobody does it they just type it in. But also you've got the that the logic which is now if not now people have got Alexa and Siri and Google. The interesting thing is that before you type something in what would you say to Alexa.

SPEAKER: F9

You wouldn't just go marketing companies now and Alexa would go Yeah and which you would expect me to do that then you'd get the you'd say to Alexa can you find me people or businesses that are in this edit. And on all this information so that's what you'd say to Alexa. So what you type in because the old all Alexis doing is convert in your speech to text and doing a search for you and that's and that's where that's where this is at. I mean I think that I mean I tell you I have to I have to say this I've been waiting to do this and we'll be right back after these messages.

SPEAKER: M1

Hi it's me. Your inner voice. It's been a while since we talked. I know you keep ignoring me but that's okay. We're in this together. I've been thinking we're not getting enquiries or leads that we want from the people who need us. We can't go on like this are salespeople blamed elites a marketing blame the salespeople. I know everyone thinks we've tried everything but we haven't tried sales exchange.

SPEAKER: M2

They've got a complete strategy unlike anyone else we've ever seen. We can download everything we need from their website without giving them an email address and we can decide to do everything ourselves. I mean do you think only sales exchange code UK. Let's talk again soon.

SPEAKER: F5

So moving gone we've been we felt for. If you're new to the M to the pod sweet firm we've been working on it we've been working on our adverts we've been working on our technology and all the other different things but we'll save that for another for another podcast. But but basically you know for businesses out there I I completely understand why managing directors would say you've got to be joking. I'm not doing it. It's too much effort too much aggro and we've never seen or heard anybody turn round and say you know what we did this paper click strategy we did this FCO strategy and our business has gone through the road. This has been I'm talking B2B. I'm talking about those three. Those three elements. Hardware. So physical. Components. Software. That runs on all the hardware. And services. That's what concept that's how I see. B2B. And I'm not talking about. Biz. Office refurbishment but am talking about desks. And computers and the software that's going to run on the computers in the consultancy sir. So what I see I've never is I've never once come across anybody that has said oh my goodness me this is amazing.

SPEAKER: F6

And that means I'm not talking about the likes of Cisco or Microsoft or anybody like I'm talking about. Yep. Average B2B local business in a given county or wherever. I have never heard anybody say oh we're going to float. And float our company now because.

SPEAKER: F8

It's been so successful. It's just part of the mix though isn't it. And you can't ignore it in terms of your marketing, but it is only part of the mix it's not. It can't just be your single marketing strategy. There has to be more to it.

SPEAKER: F18

Yeah, I mean at I in a way I feel sorry for I say in a way I do. No not in a way I do.

SPEAKER: F9

I do feel sorry for business owners because business owners are if you if you look at the was its it was it and Jeff Bezos or Steve Jobs who said we employ you for Steve Jobs Steve. So Steve Jobs said we don't employ you and give you some. Great big salary. For us to tell you what to do.

SPEAKER: F11

We employ you. So you can tell us what to do. So. When you get to that point you go. So I'm managing director. Is e taken a hit. On his. Security. That's how I see it. So, an Entrepreneur sets up his business he takes a massive hit on his personal. And family security. To build a business. And to make something happen to do something that's. That's entrepreneurial and creative. And employs different people to do different work and I come in and I get they blag him. And say oh we can do this is isn't it. Sir where's the business. Where's it happened. The MDA the Mac that the entrepreneur has done his side of the bargain is he's fulfilled his bit.

SPEAKER: F8

He's got the business going. At least people come in all we can do this this and this now. Yeah. Yes they. Pay us loads of money and we do your FCO and we'll get you top of the search engines Gordon. I'll give you 100 grand. To make sure every single page that I've got. On any kind of search term I want appears at the top of the organic search engines. And nobody would be up to do it. And the problem is Google are changing their algorithms all the time so because of that it's a constantly moving feast isn't it. You've got to keep on top of it the whole time. And if you're doing that then that becomes a proper overhead and a proper effort because if you let that slip for a one moment you lose your momentum because somebody else will get ahead of you. And I think you can. I think it is just part of the mix and if you pin your whole success of your business on saying we have to be top of search engines we have to pay this money. It's like you misunderstand what marketing is all about. You misunderstand and you. Don't actually understand.

SPEAKER: F17

Your buyers. The people that actually buy your product. Are not going to find out about you way before. They.

SPEAKER: F8

Way before they click on you because you're top of a search engine.

SPEAKER: F5

Well this is it. I mean one of the big one of the big things that the interesting point of the the interesting point is that the to to to construct. A decent. Seo. You have to follow some parameters. That you are all. Tightly Sonny. So that's good practice period just for a Web site. Because. You're making sure that whoever's doing the Web site. And whoever's involved in engaged in it. Is actually. Structuring. Constructing it properly. Now just be. As. Google looks at your search page in a certain way. And says. We. You know has this page been written for a 12 year old is it not overly technical and yada yada yada. That's good practice Pip because. How are you presenting that. To your prospective customer. Some of that that's OK. So how it doesn't matter how they get it to your pet web page for example just to begin with. But how are you tracking your page. What are you delivering up to them. Are you. Are you giving them a good experience on your page. Have you got a call to action on your show which comes onto another another part which is that the customer experience and user experience. But that's that's that's another way. Another podcast. So there's. A logic behind it but the whole thing to do with a CEO. And ACM.

SPEAKER: F4

Is that the the people that have to do the work are akin to programmers. So what is the qualification of the person that's doing a CEO if they if they got an English degree. Because you're talking about grammar here we're talking about how something's written because he go Oh I'll do Ezio for you you got put in order to do Ezio you've got to make sure that you're clear about how that business works.

SPEAKER: F18

Clearer how about the how that business functions in order that you can extract those key words relating to that specific article is that R2 going to be written. The people want to read it so you you say you've got this balance between should I. Write. An article. That relates to. Our business. And how. Our activities impact other businesses. Or. Should I write an article. That people are searching for. And certainly go you. You've. Got a right. What. For what people are searching for of course you have to. Go. Yeah. But. I want to tell him about my business. I want to tell him how we're affecting people. We work in a niche market we've got a niche product. People don't know about us. People haven't got a clue. I don't write about somebody else and some what somebody else is doing so then. If you're trying to do that then you just publisher you're just trying to write content that satisfies people's searching criteria and curiosity and then you're going to switch them that becomes interruption marketing businesses have to think I was this SEO person going to do for us you know what what are they going to.

SPEAKER: F9

Well they're going to what functions are they going to provide.

SPEAKER: F12

Is it business analysis to look at what we do and extract those keywords from what we do and then write content that relates to the keywords about what we do and and formulate that page to make it look great. So then. So where do you fit. Are we unique. We don't fit anyway or Yeah we're kind of involved in marketing but nobody knows that nobody knows that we exist or nobody knows what we do or we've got a certain way of doing things.

SPEAKER: F20

So you have to switch people have to a mechanism are trying to switch people and act one cup.

SPEAKER: F5

What I'm getting at is that for B2B organizations to get involved in or to look at ASIO and paper click when you're at a service based software based hardware based company in a local area you want to sell to people in your local area you know you're not trying to do an Amazon stop and compete with em you'll send to people locally because it makes sense because you don't wanna travel 150 miles to go south to someone they want to sell to someone locally.

SPEAKER: F12

So you want to attract people locally you want to communicate with them locally. You want to be able to tell them what you're doing locally.

SPEAKER: F4

And I think on that note I think come back after this message business to business sales is not as easy as some people think.

SPEAKER: M3

We're selling high value solutions that takes upfront investment from serious business owners. That means B2B marketing needs to be a slow burn long game about communicating your business personality to achieve the success you want. You must have a strategy that speaks to your prospects on every level.

SPEAKER: M4

Social 3 3 4 from sales exchange would propel your business to new heights and uplift your turnover per person per annum like never before. Download the workbook from the sales exchange website and don't worry we won't be asking you for your email address. If you need to contact us our details are on the workbook. Download it now and apply it to your business.

SPEAKER: M5

Call us in to do it for you. Is it sales exchanged or. W.K..

SPEAKER: F6

So I think I think that's it. It's it it's a toughie. It is a toughie because if you're looking to work with local relatively local business you go. We're gonna open a gun you know set up you know to the local business stuff with Google. Yeah yeah of course. Would you do that FCO.

SPEAKER: F18

You know people talk about long tail ASIO is like I can get you on the top page number one spot of a search engine for this string of words.

SPEAKER: F19

Well that's amazing if you've got something like Cogito six or seven words and you put that in I'm gonna get I'm going to be at the top of the search engine for those six or seven words every single time. So what's the odds. Now you know if you if you're going to do the do the lottery six numbers in the lottery what's the odds of finding one person that's going to put in no six exact words that you've just come up with to appear at the top of the search engine okay. So will the Google algorithm is going to go. Well I like to think I know what they're talking about. No. He just put six keywords in the. And so you know. That. That the point is that. Businesses have to look at this. Kind of sensitively and say look you know we. We have to be. Quite.

SPEAKER: F10

Strategic in what we're doing in generating new business and going. Yeah. And it because we're talking ASIO and ACM because it's all about generating new business. You're then. We

we Segway. Into cold calling. I mean you've had enough people call you. Yeah the tactics that get in ever more aggressive and and less and less productive. You know there's always been gatekeepers.

SPEAKER: F8

But I think when you have an when you have people ringing you up and saying I can't talk to you I can you know I can't send you an email I can't send you anymore because you're not the person I need to speak to. But you have to get past me to speak to the person that you want to speak to. Or they pretend that they're somebody else they pretend that they're actually an employee of your company and say Oh and I need to speak to one of your senior members of staff and they and they say oh I'm just about to go into a meeting or I'm just about to get onto a flight if he got his phone number so that I can speak to him like there really like you. And you pretend that your and somebody else that doesn't have that person's contact number. And. You want me to give you that person's number but. Your phone from the UK but you're pretending to be an employee from. A U.S. office.

SPEAKER: F10

Never gonna work. And I think they're getting over. It's getting more and more aggressive. And less and less successful. And I said in the past I very rarely put and put anybody through. Because. They don't want to explain themselves. They don't want to tell me what they're calling about they don't want to send information for me. Or I think. They may. Some of the. Worst ones. And. They go. Through. And they come they're phone in from. Somewhere that's not the. U.K. and then they go through a whole list of employees that they've come up with. Them linked in. Because they don't know that they don't get the first person so they go oh hang on a second I've got another name I can speak to.

SPEAKER: F8

And they're completely unrelated parts of the business. So it's like well. Who do you want to speak to. Which. Area of the business do you want to make contact with these people. And so. You know I think telesales is getting less and less successful. And because of that. The tactics that are being employed are getting more and more. Aggressive and hostile towards. Gatekeeper. And and actually. Is like. You have to win as a friend. And. If I get information or. If I received information. And it. Seemed worthwhile I would pass it on. But if you don't send me information I can't pass it on.

SPEAKER: F10

So your whole call just dies a death with me.

SPEAKER: F5

I mean I was told to do the day and I'm and it was some people you know people people are busy and you know I get that.

SPEAKER: F6

And they they got their noise canceling headsets on that they're working away at their desk they've got their their days blocked out with different activities and this and the other and then someone tries to bring up the Coco and it's citizen is nigh on impossible.

SPEAKER: F4

And that the other part of it is that if if people have their days blocked out whether they're using Slack or you know you look at slacken outlook and Skype and all the other things that they've got blocked out on their their day to do the only time to reach them is the early morning or late afternoon as in when they're on the way home because that's when people are checking every mouse on on their commute and he said the only people are the freighter freighter to talk to or communicate with its senior directors.

SPEAKER: F5

You as everybody else is working working their nuts off. But I think that at the end of the day that the whole new business generation process people are still cold calling because this other staff this Internet stuff is just too complicated. Well actually no it's not too complicated is perceived to be too complicated but it's it's our kind of use a term before bad snake oil the people that are selling it don't know it properly and so they govern. Like. The directors.

SPEAKER: F9

Wherever they may or however they're able to go and do it. They don't do the proper job. And. Because they don't do a proper job. The directors of, lots of businesses. Get. Not just disheartened. They lose money.

SPEAKER: F19

I know that and it's 100 to 1 shot to even find someone that will speak to you but nevertheless it's 100 to 1 shot and that so 100 phone calls per day we speak to five people a week. We got to be kidding me. And that's you know people want you wonder why it's so many businesses go bust especially now it's because in order to compete you've got to know the landscape. I mean we're not going to go in a sun soon now but at the end of the day you've got to know your enemy you've got to know the landscape you've not got another tactics in order to try to make your business function efficiently within this in these industries whatever vertical you're in. So if your if you're looking to compete you've got to know what what your what your weapons are and if you're you know you just sell your weapon of choice is SARS GM is not. It's lots of different things. Can't just have one thing and I think there may be a feeling out there with erm with business owners that they tried the Internet they tried the website they know that they have to have a Web site because. That's where people. Go people.

SPEAKER: F10

Go to the Internet. But. They're a bit kind of.

SPEAKER: F17

Jaded with the whole Web site thing. And because. We have the boom and the bust of the Internet. They are now reverting back to to Coca-Cola had you know I've had calls like five o'clock on a Friday afternoon and are you looking for a new phone system you know with a top

provider of voiceover IP and I'm like it's five to five on a Friday afternoon I've already checked out and great that you're really keen but I have no idea who you are.

SPEAKER: F8

You've called me out of the blue you ask for the office manager so you haven't done any research about the company at all. So you don't know my name. Yeah. And. I think a you'll just hope you're just hoping for the best that I'm looking for a phone system and I. You know. I have some sympathy with them but it's like a manager expectations.

SPEAKER: F6

You know. Yeah. No. We're not they indeed say they say it's not really funny. Not funny. Yeah they believe it. You said when was the last time you bought something because someone you never know contacted you out of the blue and told you gone Brian that never have.

SPEAKER: F4

But when does anybody ever do that. And you think well wait a second. And we kind of get in it getting into the the logic of why people buy stuff and if you know if you're looking at developing that that that relationship speaking to people communicating with them how and why does someone connect with you.

SPEAKER: F18

On any level. And as people as individuals if your. So yes you sit in a home. And. You sofa.

SPEAKER: F13

Is getting more and more uncomfortable we noticed it gets more and more uncomfortable and you got we get have to get a new one.

SPEAKER: F5

We can have to get a new sofa and then he gets to a point where that's it that's enough. Tomorrow. We can go out and start looking at sofas. Because the pain got so great. Your. Car mechanic isn't gonna phone you and say. Nigel can you um bring your car in. Why's that. Well actually I. I'm. I'm a bit short of. A turnover this month. Short cash. Bring a car and I'll see if I can. Do any work on it and I'll charge you. You go well. Now you're right.

SPEAKER: F18

I'll pass on that thanks. And your doctor doesn't. Bring you up either. And say. Although we've got the NHS but if we if it was in the states. It'll be. Come down for a check up on all charges okay. But. I'm not ill. What does matter. I want I want to do. A check up because we need to get our figures up. It's nonsense. So when it comes to this whole process of. Cold calling something. And. It happens because. Businesses have not. Embraced that whole process of making themselves attractive and using ACA on ECM is a seemed like an easy way out this time next year. Rodney you know we'll be millionaires and it's like no. Because if you if your pages aren't set up properly if your if your if the information and content on your Web site isn't attractive enough sending people to your Web site is a waste of time. And if you've got paper

click on your paper click is no different to any other initial engagement process. Which means you've got to be. Communicating. To your vertical. And to your persona. And.

SPEAKER: F6

Your any search term needs to reflect what somebody within an organization might be thinking and my typing. And that takes time to talk and discuss to go. Or what would.

SPEAKER: F8

Or would a managing director type something it no probably not. But also don't you think on paper it's I think this a bit of a thought that well you know once we've got paper clay and we've got somebody clicking on our website that we've arrived. That's it. We got them now. But that's just not true. It's just that is the beginning of the if you want to use paper or ever or ACL that's just the beginning of the relationship. You then have to have substance you then have to have something behind that because it's not enough to. It's not enough just to have an advert on Google. You've got to have substance you've got to have something behind that. So when a pet. So when a and a suspect clicks on your on your advert and they go to your page but they actually see that you've got you've got nothing there. It's not it's not interesting. There's no content on there. They don't even let you know who if I clicked on this nothing on the about this page is no meet the team or it just says we're the best thing since sliced bread and you should buy from us. There's nothing. So therefore if you don't have anything behind that any substance behind that paper or buying that asset then you've wasted whatever it is that you. However much you've paid for that and for that engagement with Google even the FCO if you've got you know if you've built all of your marketing strategy around that paper clip or get into the top of that search engine and you've spent thousands getting there but then when the prospect arrives or the suspect arrives he goes but there's nothing to this that you know I put this search search and term in or whatever but I've arrived in this isn't what I want it this is this or this isn't that there's nothing else here that's it and I need to find out more about this company on it do they know did they know what I want as into a is the content on they're going to help me arrive at a decision to buy a product or is it going to take me further away because actually there's nothing there I'm of any interest so. So it's got to be in the round. There's got to be more to it than just paper clip and FCO marketing it has to be it has to be content driven. You have to have one is a business and is. Back in the day. There was a book. Called. Honest. Seduction. What it was was. The. It was that the. The writings from the block. Of. Iron. Eye. On interactive and they were a. Landing page platform company. They've sold out Scott Brinkley's the. Was one it was the CEO. And Anna Teller Rico. And Scott bring Clarissa I think is now. It runs more tech. So. They do they do exhibitions and so he sees these like the lead on.

SPEAKER: F19

But what they were doing. Excuse me what they were doing. Was. I. On. Interactive. Was a landing page platform. And. It was. All about post click marketing see had the first bit which was drawn it which was trying to get to the top of the search engines and so on but then it's what happened after that once they clicked it why what happened. And there were two arguments there as well you can go down that web website so it will go great we've got somebody click. And you sent. At the link click goes to their home page. Okay great that's evolved. And so it goes you know people would send it if it was something specific they would send it on something.

SPEAKER: F11

Specific. But originally would it would people would you send into that to the. The company's. Website. And hope for the best that they would actually. Navigate. Their way through it and so on. But the point of post click marketing was that. Once you got the click then what do you do. And the logic came that. To create a landing page. That didn't have it was a web page but it didn't have. The navigation on it. It did it wasn't. Your website it was. A page. And they could have they would have been something at the top the hero thing at the top whether it was a. Picture or a. Video. Or whatever and there was some as some text and some bullets and a call to action. And. Give us your details. And. The logic of give us your details was that. Everybody wanted to. Grow. Their email list. Go it is sound advice absolutely sound advice to grow your email address. But that can only be. People.

SPEAKER: F13

That are genuinely up or you genuinely interested in you she had everybody out there trying to get everybody has been email addresses if they could because that would that would would be your your your your value of your business that would be your goodwill would be the size of your email it you even so so there was your post click marketing and then it got refined to not just post click marketing onto a landing page for post click marketing onto many websites so you could only do that though if your pay per click could or would attract different people so bearing in mind you're looking to sell a product your product be searched for by Let's go for one of three people. The managing director could do it. A manager could do it or director or an executive assistant could do it.

SPEAKER: F18

The managing director wants to know what's in it. What's in this for me. Will it make me more money the director or manager. Are both employees so they have to think. I know I've got to see you know what the profitability is for this but I also got to make sure I don't lose my job by making this recommendation today that they're driven by an element of fear. What is this going to elevate me. Is this going to make me look good in the eyes of their managing director and then you got the executive assistant who doesn't really care because she's she's just doing it or he's just doing as he's told. Go find some information on this. So when they arrive at a page who's the page been written for and this is one of the big issues. If he says.

SPEAKER: F11

You're a managing director you know you do this this isn't this and. And. That the. Executive assistant rate it will. Fly. A. And so that the whole way of.

SPEAKER: F6

Of the whole way in which people communicate on paper needs to be communicated to the right person.

SPEAKER: F7

So you've got your various personas that you've got to segment them in and you've got persona and so you've then got the the actual content itself to say if you download this article your boss is going to love you because this is his. This is a very different message to. Managing

Director. So it's looking at how businesses. Communicate these. These SEC at the secondary level of. So you got them to click on it. You've resonated with them in the first place they've clicked on it now you. Know you're looking to communicate and. You want people to look at your website and go.

SPEAKER: F13

What is quite nice. I know that they're talking to me. I'm quite happy to give it to do that. And then you're into. The process of. Getting their email address and then they've given you permission to market to them. And I've. You know. As a business we.

SPEAKER: F7

We I used to believe that I don't believe that anymore because we know that I think is something like 60 percent of the of the activity is done or the research is 60 percent. The research itself is done without me knowing without any of any any without any business knowing what's going on. So 60 percent the journeys that happen without our knowledge and they're pretty clued up when they actually get to speak to us and then you say we're not going to give you our information unless you give us an email address. So now it's evolved No because I know you're going to do is spam me and units are going to pursue me until I get annoyed with you and delete you so it's like huh we're going back to cold calling again. So the whole point of getting the e-mail address was to get the details and get oh we've got cascading we got cascading em sign up forms which means I'll just ask you fear your first name. And your e-mail address. And then. The next time you go anywhere near us we'll ask you for. Your inside leg measurement. And then so you've got these cascading. Forms that can be can be completed you know with. And.

SPEAKER: F18

These happen on like mosquito. And various other locks was my platform but that is a simple just simply a replacement for cold calling because marketing KP eyes and those KPI eyes are to get marketing qualified leads to be able to hand them over to the salespeople so they receive a marketing qualified lead and within that test and late scoring everything else it then becomes a sales qualified lead and you give it to sales. My job is done here and in sales go and attempt to go sell to the guys later crap. Managing Directors is where she figures and sales site later crap a mark to go oh no they're not you're just crap at selling it just not closing and you back into the cycle again. So the in a way that I don't see on one one level marketing opportunities and the technology absolutely amazing on another level still in the dark ages doing what they didn't have between the eight ball from the 50s to the late 80s which was interruption marketing go cold calling. I mean I I've I've talked about now I've written about this before. I think salespeople should be paid a fortune hundred percent because if they go out there find a business meet the business phone call the business go and get an apartment in the business. Talk to them. Nurture it. Take the kid in there demonstrate it present it present it to your board of directors take the paperwork in they get it signed and oversee the installation training. And. Implementation of it. Fame or fortune. They haven't cost you a penny in marketing or anything else. What. Do. You got. Well actually we've got lots of teams of people to do that. A really. Switch penny sales people a fortune for you've got a lot of other people that do it. And therein lies out one of our. Kind of approaches which is there needs to be a different structure. And a kind of. Let's not really sick segue weighing into this but it. It. Is. It is what we what we. Advocate. Which is. You've got to change this around because it's it's not. It

doesn't work the way it used to work. And. You know did it it doesn't matter where you where you dip in. It keeps coming it keeps coming back to safety because people keep being phoned. You know. It we've got. You know we've got the phone calling stuff in. And once you've got someone once you've actually got someone that's. That your the your business. You resonate with them they've looked at you and gone. I like you you've gone well we like you too. Because if you can buy from us then we're going to go on like a house on fire. But where do you take your hatchet at you grow that. And on that note you do this.

SPEAKER: F11

You've got a database full of prospects you can't visit them all and you can't cold call them all. But imagine presenting to them all at the same time separate yourself from your competition and share your business story with your prospects. Now's the time to look at the sales exchange launch the presentation platform and strategy for B2B solution companies just like yours. Knowledge is not just about new products. It's about you talking to new people about your story says exchange launch. It's about selling scale. This is sales exchanged code UK. To download our work or contact our Events Department on 800 7 0 9 7 5 1 3 email us at events as sales exchange Yokota UK.

SPEAKER: F6

So it is about what you do once you've got it. Once you've got the information from the people once you're communicating once you're connected then engage with them. You know whether to launch whether you.

SPEAKER: F11

Did it. It. Doesn't matter but it's it's about. Is. It. It's always doing it. Without. Fear. Of losing them.

SPEAKER: F19

And that's that's. I'm convinced that's what drives only businesses that is fear of losing these opportunities and you would only fear losing the opportunity if it's taken you 20 attempts to commute to connect with someone that's nearly a month's worth of work because if you're phoning 100 people and only getting through to one that might want to talk to you and you speak to 20 people that's a month's work 21 a day 20 days one month and then hopefully that an out of that day then they'll be fine someone that's genuinely interested no way Hosie I will not work to those odds not ever. That's a mug's game I'll go. I can get a job somewhere if that was. If that was the case.

SPEAKER: F10

Do that.

SPEAKER: F8

But the thing is I think we've got to remember that you know what put your bias hat on when you're in the selling situation because it's like well how do I like to be sold to what do I like to do. Do I want to be harassed by somebody on the phone. Do I want to be bombarded with. And no no we don't. We'll just unsubscribe or we just won't answer the phone. Yeah well take

those phone calls and I think if you. But we don't apply those and those thought processes to our own business. That kind of goes out the window I think when you go to a networking meeting if anybody's been network almost to be have you go to a and you go to a networking meeting and if you were to sit with say 20 people and say Right who's come here to to sell their product and you can probably guarantee that 20 people will put their hands up and they say well who's come to buy these come to buy here today. What was the likelihood of another 20 people putting their hands up. Very unlikely very unlikely. And I think you know if we don't think like a buyer you know what does the buyer what does the buyer want. The buyer wants information. The buyer wants to know that he can trust me.

SPEAKER: F11

The buyer wants to build a relationship with you B before you even know that you have a relationship with him. And if 60 percent of the work is done before they actually approach you was it. As a potential supplier. Is about closing that gap now between the 60 percent and the hundred percent. Which is. Then becoming a customer. You've got to keep up that relationship and that relationship is not about. Bombarding them with phone calls or bombarding them with. Email information. Because. You can. Very quickly turn offer. Up. A prospect. If you.

SPEAKER: F8

Harass him with information that isn't necessarily relevant. So it's. You. You've got to think about this marketing strategy very. Very carefully. And be providing content that is. Meaningful that speaks to them. Answers their problems answers their questions. But you've got to maintain that throughout that whole. Lead up to the actual.

SPEAKER: F18

Purchase. You can't do that then just say right well I've got this email address I'm not going to. Completely change tack and are now going to just. Bombard them with all this information. Is. Irrelevant to them. Got. It. It is about nurture and sometimes you've got to take the long view. But. I think you got take the long view all the time. But the reason businesses don't take a long view the longer view all the time is because they haven't got enough in the pipeline and so they want to go and strangle the people that they've got in there and kill it and nail it make you happen now close them right they're closing down closing down. And so you've got the that the sales call the sales team and the hierarchy within the sales team Figures figures figures figures figures close close close those guys I've got I've got targets I've got target so it does sales directors got targets and managers got targets and the teams and anybody.

SPEAKER: F7

They've all got their target sales ourselves as a so what if the customer doesn't want to buy just yet. Doesn't matter guy gonna close it. I really do you can sit. You can sit on your pedestal and do that and say that but the trouble is is that if if you don't have a a relaxed approach to people buying from you then you have to go into sell mode. You have to go in closing but people have changed. When we both the listeners are sweet. We we know how we like. To buy.

SPEAKER: F20

With crystal clear on it. We've been clear about how we like to buy for Cates since we were with since we were old enough to spend our pocket money. We know how we can buy and we want to buy but that never translates into a sales team as a sales team don't make the company.

SPEAKER: F11

Attractive. The sales team. Never go in first. And this is the kicker. So. The people that come in first and marketing people. The people that get the glory for that's for the deal with salespeople not the marketing people the marketing people when it first. They started to make the company look attractive. And if you're not making your company look attractive through your marketing. You ain't gonna get an opportunity to send your salesperson in there. So. It's the chicken and egg. You know what came first. And I'm. And even that. It wants me up. And bearing in mind I mean. That for. Our listener. Out there. Or listeners. I started in sales in 97. No I didn't. I started in sales in 84. Direct sales. In Mayfair. And prior to that I was in. Retail. Retail Management I worked in a camera shop. And but. Nevertheless. I tripled the guys turnover.

SPEAKER: F19

Working in a shop. He loved me. And then I went into direct sales. And I sell assault. Office equipment. In Mayfair. And that was the classic New York rain or snow. You go out you could you door knock you get compliments slips and you put your hand over the door intercom a muffle you noise and muffle what you're saying so they can't hear you they guard just open the door anyway so you've got your foot in the door and you go up to the reception you get a compliment slip and you rightly get the names that the person's name is the decision maker phoned him up make an appointment I had a Ford Cortina estate it was like s and it and I had to drive that around central London in Mayfair little straight and you'd get a bank to come and help you with a photocopier and you take it out of flatbed back because it was an estate take these big old photocopier out and take it in.

SPEAKER: F6

And demonstrate it. And I did. And I got the deals. And I. So I know finish absolute sharp end. Of doing it end to end. Now. It's called sales and marketing. And it should be sales marketing then. Because the salesman did all the work. Marketing was it.

SPEAKER: F20

Was the odd mash up was sent now. Nothing else. That was it. Brochure. But we had to hand deliver it so I said I never sent it out and so that that was that was set sales and a little bit marketing now smock marketing starts and it's that blend now. Which is.

SPEAKER: F4

Is not just about the marketing. It's not just about the revenue. And it's not just about the technology you could you. We have got so much kit. And software and. Marketing to Ma tech at our disposal. That's all part and parcel of the way in which we work. So you can't have anybody. In that. Loop. Being devoid of the logic. Other people are working whether you're using Slack. Or. And or. Tuck teams or any of that that. The. Software that's out there. And that has to blend now with. Our. CRM to Salesforce and so on and that the integration of that with.

MSP marketing automation platforms and so. So. That the landscape's changed. To. An organization. Having to make sure that the. Technology and software that they've got. Is. So well.

SPEAKER: F11

Interconnected and integrated. You've. Created. This. This platform. This. This machine inside your business. That is the. The engine that drives it. And. In order. To. To make that engine work. It needs. 10 in lots of. Forms. So the engines and the people involved in that engine they. They run the website they run. They run. They've got to understand the user experience the. Customer journey everything else because. What. They must have that ready. In order to receive the fuel which is the content. And that fuel. Has to. Has to. Work its way round like fuel and oil.

SPEAKER: F15

Has got no oil. All of those cogs within that. That engine that you. Hated. Which is backward software. So. You've got your engine. You've got your fuel. And the last person a single person it comes along. And. Makes all of that work as a salesman.

SPEAKER: F18

And he's got to take it. Lewis Hamilton Lewis Hamilton isn't just it doesn't make it happen. He can't do it. He just happens to turn a steering wheel left and right. Okay my B of A and and use his foot left and right his foot on two pedals. You think about I mean yeah great great. Great racing driver amazing racing driver risk for speed and all that. Yeah absolutely right. But he cannot do that. I think he's Mercedes can't do without Mercedes that little company one person. But look at the people behind him. Same as salespeople one person look all the people behind him so you cannot put the pressure on the salesperson because he can always swap them out get another one.

SPEAKER: F8

And the thing is you can't just say that one thing works you know going back to paper Lake or FCO. It's not that one thing that work. She can't just have one thing. It's the interplay between all of these things.

SPEAKER: F10

It might be FCO it might be paper but it also might be on 10. It might be an event it might be a networking situation.

SPEAKER: F6

You mentioned event did you mentioned event. We'll be back right after this message.

SPEAKER: F11

You've got a database full of prospects you can visit them all and you can't cold call them all. But imagine presenting to them all at the same time separate yourself from your competition and share your business story with your prospect. Now's the time to look at the sales exchange

launch the presentation platform and strategy for B2B solution companies just like yours. Knowledge is not just about new products it's about you talking to new people about your story says exchange launch it's about selling scale. This is sales exchanged code UK to download our work or contact our Events Department on 8 7 0 9 7 5 1 3 email us at events as sales exchange or UK.

SPEAKER: F6

So it is about you know that the fuel that has to drive that engine is is highly complex.

SPEAKER: F18

You know you see the Castrol GTA X oil adverts you know like generic insult but you know you've got to look at it like that it's got to be something like that that to everybody also has an appreciation of because you know that the that the analogy of someone sitting in a corner with a can of Coke and a pack crisps and a propeller on their head you know doing that doing a geek work it No absolutely not.

SPEAKER: F19

The complexities and knowledge required to set a website up today is is breathtaking. I defy any anybody to go. I was just a website. Go on and you do it. See how long it takes you. So I'm not. Saying anybody in in. In in the process. It's. Part of me. Is. Disappointed. That people that do put themselves across as being professionals haven't got a clue. And they make it were bad for the ones that have got a clue. And the ones that do know. You know from. From. You know you. Put an effort into page speed and why slow. And those that know. What why slow is. Will go. Oh he knows. And yet you know you. Looking at you. You. Make. TTP headers. And may and looking at what. You know what you what you javascript doing. And how and how. How is that slowing your page down and can you put. All your images into sprites and are people that are listening to this if they know. They know why no. So. That the whole point of just getting your. Your website. Operational was always like take.

SPEAKER: F18

The spark plugs out and do an attack hits on you on your engine it is all part and parcel of this. And. You know that's just that. You've also got. Uri. So. You've also got. Your marketing automation platform. And all of these different. Elements to your business don't just operate in isolation. They work with on the lines of integration with everything else. That means that the journey that if someone does happen to click on your website because you've because of the work that you've done to get every single page has to be a landing page does matter what it is. Every single part of that journey has got to be a call to action there's got to be a way of doing it. They've got a way a way of encouraging them through. There's got to be a way of not stalking them you know and they're out there so this software out there that will do that. That's their objective is to store your visitors so you can go and pester them later. Oh look we noticed you were on our Web site is like yeah. And how dare you bring me up or you downloaded one of our documents. So we call me for what I'd like to come told you about it. I just read your document get lost. Miss I would see. And because we're the salespeople. And the sales team to come back to the same KPI that they've got to get. Phone calls and get in front of people and it's. Why I want to get in front of people. We produce video. For ourselves. We recommend you people use video. Because. I can present it. 24/7. I'm more effective as a

business. Than. Most businesses out there because we've got video about everything that we do. So. I am. I am more productive than. Any other salesperson out there because I'm. Totally. Being referenced. Even even this podcast.

SPEAKER: F11

People can listen to us and good job. They kind of know what they're talking about. Why. Might have a look at their website. And in six months a year's time we got to know what we should go back to that company and have a chat with him. Bingo. Speech in a year's time. That's what this is about. But you've got to be confident that what you are saying what you are doing. You're able to communicate that well enough. To get to the point you go. To. You know wake up I can talk to them. But then there's another thing which you know once you've once you've got all that working once you've got all of that sorted out. You've then got the point. Of. Of what do you do with your existing customers. How do you how do you manage them. What do you. Do with them. How do you. Continue to add value to them. They've already bought from you. So they've already. Paid it. They've already bought. Into. You and bought from you. So what do you do with them. And how. How can you know that. In certain cases you know you sell something to someone. They've bought it. They're not gonna buy free for another three years. So. It's a bit of effort really that to keep in touch with them in the eye while you can go ego populists say the missile over you. Or you can extract or try and extract. Information from them. To. Sell to other people they know.

SPEAKER: M7

You say you could do that. That's valid. But on that note. I just want to. Play this. Lost message. You want to be able to. Say. For. Profit. Or exposure. Or introductions or appointments worry. Less stress. So this strange city could sell exchange.

SPEAKER: F18

How do you pay. And I just want to put a bit of firm information around that because the whole point of these adverts is is to use them. We do. There's a thing called syndicate. So you you've got your existing customers you've only sold to them Well what can you do with them now. And we have a platform which says that J syndicates and we we bring together we match make five companies and sell to the same audience but don't compete with each other. And we orchestrate a long term. Strategy. For them to. Interact with each other's customers. So. If everybody had 10 customers each. You adding. Exposure to. Other people's customers. By 400 percent overnight. And. The point is is that you get.

SPEAKER: F11

One to One introductions people. People have heard of and has seen. You touched on. Networking earlier. This is this is the. Kind of networking on steroids in a way because. We. We build web we build a website for the group. We do. All of the marketing for the group. We do marketing automation for the group. We write the content. Send it out. And organize events. So whilst we organize events for your existing customers. For them just to meet each other interact with each other and so on. And make an interesting. Community of your. Five businesses and. Associated customers. It's also an opportunity to invite your prospects to it. So therefore it. Keeps going. But that's. I'm not gonna go into that. Massively but that was the that's the point of this. You know you can say that. This is all about new business and. In terms

of where. Or how. Companies need to. Evaluate where they are right now. And. To have a plan of. Where they're going to be in a year. Three and five years time. And. If you do what you've always done. You're. Going to get what you've always got. That's a given. But I think you're analyzing your marketing and analyzing. How. People are talking to you. And. Being in a position to say well what are you saying to me. You're telling me to buy a CEO. I've got this in the back of my mind I'm not quite sure about CEO but you know maybe we should be doing something. Yes a lot of money is it. Or pay per click or whatever. Way. We want to be. Kind of at the forefront in a way. For. Business. Owners.

SPEAKER: F19

That have to get involved in that marketing conversation not because they want to necessarily but there are a lot of directors out there that after they got a choice because you know it's about income is about the stability of their companies and like I said at the beginning you know the entrepreneurs are gone out there. They've got the ones that have taken a hit on their family and this not on the hit on their family but that they've.

SPEAKER: F18

Could have potentially put their family environment in jeopardy because they took a risk and where they are now is to say right well do we have to give our businesses the best possible chance of moving forward. And the. The point about this. Is that. You know we. Were at a point where. You know we're. Going to come to the end of this now. But. The point of. Sales exchange. Is to. Give everything away. For you to go and do it.

SPEAKER: M8

And if you want us to do. Of course all the vehicles would do the work for you cause. Well that's what we're here for in business to do that. But we want to make and we are making ourselves attractive people. By the way we think that are looking at us and downloading of documents. That really brings us to the end. And. What. We want to encourage people. To do what. Needs to be done. And to keep businesses.

SPEAKER: F2

I think that's. That's it for now, I'm Nigel Maine, the founder and managing director of salesXchange and I look forward to joining me in the next podcast. Bye for now.