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# **Even a Dummy Mannequin American Knows that Marketing is Everyone's Responsibility**

**By  
Chip Martin  
Mannequin American and Marketing Maharishi**

Businesses of all sizes often leave the job of marketing to, well, the marketing department ... which can also be known as the owner of the business or the top salesperson turned into the marketing person or the person who was unable to find a suitable hiding place during the search for someone to take on marketing responsibilities.

But anyone associated with your business who comes into contact with a prospect or customer is performing a marketing function. So the question is - are they prepared to carry out that function well?

I believe that one of the smartest things any business can do is create and carry out official marketing training for everyone in the company. This goes for delivery people, administrative people, frontline employees, finance-related staff ... everyone.

Here's an example of a marketing training program:

Once a quarter at a minimum (and with every new hire) conduct an all hands brand meeting. This internal seminar can and should include training and examples on things like:

- Why you named your company what you did - attach this to your personal story
- What colors, images, fonts are official and why - create a simple style manual of standards
- Your core marketing message - and why. Help everyone connect their position to the message.
- When a prospect asks, "What makes your company different?" every employee should be able to offer the same answer
- The way you want your brand to be thought of in the market - your goals, your one word or tag line of association
- Benefits of your products and services - demo them and present them just like you would to a customer
- Description of your ideal customer - use photos and success stories of real customers

*Continued on back*

- Your current lead generation activities - share ads, trade show plans, brochures, online activities - sell your associates on your campaign goals
- Your lead conversion process - everyone should know the next step when a prospect is identified
- Key marketing metrics – PR generated, leads generated, referrals generated, sales generated
- Your marketing calendar - show everyone you have a plan for the future

In addition, have everyone in your organization write or rewrite some aspect of their job description to include a direct relationship to the marketing functions they perform. An administrative person who primarily answers the phone might have the directive to answer the phone and route calls to the proper people. But in a marketing world, that person's directive is to "Answer the phone and act as the very first impression and representation of your brand." B&M does not have a "receptionist." We have a "Director of First Impressions." That can change that person's role in a powerful way.

Take your marketing up a notch by creating marketing scorecards for everyone. As a group, list all of the marketing-related ways that every position in your organization can score points throughout the day. Turn it into a competition. i.e. - asking for and getting a referral, turning a customer complaint into a win, writing a blog post, participating in a social network, sending a handwritten thank you note, giving a referral, making a contact at a Chamber event. Challenge everyone to score X amount of marketing points each week and create an award program as part of your marketing workshops.

Getting marketing understanding and buy in from your entire team will make them:

- More effective, consistent ambassadors of your company and your products/services
- Feel more empowered and confident to act on behalf of the brand
- Better prepared to build relationships wherever they encounter customers and prospects
- Better able to create positive impressions for your company with customers and prospects

If you want assistance in creating marketing training programs for all employees, call B&M at 262-789-1565.