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# **Winning the Peace: Methods for Building an Ally in Sales to Prove ROI to Your CEO**

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# Collect Data

## Exhaust all available market inputs first

- Check all available research tools, the publications that serve your space, industry associations, partner and manufacturer data, your competitors and even customer sites.

## Survey your sales force and other internal teams (and partners)

- Ask their opinion of what worked, what didn't in previous experience with marketing, and if necessary, incent them to give you their ideas. They are just as much your audience as your customers. They have a good sense of how customers will react to your contact plan and messaging.

## Go direct to the source—your customer base

- Find out what keeps your customers awake at night and validate your other inputs. Don't forget to use tradeshow and other events as market research opportunities.

**COVER YOUR ENTIRE UNIVERSE AND THEN  
QUESTION THE RESULTS**

# Construct Common Plan for Sales and Marketing



## Create common, expected communication points

- Communicate plan process dates with sales including all points at which their input is expected. Note that dates will be flexible and subject to change so deliverables stay in your control.

## Bring sales in from the beginning

- Do not build a complete plan and then present it to the sales team at the end for a rubber stamp. Collaborate on objectives and approaches up front, and then pay off that collaboration in the final marketing plan

## Use the members of your sales team as customer proxies

- Sales can help you define your customer demographics to make the most of your messages. Make sure your marketing vehicles and messaging match your customers' personas.

**YOUR PLAN HAS TO BE THE SALES' TEAM'S IDEA—  
NOT YOURS!**

# Devise Creative Process for Achieving Goals in Plan



## Develop a creative brief to outline the concept and plan

- Document the specific program you intend to launch and outline it in detail on paper before fully developing any creative.

## Share the creative brief with sales early

- Getting feedback on the specifics of the program while it's still early enough to incorporate it helps develop shared ownership of the final product.

## Get the final creative piece out among sales well before it hits the street

- It's easy to forget to distribute full creative early to the sales force. Make sure to get a copy of the final creative into the hands of every member of sales, along with notification of when it will drop.

**DON'T LEAVE SALES OUT EVEN  
WHEN YOU'RE CLEARLY IN YOUR  
ZONE.**

# Get Sales To the Table and Keep Them There



## Are you communicating regularly with sales?

- Do you participate in their team calls? Do you regularly present what you are doing to them? Do they know your plan? Have you become an integral part of their team?

## Are they asking you the right questions?

- If they are asking you about things you think they should already know, you are not communicating enough.

## Never over promise and under deliver.

- Be honest on what you can do and excellently execute.

Remember, it was their idea...

**DO THEY AUTOMATICALLY THINK TO INCLUDE YOU FROM  
MARKETING?**



# Execute the Plan

## Follow through on your plan to the end

- Once you have established an integrated plan, execute against it and try not to change course unless absolutely necessary.

## Make sure you include validation and ROI measurement reviews

- Everything needs to be measured and validated for its receptiveness
- Report and review, report and review, report and review...

**IF YOU DID YOUR HOMEWORK, STAY THE COURSE!**



# Validate

## Create common, relevant performance measures

- Create benchmarks for common review that make sense for all of your vehicles

## Go to the source

- Don't forget to talk to customers and find out what influenced their decision to act, respond or buy.



# Prove ROI

## Don't underestimate the importance of anecdotal validation

- You may not get a direct lead...indirect leads at shows or through pass-along actions can be your best indicators of future revenue.
- Don't forget to use varying forms of ROI for different activities...it's not always sales (share of voice, name recognition, etc.)

## Make sure your response mechanism connects directly to your database

- Use online response mechanisms whenever possible. Make sure you are interfacing through a single system.

## Remember and communicate successes

- Keep track of those successes and don't forget to evangelize. If you don't do it, no one will.

**INCLUDE ALL INPUTS IN YOUR ROI ANALYSIS**



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**Thank You!**

**Questions?**