



## Creating Relevance with Self-Promotions

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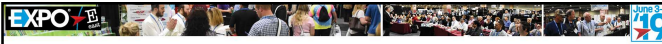
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## Introduction & Learner Outcomes

1. Discuss the importance of Self-Promos being Targeted
2. Unveiling the Concept of Vertical Markets
3. Understand Classification & Segmentation
4. Discovery, Questions and Total Focus
5. Award Winning Case Histories Discussed

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Something to consider...

## Go Vertical and Lateral

What brought me to this point?

- What are vertical and lateral markets?
- Who are they, who are the players?
- Why should we look at this strategy?
- Where can I find this information?
- How do I market to these groups?

Know Your Market

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## Extensive Reporting

Year Over Year Comparison

Name ↓ Vert. Class ↓  
 YTD Sales ↓ # Orders ↓ Profit ↓ Avg. Profit Per Order ↓ Avg. Gross Profit ↓

Customer Code	Customer Name	Vertical Market/Class	2016					2017							
			YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit	YTD Sales	Avg. Order Size	# Orders	Profit	Avg. Profit Per Order	Avg. Gross Profit	
Accounting			100,000	100,000	1	100,000	100,000	100,000	100,000	100,000	1	100,000	100,000	100,000	100,000
Total Accounting			100,000	100,000	1	100,000	100,000	100,000	100,000	100,000	1	100,000	100,000	100,000	100,000
Automotive			200,000	200,000	2	200,000	200,000	200,000	200,000	200,000	2	200,000	200,000	200,000	200,000
Total Automotive			200,000	200,000	2	200,000	200,000	200,000	200,000	200,000	2	200,000	200,000	200,000	200,000
Marketing and IT			300,000	300,000	3	300,000	300,000	300,000	300,000	300,000	3	300,000	300,000	300,000	300,000
Total Marketing and IT			300,000	300,000	3	300,000	300,000	300,000	300,000	300,000	3	300,000	300,000	300,000	300,000
Construction			400,000	400,000	4	400,000	400,000	400,000	400,000	400,000	4	400,000	400,000	400,000	400,000
Total Construction			400,000	400,000	4	400,000	400,000	400,000	400,000	400,000	4	400,000	400,000	400,000	400,000

You should filter and analyze by client and vertical category

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**EXPO EAST**

**VERTICAL MARKET TOTALS**  
Effective Dates: 12/1/17  
Affiliate: CDA

**This report give cumulative totals for each vertical market for two years**

Vertical Market	2016				2017			
	YTD Sales	Aug. Order Size	# Orders	Profit	YTD Sales	Aug. Order Size	# Orders	Profit
Accounting	5,505.45	275.27	22	0.00	5,505.45	275.27	22	0.00
Advertising	325.00	264.75	3	3.25	325.00	264.75	3	3.25
Automotive	753.00	251.00	3	200.75	753.00	251.00	3	200.75
Banking and Finance	58,005.37	25,002.00	38	19,000.00	58,005.37	25,002.00	38	19,000.00
Construction	1,170.00	803.33	2	600.00	1,170.00	803.33	2	600.00
Education	18,113.55	6,037.85	32	6,537.48	18,113.55	6,037.85	32	6,537.48
Energy, Oil and Gas	2,600.00	2,600.00	20	2,600.00	2,600.00	2,600.00	20	2,600.00
Entertainment	31,426.25	4,490.25	30	6,091.30	31,426.25	4,490.25	30	6,091.30
Events	210.00	210.00	1	74.77	210.00	210.00	1	74.77
Food & Beverage	800.00	800.00	2	178.00	800.00	800.00	2	178.00
Government	943.00	943.00	1	288.00	943.00	943.00	1	288.00
Health and Wellness	3,233.47	646.69	6	1,091.42	3,233.47	646.69	6	1,091.42
Healthcare	2,089.16	2,089.16	2	652.11	2,089.16	2,089.16	2	652.11
Insurance	178.00	178.00	2	113.12	178.00	178.00	2	113.12
Manufacturing	78,000.27	6,010.00	100	30,108.87	78,000.27	6,010.00	100	30,108.87
Media	404.25	606.37	3	220.75	404.25	606.37	3	220.75
Medical/Healthcare	15,058.28	1,275.52	40	6,612.04	15,058.28	1,275.52	40	6,612.04
Non-Profit	1,067.10	1,067.10	3	418.43	1,067.10	1,067.10	3	418.43
Real Estate	20,304.55	4,788.25	34	5,336.72	20,304.55	4,788.25	34	5,336.72
Retail	1,401.75	1,401.75	1	2,600.00	1,401.75	1,401.75	1	2,600.00
Technology	232.00	232.00	1	117.05	232.00	232.00	1	117.05
Transportation	26,047.18	6,192.18	35	10,023.43	26,047.18	6,192.18	35	10,023.43
<b>Total Affiliates CDA</b>	<b>290,339.10</b>	<b>764.00</b>	<b>180</b>	<b>115,851.25</b>	<b>290,339.10</b>	<b>764.00</b>	<b>180</b>	<b>115,851.25</b>

**You can filter and analyze by each vertical category**

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**EXPO EAST**

**Client Classifications**

- A** — class act
- B** — above average
- C** — middle tier
- D** — low tier
- E** — questionable
- F** — FAIL / Dump
- H** — HOLD
- I** — Inactive
- P** — Prospect

**Criteria**

- ✓ Sales Volume
- ✓ Profitability
- ✓ Opportunity %
- ✓ Relationship
  - ✓ Open
  - ✓ Communicates
  - ✓ Disposition
- ✓ Collectability
- ✓ Refers

**"Each of you will have different thoughts on these criteria"**

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**EXPO EAST**

**Purpose and Rationale**

- Addresses Time Management
- Creates Focus & Direction
- Aids in Budgeting
- Facilitates Better Marketing Decisions
- Bigger Sales
- Greater Profitability

**Purpose and Rationale**

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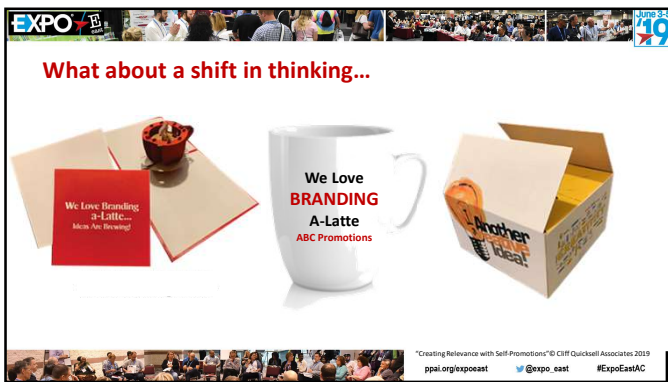
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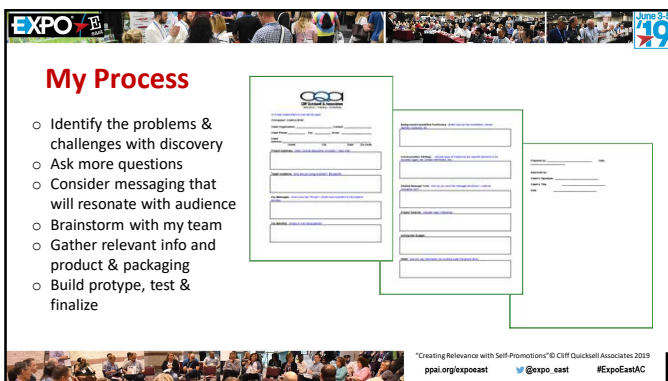
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**Case Histories That *Resonate* With Audiences**

Identify the markets \* Uncover the problems

# RESULTS



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**Jury Is Out**

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**Time Flies**




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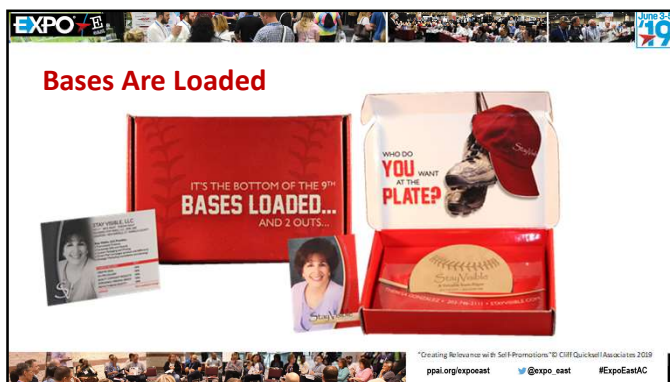
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## Final Thoughts & Questions

- Get Better, More Profitable Sales
- Focus on the problem, and solve
- Step out of your comfort zone
- Carve out time for marketing

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## Speaker's Contact Info

About Cliff Quicksell, MAS+

Having been a distributor owner for over 16 years, current Vice President of Affiliate Marketing & Business Development for the 180+ million-dollar promotional marketing firm IPROMOTEu and launching two successful supplier companies from ground zero, Cliff now takes and shares that 38 plus years of knowledge and expertise as a consultant, business coach and trainer. He provides personal one-on-one or group coaching & training. Regardless of your needs or circumstances, he understands your challenges - he is available by phone or in person for one-on-one hourly consultation or should you need more time, longer contracts can be arranged. Sign up for Cliff's Weekly BLOG "30 Seconds to Greatness"



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## Creating Relevance With Self-Promotions

This seminar with Cliff Quicksell, MAS+ will unveil the importance of having all your self-promotions targeted, relevant and engaging. Doing this will maximize your return rate. Numerous target-driven case histories will be shared and discussed; you will see the relevance, how they worked, the thought process behind the piece and discover the amazing response rates that many have enjoyed.

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