



Sales Talent Group

A Division of Key Business Solutions, Inc.

Developing **YOUR Personal Sales and
Marketing Plan**

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Developing Your Personal Sales and Marketing Plan

“One important key to success is self confidence.

An important key to self confidence is preparation.”

For Your Career Crossroads

Positioning statement from John O'Brien:

“Behind every successful product or service is a well-researched marketing plan. A marketing plan guides a company step-by-step on how to market its product or service to a specific target market and it helps a company remain focused on its marketing objectives.” I recently read this comment from Peter Geisheker, CEO of The Geisheker Group, Inc. and it read, “that’s it , how simple” a personal marketing plan is what these candidates need.



What’s the old saying, “When you fail to plan, you are planning to fail”. I can’t remember who said that, but I have been hearing it for a long time and it makes great sense.

Whenever I have had great success with making a sale, building a business, growing a relationship, I had a plan. Any successful business has a well thought out, written plan of attack. You don’t build a house without a blueprint do you? NO, they have a plan and so should you for your career.

That being said, I have created a process for developing your own personal career marketing plan. Where do these ideas come from? Well, in the fifteen plus years I have been doing executive search, not including my prior ten years of management, I have seen a lot of resumes and candidates. In fact, I have screened over 17,000 resumes, interviewed over 3,000 candidates and successfully placed over 500 business professionals during that time.

I guess you can say I have seen a lot of interesting approaches....some good and some not so good.

The approach I am suggesting is a combination of the “*best practices*” learned from the thousands of candidates I have spoken too. So, here we go...a personal blueprint for properly marketing your product – **YOU** – to the right audience who is most willing to buy or **HIRE YOU**.

Rules of Engagement:

#1 Attitude is everything

If you don't have the right attitude, don't get in the game.

How do I get the right attitude? Change it!! Be and think positive. Listen to tapes, read books, hang out with positive people. BTW...building a personal marketing plan will go a long way in changing your confidence and to have a positive attitude about your career search. **Why, because I have a plan!!!**

#2 Passion to learn

Read, listen, and seek counsel every day.

#3 God is with you

He is on your team already. Talk to him, listen to him. Ask for his guidance and then listen. Find some quiet time each day – 20 minutes minimum – to quietly listen for his wisdom.

Developing Your Personal Sales and Marketing Plan for Your Career Crossroads

1. Purpose and Mission – *lay the foundation for your blueprint.*

- a. Purpose: Offer a brief explanation why you need this plan
 - Recently fired, restructuring, retired, moved, something new...
- b. Mission: A personal mission statement describes your unique purpose in life. It captures what qualities you want to develop, what you want to accomplish, what contributions you want to make.
- c. Create a personal “**Advisory Board**” – Three to five people you know well and you have respect for...and will commit to the following....
 1. I.e....Get commitment of time from them – meet two Saturdays a month at 8am for one hour at Starbucks to review my plan and hold me accountable to activities.
 2. Create a purpose, mission and goals for the Board – keep it simple.
 3. Meetings have a published agenda – they know your serious then. Again, keep it simple and brief.



2. Goal setting:

- a. Do you have clearly defined and written goals?
- b. Are they **SMART** goals? Specific, Measurable, Achievable, Realistic, Time specific.
- c. Physical, Financial, Spiritual, Family, Educational, Career, etc..
 - Work from home? Commute and drive time max?
 - Relocation and option?
 - How much money do I need to make? How much money do I want to make?
 - Cultural fit? Company & Boss – what am I looking for? (#1 reason why people quit jobs...I did not like my boss)
 - Size of company – public, private, start-ups...etc.

Note: If you need help with this, Steven Covey’s “Seven Habits of Highly Effective People” is an excellent resource.

3. Product and Market Analysis:

- a. What are you selling?**YOU!**
- b. Do you know what your product has to offer? Find out by...
 - Take a personality test – Disc, PI, Meyer Briggs, etc..

- Self assessment –
 1. What are my career goals – short term & long term
 2. What am I really good at professionally? Examples
 3. What am I not so good at professionally? Examples
 - a. STAR Approach
 - b. Situation or Task, Action taken and Result achieved
- Do a career assessment survey (Crossroads offers it for \$35)
- Marketing information....survey the market...
 1. Call and survey your previous employers or professors –
 - a. What was I good at?
 - b. What was I not so good at?
 - c. Based on the first two questions. If you could place me in any career position, what would it be?
 - d. Get some testimonials – phone numbers, emails from them.
 - e. Review any old employee reviews done on you
- Run a credit check and background check on yourself to make sure there are no issues outstanding that you are not aware of.
- Google yourself !
- Confirm your educational background
- Call former professors / past employers to see how they will respond to calls from potential employers doing references and background checks.
- c. Who or what is your potential competition?
 - Strengths or Weaknesses?
- d. Any market considerations? Hot, Cold, Old, Growth, etc..

4. Target Market Resources:

- a. Research Companies: [Hoovers](#), [Business Wise](#), ABC Book of Lists, Best Places to Work, [Glass Door](#)
- b. School and Local Library: Hoovers, ABC Book of Lists, and Best Places to Work, etc.
- c. Job Boards: [LinkedIn](#), Google, Indeed, [SimplyHired](#), [CareerBuilder](#), [Dice](#), [Monster](#), [The Ladders](#), [Yahoo](#)
- d. Associations: TAG, LinkedIn Groups, Chamber of Commerce, Crossroads, C3G, [Meetup Groups](#), Alumni Association
- e. Search Firms: Niche or Specific Industry
- f. Other ideas: [Salary.com](#), [JobHuntersBible](#)

5. Prepare To Succeed:

- a. Resume(s):
 - Check spelling and grammar, Use “key words”
 - Included your LinkedIn profile link
 - Include quantified accomplishments
- b. Testimonials/References – personal and business – minimum four each
 - Verbal & Written
- c. STAR Sheets – Situation or Task, Action and Result
 - Develop “relevant” STARS to the position you are responding to
- d. Articles & Awards, etc...Proof Statements
- e. Elevator Pitch - You've got 5-10 seconds to capture their attention.
- f. Career Search Summary page
 - One page summary that includes
 1. Personal Mission Statement
 2. Career Fit – ideal role
 3. Target Company list and contacts
- g. Extreme marketing
 - Power Point presentation on why they should hire you.
 - Social Media
 - YouTube - Subject Matter Expert videos
 - Personal Career Website
 - Personal Business Cards

6. LinkedIn Development

- Summary
 - Use buzzwords to make sure that recruiters will find you!
 - Define who you are, what you do (or want to do) and why you are unique.
- Experience and Accomplishments
 - List your added value
 - Make it flow with your resume
- Skills & Expertise
 - Education, Volunteer Work, and Internships
 - Your unique abilities, interests, and personal values you bring to your professional performance.
- Recommendations
 - Ask colleagues, employers, and professors for testimonials
- Websites, Interests, and Groups
 - Join Groups of your interest
- Connections
 - Identify connections that will add to your credibility and pursue those.

7. Extreme Marketing Material

- a. Make it Personal
 - Make the call
 - Send a Handwritten Note
- b. Personal Business Cards ([Vista Prints](#)...free!)
- c. Personal [Website](#)
- d. Power Point Presentation
- e. YouTube [Videos](#) – subject matter expert
- f. Social Media – LinkedIn, Facebook, Twitter

8. Sales Approach: How do you take your product to market? Create your own method of tracking and managing the database you are creating – Outlook, ACT, Salesforce.com, Card file system, Paper....just track it!

- a. Direct Sales:
 - You calling, emailing, mailing directly to the Target Companies
 - Set goals for making X amount of calls, mailers, emails, etc..
 - Plan it - Put it on your calendar – execute
 - Track it – write down the results to your goals set.
 - Make adjustments - Start over
 - Networking: Associations, meetings,



- b. Channel Sales:
 - Build a [Connector list](#). Fifteen – Twenty five people that know a lot of people that can help me get connected. Connectors have the gift of bringing the world together. They know everyone.
 1. Send them your Marketing Plan
 - a. Introduction letter with Mission and clear objective of what you want – call to action.
 - b. Resume
 - c. Target list of companies and contacts
 - d. 10 minute follow-up call/meeting with them to discuss who they know and if they can help...
 - Target list & contact names
 - Others to consider
 - Other connectors to add to my list
 - Ask for a personal referral
- c. In-direct sales:
 1. Responding to the ads
 2. Cruising the Job Boards
 3. Reading the newspaper
 4. Your Voice Messages

9. Best Practices

- Read “Getting Things Done” by David Allen
- Read “The 7 Habits of Highly Effective People” by Dr. Stephen Covey
- Treat every opportunity as if it were a million dollar deal
- Get involved with your Alumni Associations
- Map an area of your Target Markets and visualize it:



10. Target Markets: Now that you have a good idea of what your product/service is good at, who should I be selling too?

- a. Map of Area – put it on the wall. Make it visual.
 - Mark where you live and draw circles – 5, 10, 15 miles around your home...or whatever works for you.

11. Create a Target list of 15-25 companies (ranked in priority) that are within the geographically desired area you want to target.

- Get niched – find specific recruiters, associations, websites, and resources for your industry of focus.
- Target companies: Flag them on the map. Based on your Product and Market Analysis, what companies should be targeted and why?
- Visit their websites – good fit? Career section? List of names of that I should contact?
 - a. Build a file for each company to gather information
Company name, location(s), Phone number, website and why they are a fit for you.
 - b. Hot Sheet for Contact information of Key Contacts for you to know with names, titles, email, assistants name, bio, etc...
 - c. Recent articles, marketing information, hot list of old employees, contacts, etc...
- Resources: Hoovers, Business Wise, Atlanta Business Chronicles – “Book of Lists”, A+ Employers list, AJC articles, Google, Yahoo, etc...
- Job Boards: SimplyHired.com, Indeed.com, LinkedIn, Theladders, Careerbuilder.com, Hotjobs, Yahoo, LinkedIn, etc.
- Network: Ask friends, associations, networking events, Crossroads, C3G, etc.
- Search Firms: Industry focus with a niche specialty
- Physically get out there: Drive the territory and make a list of target companies to do research on.

“Developing Your Personal Sales and Marketing Plan”...

Purpose of Marketing Plan: Briefly explain why I need this plan.

Personal Mission Statement: A personal mission statement describes your unique purpose in life. It captures what qualities you want to develop, what you want to accomplish, what contributions you want to make.

Career Goals: Short term and long term goals.

Ideal Role: Describes what you would love to do and are really good at.

Self Assessment Questions

What are my career goals?

What am I really good at professionally? Site examples

What am I not so good at or interested in professionally?

Site examples

What would my last few bosses, teachers, friends, neighbors say about me when it mattered most?

How would they rate my performance overall?

Personal Advisory Board

Purpose:

Mission:

Name

Cell Phone

Email

1. _____

2. _____

3. _____

4. _____

5. _____

Agenda & notes:

Company & Contact Target List

Company name	Contact(s)	Title
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____

8. _____

9. _____

10. _____

11. _____

12. _____

13. _____

14. _____

15. _____

Career Search Summary- Example

<p><u>General Information:</u></p> <p>Name: Joe Candidate</p> <p>Address: 1234 Main Street Alpharetta, Ga 30022</p> <p>Cell: 678-123-4567</p> <p>Email: jcandidate@getajob.com</p>	<p><u>Purpose:</u></p> <p>I recently relocated to Atlanta from Chicago to be closer to my family. I am actively looking for a new position and ready to start my new career immediately.</p> <p><u>Mission:</u></p> <p>I am seeking a sales position with a high growth software sales company in the Atlanta area that specializes in the Call Center Industry.</p>
<p><u>Target Contacts & Companies:</u></p> <ol style="list-style-type: none">1. Jim Smith - Knowledgent2. Cindy Wells - Witness Systems3. Joe Thomas - Oracle4. Bill Wright - Jacada5. Tony Phillips - Ross Systems	<p><u>Career Highlights:</u></p> <p>Most Recent Position:</p> <p>Title: Senior Account Executive</p>

<p><u>Other Target Companies with no contact information yet:</u></p> <ol style="list-style-type: none"> 1. Exstream Software 2. Recall 3. Wright Software 4. ABC Integration 5. 	<p>Company: CCS</p> <p>Industry: Call Center</p> <p>Product: Software</p> <p><u>Accomplishments:</u></p> <ul style="list-style-type: none"> • Ranked the #3 Representative in the United States out of 112 sales reps. • 165% of quota in 2005 which was a \$500,000 increase over prior year. • 150% of quota in 2004 while company was going through major product shift.
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STAR SHEET

Name: _____

Date: _____

Position: _____

Company: _____

Direct manager: _____

Phone: _____

*Contact for testimonial if requested

Situation or task:

Action taken:

Result:

Connector Target List

Connector name	Phone	Email
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____

8. _____

9. _____

10. _____

11. _____

12. _____

13. _____

14. _____

15. _____

“Developing Your Personal Sales & Marketing Plan”

Action items - Check List

- Purpose & Mission Statement created
- Advisory Board created – meeting dates set
- Goals determined – written down
- Self assessment - questions
- Crossroads assessment (CD)
- Surveys to former bosses completed
- Background check – credit, school, etc.
- Target list created – company name & contacts
- Marketing Materials
 - Resumes updated
 - Introduction letters & messaging
 - Star Sheets completed
 - B&W summary page
 - References & Testimonials
 - Income statements
- Direct Sales
 - Make your plan – activity and production goals
 - Calls, emails, mailers
 - Meetings, Interviews,
 - Hired by date!!
- Channel Sales
 - Connector list
 - Send out Marketing Plan and call to action request
 - Met with all Connectors on hot list
- In-direct Sales
 - Set times to review job listings – job boards.
 - Automate process – Indeed.com, Careerbuilder.com, Monster.com and others.

