

CHAPTER 2

“Don’t forget you have to market the marketing department.”

Who should read this book?

This book was written based on experiences gathered selling and marketing for business-to-business (B2B) companies, whether they provide high tech, low tech or no tech products or services, or otherwise. It is targeted at professionals in marketing but also in sales management, as well as all C-level executives, investors, directors and venture capitalists. Just as it can help marketing professionals communicate what’s going on in their activities, it’s also a way for the CEO or VP of Sales to tell marketing to go back to the drawing board when they come up with a plan to spend money on those overly expensive brand awareness campaigns that haven’t been justified with a clear understanding of the programs’ Return on Marketing Investment. It also helps the CFO nudge the

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Return on Marketing Investment

less numbers-oriented marketing professionals to start putting numbers to their concepts.

The anecdotes and concepts illustrated in this book will provide the highest value for professionals working for small or mid-tier businesses. These businesses sell to other businesses for their internal consumption also known as B2B. Business units and divisions of Fortune companies may also fall into this sector.

This sector should not be confused with companies selling to consumers, either directly (B2C) or through distribution, (B2B2C). Examples here include Proctor & Gamble and Ben & Jerry's. These concepts certainly apply to B2B2C and to B2C, but the anecdotes and examples may be less relevant.

ROMI will lead to more success which will improve the pocketbooks of those who count – you and your boss.

The purpose is to help B2B executive teams make more effective decisions when managing their sales and marketing activities.

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