

October 6, 2020



"Stupidity has a certain charm ... ignorance does snot!"

Frank Zappa

(By the way I had NO idea who Frank Zappa was but I LOVE his quote)



Where is Sylvia now?.

Rescheduled to
Deceember 2-6
STS Marketing
Conference
Atlanta, GA
Live

SALES STATS DURING A DOWNTURN

I'm going to share with you some statistics that you can use on your sales calls if you are in marketing ... radio, tv, print, products, services, healthcare, associations ... in short where you are contacting your customers to get them to increase their advertising or add new products and/or services.

And, what are you hearing? "Our revenue is down ... we're not doing any marketing right now, we're not upgrading our products, we're not ... you fill in the blanks." (You begin to wonder why you went into sales!)

Following are some statistics that might help you:

(1)/ First from the 2013 Cone Communications/Echo Global CSR study:

91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality (tie in with a non profit)

61% Of consumers are willing to try a new brand, or one they've never heard of, because of its association with a particular cause (tie in with a non profit)

(2) Next from the Nielsen 2013 Consumers Who Care Study

50% of global consumers said they would be willing to reward companies that give back to society by paying more for their goods and services. (Tie in with a non profit!)

(3) Last, but not least, McGraw-Hill Company.

You don't have to tie in with a non-profit for this! However, MH has studied businesses going into and out of recessions ever since the mid-80's and the findings have been consistent. Companies who cut back on their marketing had to spend twice as much when they came out of the downturn to get back to WHERE THEY WERE BEFORE.

Conversely if they maintain a presence in their marketing they come out of the downturn with INCREASED market share!

There you are ... sales tools for TODAY! By the way I have a great Pre-Covid/Post-Covid seminar that is available via Zoom ... I've presented it to several festival and event folks as well as main street and they liked it! Let me know if you are interested.

P.S. ... I'm sure you all know that I am a nomad at heart. Look at that pathetic travel schedule!

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