

# *Way of The Guerrilla Sales*

*SCL/ WofTG  
Kampala*



***Certified in Guerrilla Marketing*** for super sales

# Agenda | introduction



## *Level 1 – Building A Strong Foundation for Super Sales*

- What is marketing?
- What is sales?
- List all the ways you currently market yourself?

# *Guerrilla marketing...*



*It is a body of  
**unconventional** ways of  
pursuing conventional  
goals.*

# WTG Marketing Principles...



- 1. Presence** – find ways to make yourself known at all times – chat rooms, forums, discussion boards, e-mail, radio, magazines, blogs, Yellow Pages
- 2. Activity** – be aware of opportunities to make your product known at all times and act on them
- 3. Energy** – continually marketing – ‘360 degree marketing’
- 4. Networks** – always looking to make contacts and develop networks – importance of relationships
- 5. Smart** – don’t offend customers or turn them off
- 6. Continuous** – Consistency is the key. Market to same person via different guerrilla weapons

**17 Golden  
Rules of**



***Guerrilla  
Marketing***

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# *WTG Marketing Vs traditional mktg...*

1. Instead of investing money in the marketing process, you **invest time, energy, and imagination.**



*Source: Internet  
photo*

# *WTG Marketing Vs traditional mktg...*



Exercise:

**Review the 3 case studies in the handout and develop a scenario or strategy on how you can market/ sell your products**

## *WTG Marketing Vs traditional mktg...*



2. Instead of using guesswork in your marketing, you use the **science of psychology**, actual laws of human behaviour.

You take the time to understand why your customers use your services!



# Exercise



In your groups:

1. state the top 5 products & services
2. Who is your ideal customer for each service?
3. Explain three reasons why your customers use each of your products services? What value do they get?
4. When you made a sale, describe what you did and how?

## *WTG Marketing Vs traditional mktg...*



3. Instead of concentrating on # of proposals delivered, traffic, responses, or gross sales, **profits** are the only yardstick by which you measure your marketing.

# *WTG Marketing Vs traditional mktg...*



## Group work:

1. Before you write a proposal, what 1 thing you **MUST** do?
2. What are the top 5 things you must include in a proposal?

# The WTG selling model

Talk to people about themselves  
and they will listen for hours.

Guerrillas NEVER send **proposals**  
before reaching agreement.

Find common  
**Ground**

Build  
relationship

Conceptual  
agreement

Implement.  
Results.  
Follow up.

Write and  
deliver  
proposal

# *The WTG marketing...*



Identify your top priorities and do it small, but often with consistency.

Never make big changes fast!

Focus on your daily priorities. Your omissions affect the team

Change small, but change often.

## *WTG Marketing Vs traditional mktg...*



4. Instead of being oriented to companies with **limitless bank accounts**, guerrilla marketing is geared to small business and selling to **individuals** not tittles. Guerrillas take time to know the buyer.

Companies/ titles DON'T buy your services. It is the people in those offices who buy!

# *WTG Marketing Vs traditional mktg...*



## Group Exercise:

Describe the best strategy of meeting a stranger/ prospect and selling to them?

*Hint: do a role play.*

## *WTG Marketing Vs traditional mktg...*



5. Instead of ignoring customers once they've purchased, **you have a passionate devotion to customer follow-up.**

*Guerrilla find creative ways to keep showing up and surprising the customer. Guerrilla's are always looking at the next sale!*



# *WTG Marketing Vs traditional mktg...*



## Exercise

Describe 4 strategies of following/  
reminding customers without appearing  
or being too pushy?

## *WTG Marketing Vs traditional mktg...*



**6.** Instead of competing with other businesses, guerrilla marketing preaches the **gospel of cooperation**, urging you to help others and let them help you.

*Guerrillas are keen on **fusion marketing***

# *WTG Marketing Vs traditional mktg...*



## **Exercise**

- Describe 10 possible fusion marketing partners or strategies
- List 10 people you think you can conduct fusion marketing relationship

## *WTG Marketing Vs traditional mktg...*



**7.** Instead of trying to **make sales**, guerrillas are dedicated to making relationships, for long-term relationships are paramount to make super sales.

# *WTG Marketing Vs traditional mktg...*



## **Exercise**

Discuss 4 strategies of how you can build relationships with existing customers

## *WTG Marketing Vs traditional mktg...*



**8.** Instead of believing that single **marketing weapons** such as advertising or a website work, guerrillas know that only marketing combinations work.

## *WTG Marketing Vs traditional mktg...*



9. Instead of encouraging you to advertise, guerrilla marketing provides you with 100 different marketing weapons; advertising is only one of them.

## *WTG Marketing Vs traditional mktg...*



**10.** Instead of growing large and diversifying, guerrillas grow profitably and then maintain their focus, not an easy thing to do.

Guerrilla's NEVER try to be everything to ALL people.



# *WTG Marketing Vs traditional mktg...*



**11.** Instead of aiming messages at large groups, guerrilla marketing is aimed at individuals and small groups.

## *WTG Marketing Vs traditional mktg...*



**12.** Instead of being unintentional by identifying only mass marketing, guerrilla marketing is always intentional, embracing even such details as how your telephone is answered, always!

## *WTG Marketing Vs traditional mktg...*



13. Instead of growing linearly by adding new customers, guerrillas grow geometrically by enlarging the size of each transaction, generating more repeat sales, leaning upon the enormous referral power of customers, and adding new customers.

## *WTG Marketing Vs traditional mktg...*



14. Instead of thinking of what a business can take, guerrilla marketing asks that you think of what a business can give – in the way of free information to help customers and prospects make better choices!

## *WTG Marketing Vs traditional mktg...*



15. Instead of **ignoring technology in marketing**, guerrilla marketing PUTS Technology at the centre of all marketing & sales activities. Techno-phobia is fatal these days.

Group Exercise:

Describe 10 ways you are using technology to market & sale effectively

## *WTG Marketing Vs traditional mktg...*



16. Instead of being 'me' marketing and talking about a business, guerrilla marketing is 'you' marketing and talks about the prospect.

## *WTG Marketing Vs traditional mktg...*



17. Instead of attempting to make a sale with marketing, guerrilla marketing attempts to gain consent with marketing, then uses that consent to market only to interested people.

*Why*  
***Guerrilla***  
***Marketing?***

A circular logo with a blue border. Inside, a man in a black suit and white shirt is walking to the right, talking on a mobile phone. The text "CERTIFIED IN" is written along the left inner edge, and "Guerrilla Marketing" is written along the right inner edge.

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# *Guerrilla marketing... advantages*

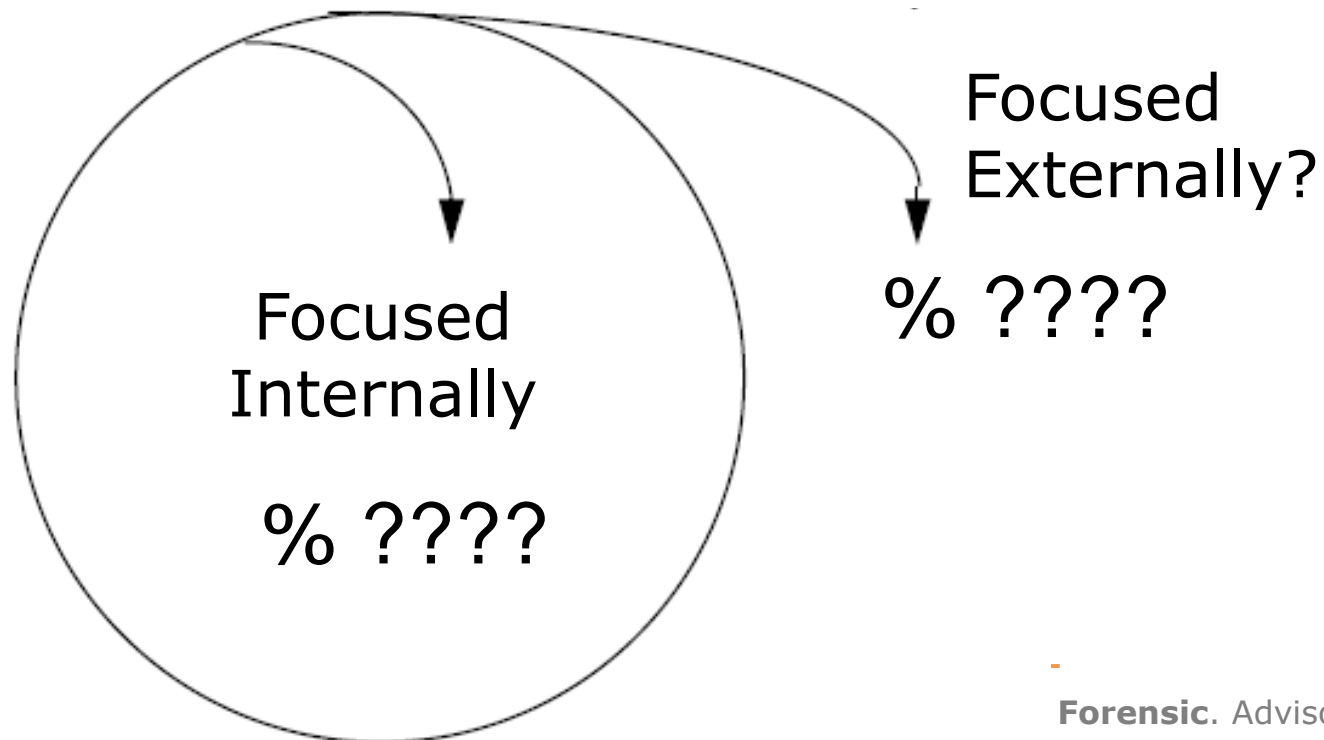


- **Flexible** – because of small scale nature, it can be adapted quickly and relatively easy to respond to change
- **Low Cost** – one of the founding principles – ideal for folks who do not have massive marketing budgets
- **Targeted** – designed to reach the target market – reduces waste and ineffectiveness
- **Simple** – many of the methods are simple and easy to use and implement – ideal for sales teams with tight targets

# The marketing test...

How do you spend your time?

**100% of YOUR talent and energies while at office is...**



# *What is Guerrilla Marketing?*

It's A Jungle Out There!



# Your competitors...



- They're out for the attention of every red blooded consumer who reads the newspaper, listens to the radio, watches TV, or grabs a handful of junk mail out of the mailbox.
- Your competitors mean business: Some of them can run more ads in more papers and more commercials on more stations than you'll ever run. They can mail more materials to more people than you'll ever mail. They can outspend you in every area of marketing that money can buy. But they can't outspend you in areas that **money can't buy.**

# What Is Marketing?



- **MARKETING IS EVERYTHING** you do to promote your business, from the moment you conceive of it, to the point at which customers buy your product or service and begin to **patronize** your business on a regular basis.
- The key words to remember are *everything* and *regular basis*.

# WTG Exercise 1



- If marketing is “every contact you have with the public”, explain:
  - **Who are** your top 100 prospects?
  - **What top 2** products/ services do intend to sell to each one of them?
  - **What top 3** activities do you do prior to selling to them?

# Debrief...



- Check out handout 1

*Visit:*

*[www.exec.summitcl.com/events/wayoftheguerrilla-sales](http://www.exec.summitcl.com/events/wayoftheguerrilla-sales) to register and grow your sales and career*

Thank you!



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