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building business | connecting community

RECOVERY SALES, MARKETING AND PROMOTION

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**GREATER
NORTH
FULTON
CHAMBER**

KALI BOATRIGT
PRESIDENT AND CEO

A top-down view of a person's hands writing in a spiral notebook on a desk. To the left is a silver laptop, and above it is a white coffee cup on a gold-colored coaster. The background is a soft, out-of-focus office setting.

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STEVE STROUD
EXECUTIVE DIRECTOR

THANK YOU TO OUR SPONSORS



Recovery Sales, Marketing, and Promotion



THURSDAY, JUNE 25
9:00 - 10:00 AM



Bonnie Mauldin
THE MAULDIN GROUP



Ben Cagle
CAGLE CONSULTING PARTNERS

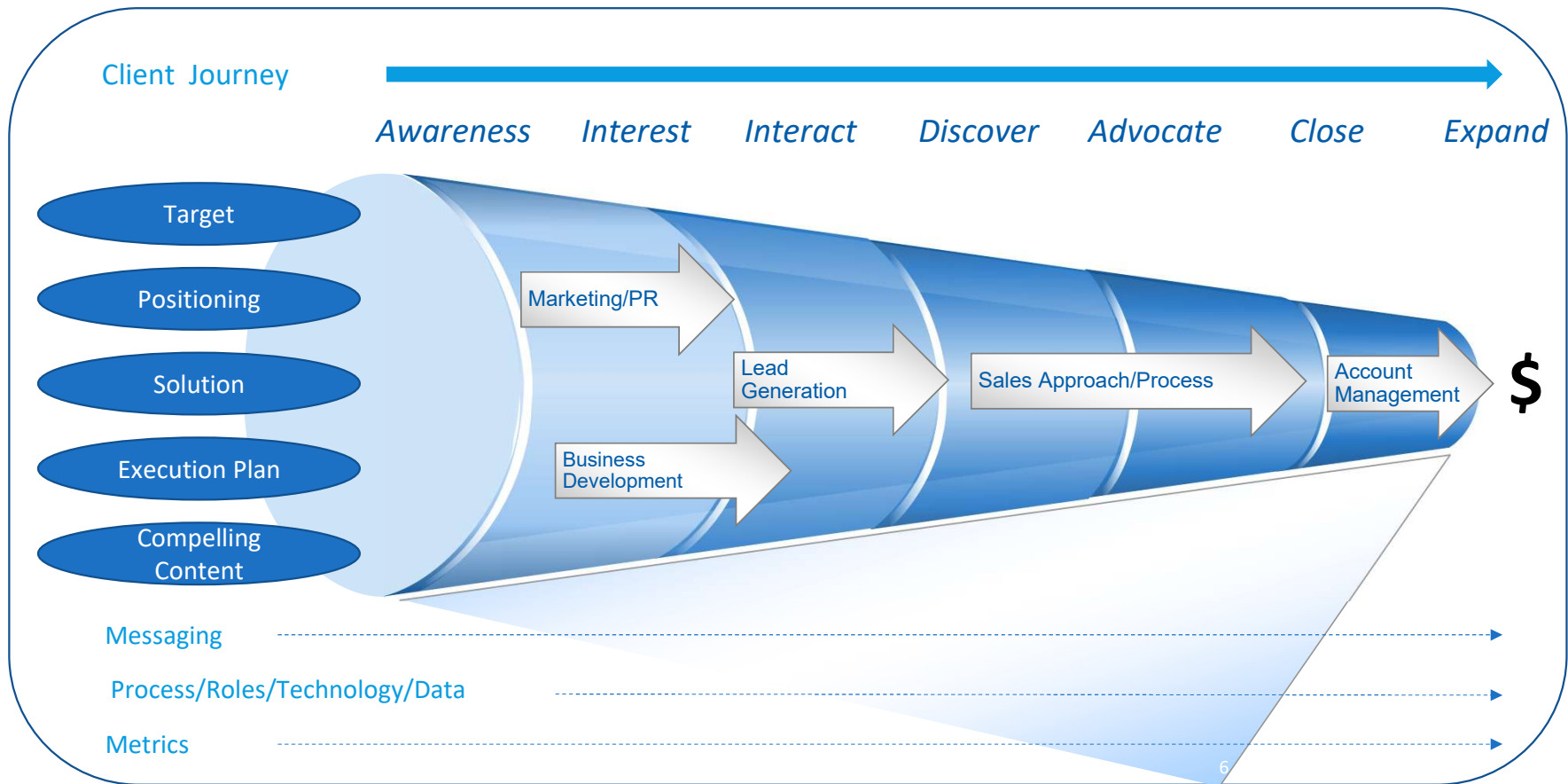


Lisa Tilt
FULL TILT CONSULTING



Kali Boatright
MODERATOR
GNFCC

Integrated Customer Value and Revenue Generation



Sales Principles in Today's World

- Your Customer's "Crisis Leadership Phases"
- Your Customer Priority Filters
- Create Value with Each Interaction
- Macro-Industry Trends are Accelerated

Three Phases of Global Crisis Leadership*

Phase I: Triage/Short Term Plan

Executive Mindset:

- “Save the Patient”
- “Don’t Kill the Patient”
- Quickly Assess/Act
- Imperfect Information
- Extend Decision Timeline: Keep Options Open
- Communicate, Communicate

Time Period/Outlook:

- 1-4 months after Event
- Contingency Plans
- Multiple Scenario’s/ Assumptions

Phase II: “Foundational Change” Plan

Executive Mindset:

- “Current State = Not Sustainable”
- Confirm Assumptions, Market Conditions
- Compliance Checklist: Reg’s, Contracts
- Decision- Lasting Impact:
 - Permanent FTE Reduction
 - Close Locations
 - Exit Markets
 - “Fire” Unprofitable Customers
 - Reduce Sales Resources
- Communicate, Communicate

Time Period/Outlook:

- 3-6 Months after Event
- Implement Plan: 2-4 Weeks
- Change Management: 6-8 Weeks
- Plan Horizon: 3, 6, 9, 12, 18 months

Phase III: Mission Critical Growth

Executive Mindset:

- “Can’t Save Your Way to the Future”
- Near Term Growth Options:
 - New Markets, Existing Solutions
 - New Solutions, Existing Customers
- Longer Term
 - New, New
 - Partnerships/Alliances

Time Period/Outlook:

- 6-24 Months after Event
- New Revenue in 6-9 Months

Triage: Your Customer's Filters

- Employee Safety... Well Being... Physical and Mental Health
- Impact to Customers... Revenue
- Disruption of Supply Chains... Vendors...Inventories... Cost of Goods Sold
- Financial Impacts... Cash Flow... Maintaining Operations
- Closing offices, locations... SG&A Cost Reduction
- Outsourcing Non-Core Functions... SG&A Cost Reduction
- Impact to Society... Communities
- Short Term to Mid-Term Contingencies

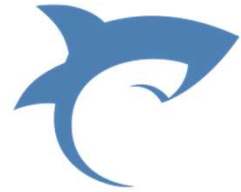
Customer Mindshare: Value at Every Customer Interaction

Your Mind Set

- Provide Value, Every Interaction
- Respect my time...
 - (Calendar Management- 15 Minute Basis)
- Be relevant... Align to my priorities
 - Strategy
 - Initiatives/Projects
 - Financial Performance and Pressure
- Connect the Dots for Me
 - Business Case
 - Market Dynamics (Customers, Competitors, Technology)
 - My Priorities
 - Implementation
 - Best Practices
- Tell Me Something I don't know
- Tell Me What I need to know
 - Mission Critical, Strategic Vendor
 - Secondary Vendor

Your Sales Tactics

- Communicate through my Admin
- Work through my Team or other Leaders
- Short Time Requests (20 Minutes)
- Get to the Point... My Point
- Do the Work for Me
- "Lead the Witness"



CAGLE
CONSULTING
PARTNERS

Ben Cagle

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www.caglepartners.com

2020 GNFC & Roswell Inc Marketing Forum

Avoiding Quicksand

How to
Strengthen Your Business Comms



Lisa Tilt, CEO

The good, the bad, the ugly



We are reimagining out of necessity which will have lasting impact

Forced Pivot & innovation



In crisis, leaders operate in past, present & future all at once

rethink & recover simultaneously



Keeping all the plates of your business spinning is even more important

Increasing inconsistencies

How has Business Comms changed?

People
Expect To
Hear
more ...
more
often



Quick and strategic
response from
leadership



Full transparency



4 generations in the
workplace



Consistency in
communication

ComPanies
are being
held
accountabl
e for what
they say



Inform, educate and
Engage



2-way communication &
Instant feedback



Many more
channels



consumers will Reward

Don't be **tone deaf**

We need to be aware of our surroundings. Stay informed on what is happening in our world, our industries, our communities – and communicate accordingly.



**Pandemic
recovery &
resurgence**



**Worry and fear look
different for
everyone**



**#BlackLives Matter
movement**



**Political
discourse in an
election year**

3 approaches to **business comms**



credibility

Make us look
in-the-know,
smart &
connected



EMOTION

When we care,
smile, empathize...
we connect



story-
telling

We don't just share
information, we
share stories

Say What, When & Where?

A message only has impact if it is heard by the right people. Otherwise, it's just noise.



Start With clear understanding

- > Who has an interest in what you have to say?
- > Do you know what they want to hear?
- > What is appropriate for your company to say?
- > How will your message be received?
- > How are you going to deliver your message?

business comms

An 8-step process for when you have significant news to share. Because employees and consumers are more discerning and have higher expectations on how companies communicate with them, this will help you avoid potential missteps.

Desired outcome

What do you want to communicate?

Company leadership needs to determine what you want people to know / think / do as a result of this company decision.

Cross-functional

Invite different and diverse perspectives.

Assemble a small and diverse work group to avoid blind spots to your messaging.

Data & expertise

Make informed decisions.

Grant the cross-functional team access to information to help them make informed decisions about what to communicate.

stakeholders

Who should receive your message?

Make a list and prioritize all audiences who are directly and indirectly impacted by this decision and why.

business comms

Call to action

What do you want people to do?

Include language that will encourage your audiences to engage and take action.

Message delivery

Plan on several touch points.

Determine how your messages will be delivered, including video, written correspondence, social, town halls, Q&As, lunch & learns, etc.

channels

Identify all mediums to deliver messages.

List all the internal and external delivery points of communication, including in-person, to reach each target audience.

cadence

How many times to deliver message.

Determine when and how often you will communicate your message for each channel.

Thank you

Clarify. Communicate. connect.

BEGIN.

Full Tilt Consulting

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FullTiltConsulting.com



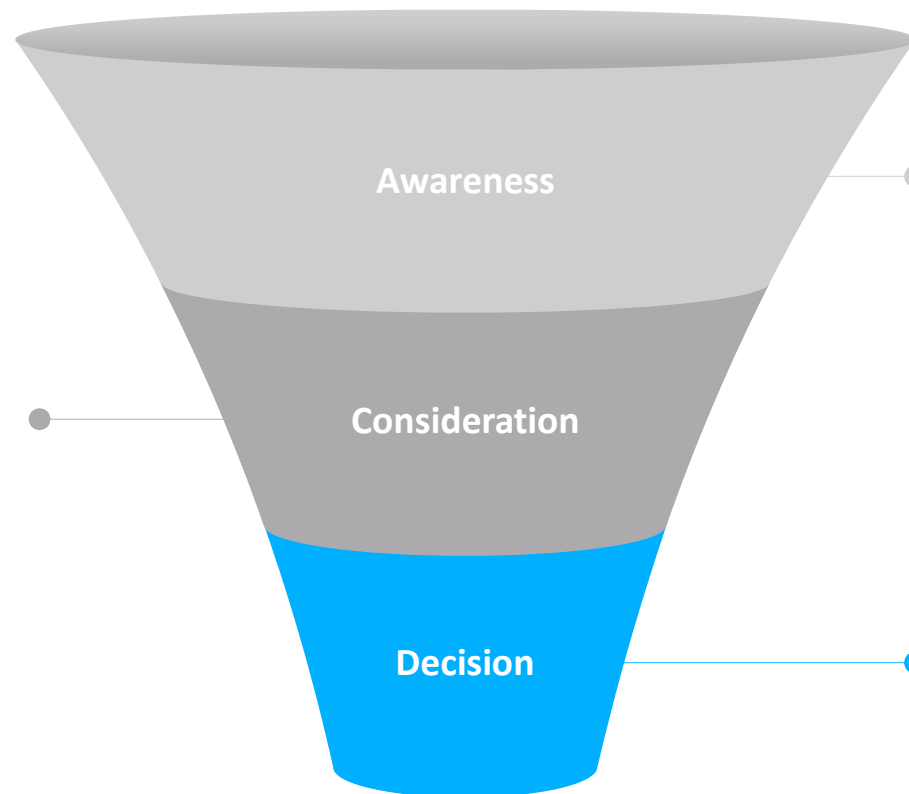
Marketing Automation

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What is Marketing Automation?

Marketing automation refers to using software platforms to more effectively market on multiple channels online and automate repetitive tasks.

CONTENT MARKETING SALES FUNNEL



- Newsletters
- Events
- Whitepapers
- Webinars

- Videos
- Blog posts
- Social media posts
- Infographics
- Quizzes

- Case studies
- Pricing
- Demos

Adding Multiple Streams of Income

Become resourceful and add new ways to bring in money for your business.

01

Become a Paid
Affiliate

02

Become a Paid
Speaker and Sell
Books

03

Start a Paid
Membership
Website

04

Create and Sell
eCourses

05

Sell
Informational
Webinars

06

Start an
eCommerce
Website





Sales & Marketing Automation

The Mauldin Group Web Design + Internet Marketing

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CHAMBER LUNCHEON SERIES

A Greater North Fulton Chamber Event

**A New Lens:
Shifting our Perspective on Life and Leadership**



**Leadership North
Fulton Graduation**

**Tuesday, June 30
11:00 AM - 12:00 PM**

The GNFC is pleased to present the Graduation Ceremonies for the Leadership North Fulton Class of 2020 featuring remarks by Kevin Paul Scott, Co-Founder, ADDO.

REGISTER NOW



Kevin Paul Scott
Co-Founder
ADDO

Kevin Scott has traveled to six continents and spoken to leaders from more than 100 countries. Kevin co-founded the leadership consultancy ADDO, which is Latin for "Inspire." In addition to working with businesses and brands, ADDO has developed the national Chick-fil-A Leader Academy program, the Atlanta Braves Leadership Institute, and other leadership programs from cradle-through-career.

Thank You to Our Sponsor



Celebrating 12 consecutive years as the June Presenting Sponsor!

Join us for these upcoming events

Virtual Edition



**9:00 - 10:00 a.m.
Fridays**

**June 26
July 10
July 17
July 24**

an event by **ROSWELL [Inc]**



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