



MARCH 21-23
LAS VEGAS
CONVENTION CENTER

15 Ways to Energize Your Sales

Bob Tullio

Where People, Products & Possibilities Meet

Business Development

- Music and Games
- Pay Telephones
- Cigarette Vending
- Snack Vending
- Beverage Vending
- Coffee Service
- Pantry Business
- Micro-Markets



After 37 Years as an Operator

Communication – Content Development

Strategic Planning

Business Development

Support for Operators and Suppliers



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Where People, Products & Possibilities Meet

My Column



Three Reasons You Need to Invest in Business Development

1. You are in a fantastic industry. Higher margins than most.
2. Level the playing field. Big guys buy accounts to grow. You can sell accounts to grow.
3. There are buyers for your business. Good companies are bought on gross sales. You will get ROI when you sell.

[Key Link: 2018: Is it Time to Sell Your Business?](#)

[Key Link: Free Special Report: What Buyers are Paying for Coffee Service, Vending and Micro Market Business](#)

Links, Resources and Articles pertaining to “15 Ways to Energize Your Sales.”



tullioB2B LLC

ABOUT | SERVICES | RECENT CONTENT | CONTACT

Links, Resources and Articles:
15 Ways to Energize Your Sales

IMPROVING BUSINESS
PERFORMANCE

The image shows a screenshot of the tullioB2B LLC website. At the top, there is a blue navigation bar with the company name 'tullioB2B LLC' on the left and a menu with 'ABOUT | SERVICES | RECENT CONTENT | CONTACT' on the right. Below the navigation bar, there is a blue button with white text that reads 'Links, Resources and Articles: 15 Ways to Energize Your Sales'. The main content area features a background of faint, hand-drawn business diagrams and charts. In the center, there is a speedometer graphic with a red needle pointing to approximately 45%. Below the speedometer, the text 'IMPROVING BUSINESS PERFORMANCE' is displayed in large, bold letters, with 'PERFORMANCE' in orange and 'IMPROVING BUSINESS' in white.

www.tullioB2b.com

The **NAMA**
Show 2018
Meet with Convenience

Where People, Products & Possibilities Meet

How Can You
afford to Invest?

Hire One Less Account
Executive Than You Need

Spend the Money on
Marketing Strategies

Less Prospecting + More
Selling = Happy Sales Team

15 Ways to Energize Your Sales

Based On My Experience

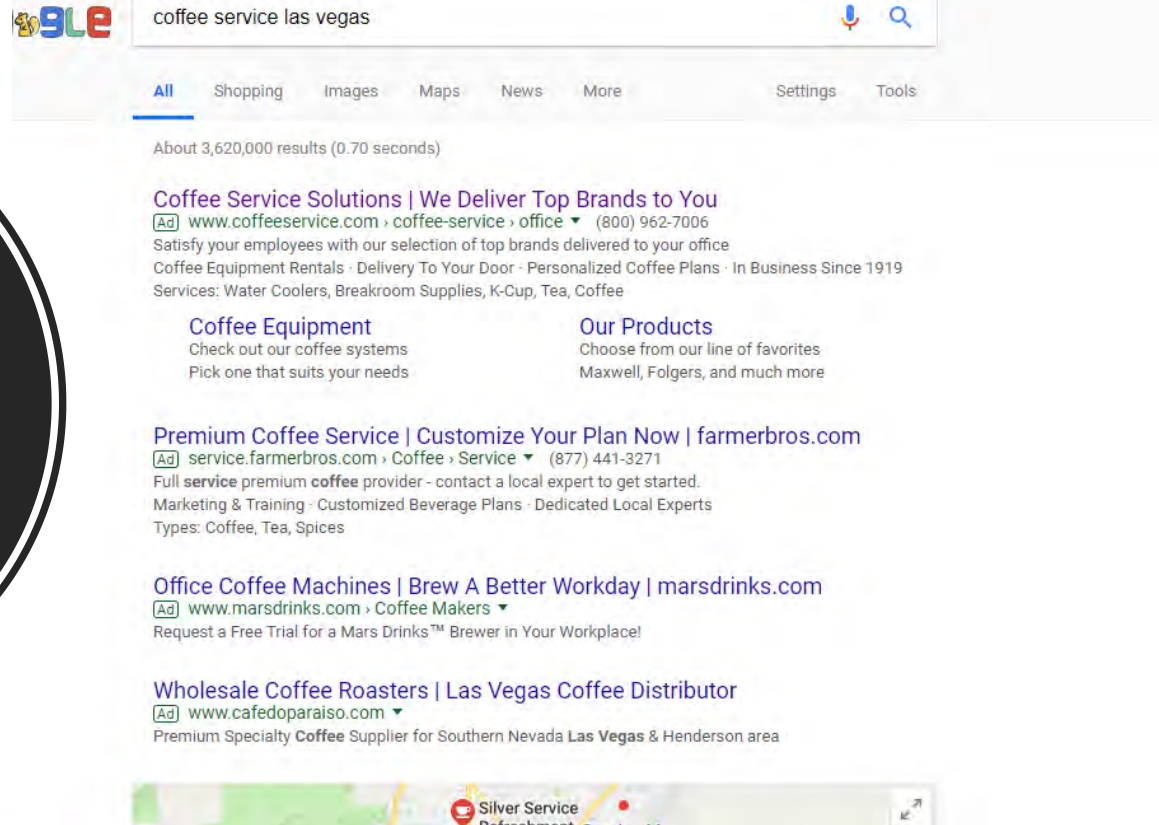
Identify Each Strategy

Projected Cost

Success Potential

#1 - Google AdWords and Bing

Pay Per Click



The screenshot shows a Google search for "coffee service las vegas". The search bar is at the top with the Google logo on the left and a microphone and search icon on the right. Below the search bar are navigation tabs for "All", "Shopping", "Images", "Maps", "News", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 3,620,000 results (0.70 seconds)".

The first search result is an advertisement for "Coffee Service Solutions | We Deliver Top Brands to You". It includes the URL "www.coffeeservice.com", a phone number "(800) 962-7006", and a description: "Satisfy your employees with our selection of top brands delivered to your office. Coffee Equipment Rentals · Delivery To Your Door · Personalized Coffee Plans · In Business Since 1919. Services: Water Coolers, Breakroom Supplies, K-Cup, Tea, Coffee". Below the description are two columns of text: "Coffee Equipment" with "Check out our coffee systems" and "Pick one that suits your needs"; and "Our Products" with "Choose from our line of favorites" and "Maxwell, Folgers, and much more".

The second search result is an advertisement for "Premium Coffee Service | Customize Your Plan Now | farmerbros.com". It includes the URL "service.farmerbros.com", a phone number "(877) 441-3271", and a description: "Full service premium coffee provider - contact a local expert to get started. Marketing & Training · Customized Beverage Plans · Dedicated Local Experts. Types: Coffee, Tea, Spices".

The third search result is an advertisement for "Office Coffee Machines | Brew A Better Workday | marsdrinks.com". It includes the URL "www.marsdrinks.com", a phone number "(877) 441-3271", and a description: "Request a Free Trial for a Mars Drinks™ Brewer in Your Workplace!".

The fourth search result is an advertisement for "Wholesale Coffee Roasters | Las Vegas Coffee Distributor". It includes the URL "www.cafedoparaiso.com", a phone number "(702) 441-3271", and a description: "Premium Specialty Coffee Supplier for Southern Nevada Las Vegas & Henderson area".

At the bottom of the search results, there is a map showing the location of the search results in Las Vegas, with a pin for "Silver Service Refreshment" and a street view icon.

Google AdWords and Bing

90% of the Leads will come from
Google – 85% from phone search

Projected Cost – That's up to you.
\$6 to \$7 per click.

Success Potential – Six to Eight
Leads per \$1000 spent

Highly Relevant – Home Run
Potential in the 1, 2 or 3 Slot

#2 - Google My Business
 fka
 Google Places

SEO with control – Could be bigger than Pay Per Click - Pay careful attention to the Q & A - These are free leads – Claim your business

The screenshot shows a Google search for "coffee service sacramento". The search results include several entries:

- Coffee Service Solutions | We Deliver Top Brands to You**: www.coffeeservice.com › coffee-service › office (800) 962-7006. Satisfy your employees with our selection of top brands delivered to your office. Services: Water Coolers, Breakroom Supplies, K-Cup, Tea, Coffee.
- Coffee Equipment**: Check out our coffee systems. Pick one that suits your needs.
- Our Products**: Choose from our line of favorites: Maxwell, Folgers, and much more.
- Premium Coffee Service | Customize Your Plan Now | farmerbros.com**: service.farmerbros.com › Coffee › Service. Full service premium coffee provider - contact a local expert to get started. Marketing & Training - Customized Beverage Plans - Dedicated Local Experts. Types: Coffee, Tea, Spices.
- Corporate Coffee Services | Find Vendors to Fit Your Needs**: www.360officecoffee.com › Coffee-Service › Vendors. Save Time and Money on Custom Coffee Solutions. Get 5 Free Quotes in Minutes!
- Premium Coffee Service | Community® Coffee For Business**: www.communitycoffee.com › For-Business. Tailored Coffee & Tea Solutions Backed By Four Generations Of Expertise.
- Sacramento | First Choice Coffee Services**: https://firstchoiceservices.com/locations/california/sacramento. Overview. First Choice Services promises a quality coffee experience for your office... As a complete office coffee service in Sacramento, First Choice Services is committed to offering the best Sacramento coffee delivery service that includes high quality coffees paired with reliable office coffee brewing systems. With over 45 ...
- Aramark Office Coffee Services & Delivery - Sacramento, CA**: www.aramarkrefreshments.com/webstore/nav/locations/Sacramento.action. Office coffee services and delivery in Sacramento, California. A happier, more productive office is just

The right side of the screenshot shows a detailed listing for **First Choice Coffee Services** in Sacramento, CA. It includes a 4.5-star rating from 4 Google reviews, the address, hours (opens soon at 9AM), and phone number (916) 924-1221. There are buttons for "Website", "See photos", "Suggest an edit", "Ask a question", "Send to your phone", "Write a review", and "Add a photo".



[Key Link: This connects you with Get Five Stars who will optimize your Google My Business Listing for about a \\$1 a day or even less.](#)

Google My Business

Free – Even the click – SEO you can manage

Projected Cost – Zero – Or Optimize for \$12 to \$39 a month

Success Potential – Very high – especially with reviews

Highly Relevant – Prospect can call your company with one touch

[Key Link: Leadrop](#)

[Key Link: 360OfficeCoffee](#)



Third Party Lead Sources

Buyer Zone – Too many small leads
– Occasional Success - \$200 to \$300 a month

360OfficeCoffee – Great PPC leads at about \$75 per lead – pays for itself many times over. Selective.

Leadrop – New concept – Buy and Sell leads. Potentially free.
Exhibiting at NAMA – free sign-up

#4
Telemarketing
to set
appointments

Option One – In house. Buy the list, write the script – can work, but headache potential

Better idea – New breed of professional outbound calling firms. Many Options.

[Key Link: Reliable
Telemarketing Partner:
Grindstone](#)

Telemarketing to set appointments

Setting parameters is critical – type of business, number of employees, follow up to confirm

Old Model: Pay for performance - \$75 per appointment. New Model: Hourly - \$23 to \$35 an Hour

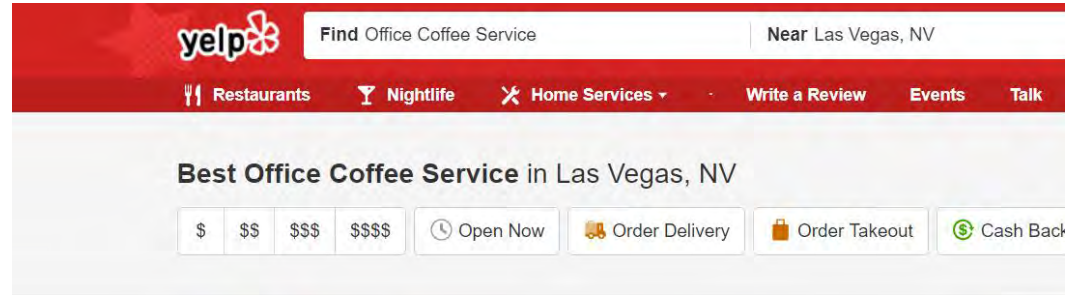
Success Potential – Can provide an ongoing source of leads for about \$1000 a month – It still works.

#5 - Yelp is Clueless about B2B

So are your prospects who
will use it for everything...

Claim Your Business!

[Key Link: Article: Losing
Sleep Over Yelp?](#)



Ad Curry Tabanca LV

Caterers, Food Delivery Services, Personal Chefs

Downtown

Las Vegas, NV
(336) 991-9919

 \$95 for \$125 Deal

[Request a Quote](#)

You can request a quote from this business



Curry Tabanca is a meal prep and custom, full service caterer. We do it for the LOVE of food & fitness with a whole health approach! We proudly use... [read more](#)



Ad Ethel M Chocolates

     14 reviews

\$\$\$ · Chocolatiers & Shops

Downtown

12 E Ogden Ave
Las Vegas, NV 89101
(702) 383-3340



We went twice while in Vegas and the first time we only bought one box huge mistake

Ad

Yelp is Clueless about B2B

Yelp is a Pay Per Click Model that is Currently offering \$300 free at sign up! That is free advertising.

You set your own budget, just like Google AdWords – Usually, about \$300 a month due to less clicks.

Success Potential is huge. Yelp is the “road less traveled.” You will be alone at the top.

#6 - PTN Personal Time Networking

[Key Kink: Article: PTN: The Ultimate Success Strategy](#)

- Business is Everywhere...
- Country Club
- Church
- Youth Sports
- Charitable Organizations
- For others, viable PTN venues could include: Local service organizations (Rotary, Kiwanis, your Chamber of Commerce), your kid's school, your alumni association and charity golf events.

PTN – Personal Time Networking

Hardest Part – Patience and a recognition that business opportunity is everywhere.

Cost – Time and effort.

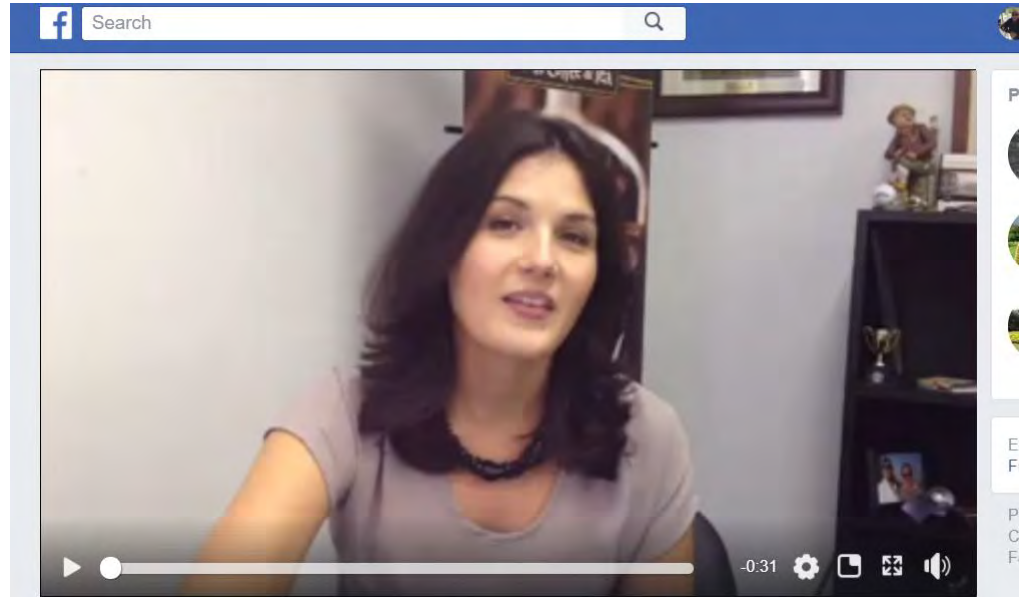
Success Potential – \$1.5 million in sales in 2016.

For Retention and New Business

#7 - Social Media Engagement

[Key Link:](#)

[Weekly Prize Drawing -
Incredible Engagement on
facebook](#)



[Key Link: Article: Successful Engagement Strategy](#)

Social Media Engagement

Your employees will love the recognition and your clients will love the prizes.

Cost – \$3000 to \$4000 for prizes.

Success Potential – Increase sales –
Increase retention – Generate
referrals – Have some fun!

#8
Incredible
New
Engagement
Tools

A Monthly Newsletter like no other

Tidings

A Professional Video Ad in 60 Seconds

Waymark

[Key Link: Tidings – Discount and No Set Up Fee](#)

Key Link:
www.waymark.com

Incredible New Engagement Tools

Invest 15 minutes a month to create professional newsletters and stunning videos.

Cost – \$99 per video and \$12 for a monthly newsletter.

Success Potential – Connect with clients and prospects to sell new accounts and retain key clients.

#9 Facebook

Highly Targeted - a little scary in fact! Target the competition.

Option One – Do it yourself, Set the demographics

Option Two – Hire a pro, unlock the potential. Better targeting, better results.



The screenshot shows the top navigation bar of Facebook with links for 'facebook', 'Instagram', 'Messenger', and 'audience network'. Below the navigation bar are links for 'Inspiration', 'Success Stories', and 'News', along with a 'Create an Ad' button. The main content area features a large advertisement with a background image of two people shaking hands. The ad text reads: 'Make meaningful connections with people to grow your business.' Below the text are two buttons: a blue 'Learn about Ads' button and a white 'Create an Ad' button with a blue underline.

Key Link:

ben@steadydemand.com

www.steadydemand.com

Facebook

[Key Link: Facebook Advertising](#)

Put up an Ad or boost a post in this Pay Per Click model.

Cost – You set the demographics – you set the budget. Hire a pro - \$400 to \$1000 a month. Steady Demand.

Success Potential – On your own, limited. Hire a pro that targets your competition – expect good results.

#10 - Some Creative LinkedIn Strategies

- Connect with every client and every prospect (but protect information in settings) – See shared connections only.
- Connect with your competition. 40% didn't get the memo.
- Connect with prospects – keep track.
- Be a “headhunter.” For contacts and prospects.



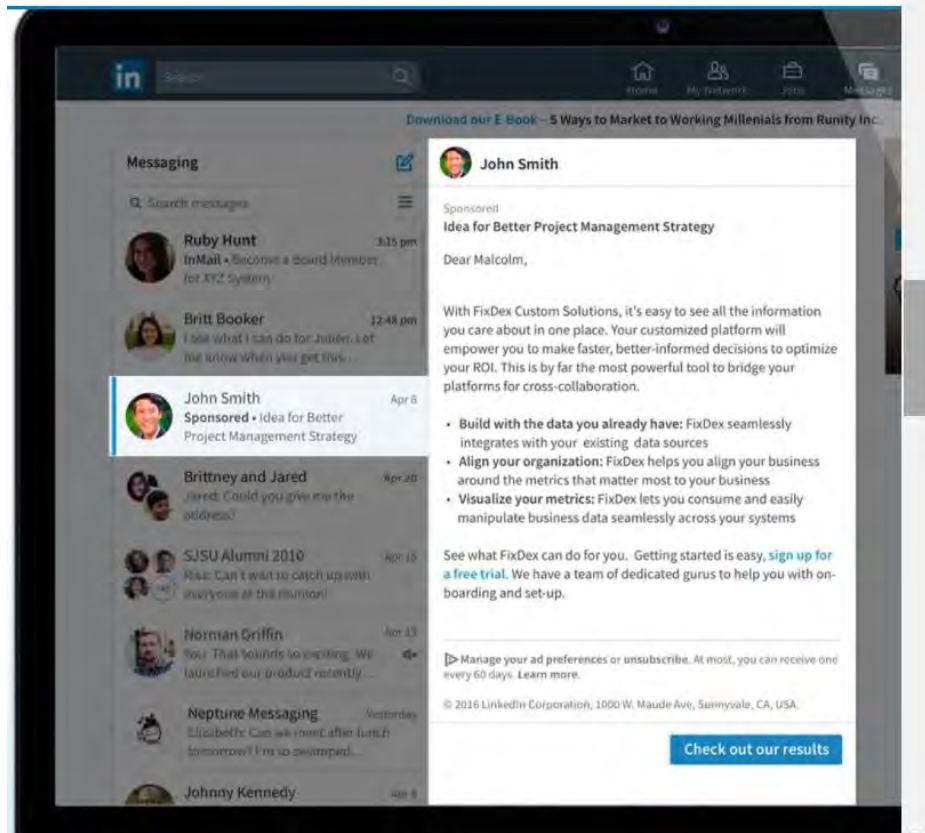
Some Creative LinkedIn Strategies

Working LinkedIn requires discipline – to stay on top of your connections.

Cost – Pay for Premium - \$45 a month to send 30 messages a month to non-connections. Powerful. Reach out to Office Relocation Specialists.

Success Potential – Keeping track of your favorite clients is critical. The “headhunter” concept will build eternal loyalty. Builds **STRONG** relationships.

#11 LinkedIn InMail Ads



Targeted – Powerful – Action Link



Where People, Products & Possibilities Meet

LinkedIn InMail Ads

[Key Link:
LinkedIn Ad Support](#)

If you are going to advertise digitally, B2B, this is the place to be, but Content is critical.

Cost – Used to be minimum \$15,000 for three months. Now, set your own budget based on VERY targeted delivery.

Success Potential – Based on my success “cold messaging” prospects/potential lead sources, this is powerful.

#12 – Cause Marketing



BREW FOR A CURE®

Brew Something Good Every Day

Brew for a Cure® Costa Rican was crafted to be enjoyed all day at the office:

- Handcrafted Blend
- 100% Costa Rican
- Roasted to perfection in small batches
- Rich but not overpowering
- Available in 18 ct / 2 oz Ground Portion Packs
- Available in 5 ct / 10 oz Bags of Whole Bean

5% of Gross Sales will be contributed to City of Hope, a leader in Breast Cancer research.



Doesn't have to be this intense – find a local cause that moves people. Give a % of sales, be transparent and promote!



Where People, Products & Possibilities Meet

Cause Marketing

Client Reaction: Please send me some. Note – Millennials love it more than anyone else.

Cost – Rolling out a private label - \$10,000. Supporting a local cause – minimal. Get a supplier behind you.

Success Potential – Good for your image, company morale, sales and client retention. Just plain GOOD.

#13 – Cold Calling with Promotional Products

Once amazing – until the September 11th attack. Office Buildings are now done for prospecting.

Still works in “Big Box” and industrial.

Never go empty handed – One for the gatekeeper, one for the contact. NFL Tote Bag?



Never leave coffee samples.

Promotional Product gives you a chance to connect.

[Key Link: Hottest Promotional Products for 2018](#)

Cold Calling with Promotional Products

Once again – the road less travelled. Who else is on foot? People love promotional products. Gifts are good!

Cost – \$2.00 an item. \$4.00 a visit.

How many new accounts can you score in 200 visits?

Success Potential – You can't rely on physical prospecting as the only thing to do, but in industrial areas especially, it works.

#14 Strategic Partnerships

Two Types

1. A strategic partner that needs your company to provide a service so that they can secure the account as well.
2. A strategic partner who is motivated by compensation.

[Key Link: Article: Who are your Strategic Partners?](#)

Strategic Partnerships

Every new account comes with some kind of acquisition cost.

Would you pay \$300 to \$400 for a “lay down” account that generates \$1000 a month in sales?

Success Potential – Strategic Partnerships can be the key to your business success.

#15

**Relentless
Follow Up**

This is how we
win or lose deals.

Teach Follow Up!

Follow up Strategies – From Start to Finish

First Contact When You Hear Nothing The Right Way

The Immediate Follow Up – Nights, weekends, whenever.

The Fundamentally Strong Follow-Up – Thank you e-mail with a promise to follow up.

The Important Question Follow-Up – Can I ask you a question?

The Urgent Incentive Follow-up – We need to act now.

The Special Perk follow-Up – Some form of schmoozing.

The Threatened Visit – I'm stopping by – let's meet.

The Best Follow Up – On the spot! At the first appointment.

[Key Link: Article:
Get Creative to
Close More Deals](#)

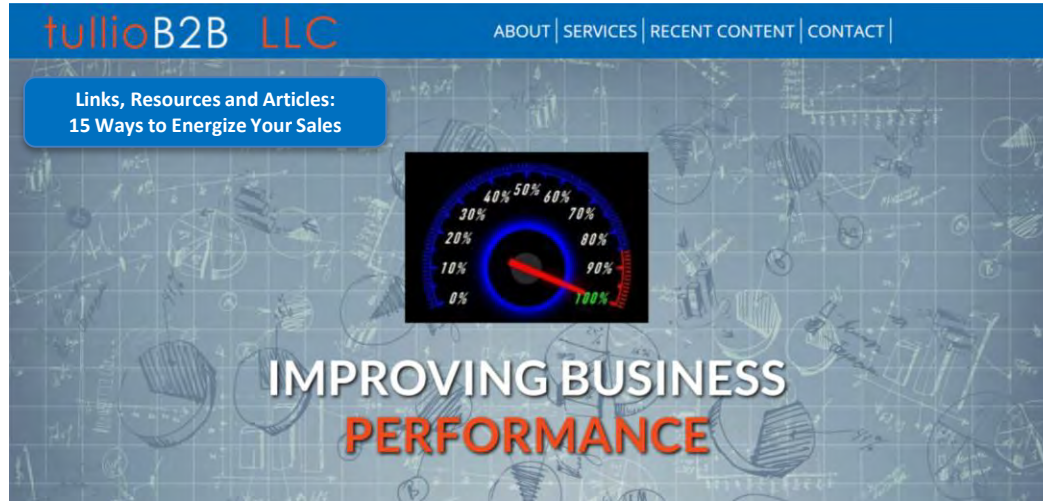
Why the obsession with follow-up?

Today's DM (young) wants quick response and quick action – in the sales process too.

The cost of business development is high. The cost of effective follow-up is nothing at all. Do not waste marketing dollars.

All of these ideas, old school or high tech, go out the window without excellent follow-up from your account executives.

Links, Resources and Articles pertaining to “15 Ways to Energize Your Sales.”



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15 Ways to Energize Your Sales

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