

Networking Like a Super Pro

What does networking for business entail?

How do you qualify a lead to reach out to?

What part does having a marketing strategy in place play when networking?

Which is a more effective form of networking for B2B marketing, face-to-face or online?

What is the best social media platform to network on?

What are the crucial steps to perform when trying to connect with a new lead?

What are the most common mistakes people make when trying to connect with a new lead?

Once you have made a connection with a new lead, what are the follow up steps you should perform to enhance that connection?

Who are the best connections to make as a new college graduate?

How does someone making a change in service offerings, business or career go about showing their qualifications in a new field?

Strategic Small Business Advertising Tactics

What should be the very first step for a small business when looking to start an advertising program?

What questions should a small business owner ask when planning their advertising?

What is a buyer profile or persona and why is it important to planning an advertising strategy?

What is a sales funnel and how does it apply to small business marketing?

How much should a business allocate for their advertising budget?

Where should a business owner invest the largest portion of their budget for advertising?

What is PPC and what role should it play for small business advertising?

How much of an advertising budget should a business allocate for their PPC?

How should a business choose the best platform for a PPC Campaign -Facebook Ads, LinkedIn Ads or Google?

How long should it take for an advertising campaign to produce an ROI?

What should a business do if they see that their advertising is not producing enough qualified leads?

Building a Powerful Sales Funnel

What is a sales funnel and why is it important to a marketing strategy?

How many levels does a sales funnel have and what are they?

What purpose does each level serve in a business's marketing strategy for lead generation?

What is a buyer profile or persona and why is it important when developing a sales funnel?

What facts, figures and statistics are needed for sales funnel development?

How does a marketing plan distinguish what is a qualified lead?

How do you qualify a sales funnel as being productive?

How long should a sales funnel be given to affirm that it is productive?

What steps should be taken if the sales funnel is not producing or increasing qualified leads?

How should a business owner or marketing team go about making the sales team feel comfortable with using sales funnel?

Mental Conditioning to Succeed in Business

What are the primary reasons new entrepreneurs or business professionals fail to succeed in business?

What educational foundation should every business professional retain?

How should a new entrepreneur go about choosing their new business?

How much personal sacrifice should a new entrepreneur expect to invest when starting a new business?

How should a new college graduate go about choosing their career path?

What mental “exercises” should every business professional perform?

How should a business professional gauge success?

In the current business landscape, what do you think is the biggest stumbling block for new business professionals in seeking success?

Should really you expect to be happy in a job?

What happens if a business professional finds they are in the wrong business, industry or position?

New Age B2B Marketing Strategies

What qualifies as B2B marketing and how does it differ from traditional consumer marketing?

How should a company approach planning a new B2B marketing strategy?

How much of a budget should a business expect to allocate for their B2B marketing?

Where should a business focus the largest portion of their budget for B2B marketing?

Why is knowing your buyer profile or persona so important in B2B marketing?

What role does a sales funnel play in B2B marketing?

What role should PPC play in B2B marketing?

How should a business choose the best platform for a B2B marketing PPC Campaign -Facebook Ads, LinkedIn Ads or Google?

Why is LinkedIn so crucial to B2B marketing's sourcing of qualified leads?

What role does a company's website play in its B2B marketing strategy?

How does a business go about quantifying success in their B2B marketing?

What should a business do if they feel their B2B marketing plan is not receiving the ROI it should be?