Startup Marketing and Sales Entrepreneurship Bootcamp

UNM Business Plan Competition
UNM SUB Acoma A&B
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New Mexico Freakonomics

- Growing Entrepreneurial Ecosystem:
  - “Bottom-up,” organic small business creation (creating one job at a time)
  - New Centralized Location: Innovation Corridor
  - New Relationships: Coworking spaces, incubators, etc.
  - New Funding Choices: accelerators, crowd-sourcing, microlenders, etc.

- The Real Data:
  - NM is 46th Poorest State (PCI) vs.
    - Albuquerque would be ranked 33
    - Sandoval County would be ranked 31
    - Los Alamos County’s PCI is twice the # 1 state
    - If NM were a country, 21st richest worldwide
  - We’re Exporting our Youth?
    - 20-30% of all college grads leave to explore world
  - Nothing To Do Here. Really?
    - 500+ Professional Associations
    - 500+ Meetup Groups
    - 250+ Albuquerque Entrepreneurial Ecosystem
    - 19 Chambers of Commerce in Albuquerque area
Agenda

• Review Sample Business Plan Outline
• Opportunity Analysis & Research
  – Economic Analysis
  – Industry Analysis
  – Competitor Analysis and Overview
• Marketing Strategy and Plan
  – Product (What Problem do You Solve?)
  – Place (Distribution Channels)
  – Price
  – Promotion
• Guerilla Marketing
  – Bootstrapping
  – Definition and Examples
• Sales Tips and Techniques
  – 6 Step Sales Process
  – Strategic Networking
• Q & A
# Business Plan Outline

<table>
<thead>
<tr>
<th>Sections</th>
<th>Standard Components</th>
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<tbody>
<tr>
<td>Cover Page</td>
<td>Company name and logo</td>
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<tr>
<td></td>
<td>Team Member(s) Names</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>Table of Contents</td>
</tr>
<tr>
<td>1.0 Executive Summary</td>
<td>Overview of major goals, plans and financials</td>
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<tr>
<td>2.0 Mission, Vision, Values</td>
<td>Mission, Vision, Values</td>
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<tr>
<td>3.0 Company Description</td>
<td>Overview / Legal Structure / SWOT Analysis</td>
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<tr>
<td>4.0 Opportunity Analysis &amp; Research</td>
<td>4.1 Economic Analysis</td>
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<tr>
<td></td>
<td>4.2 Industry Analysis</td>
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<tr>
<td></td>
<td>4.3 Competitor Analysis / Overview</td>
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<tr>
<td>5.0 Marketing Strategy and Plan</td>
<td>5.1 Products / Services</td>
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<tr>
<td></td>
<td>5.2 Place (Distribution Channels)</td>
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<td></td>
<td>5.3 Price</td>
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<tr>
<td></td>
<td>5.4 Promotion</td>
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<tr>
<td>6.0 Operations</td>
<td>6.1 Management Team (Organization Chart)</td>
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<tr>
<td></td>
<td>6.2 Physical Location (Home-Based, Retail Store Front)</td>
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<td>6.3 Inventory, Production, and Quality Assurance</td>
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<tr>
<td>7.0 Financial Analysis and Projections</td>
<td>7.1 Cash Flow</td>
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<td></td>
<td>7.2 Income Statement</td>
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<tr>
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<td>7.3 Breakeven Analysis</td>
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<tr>
<td></td>
<td>7.4 Balance Sheet</td>
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<tr>
<td>8.0 Funding Request (OPTIONAL)</td>
<td>8.1 Amount and Type of Funds Requested</td>
</tr>
<tr>
<td></td>
<td>8.2 Milestones</td>
</tr>
<tr>
<td></td>
<td>8.3 Exit Strategy/Plan</td>
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<tr>
<td>Appendix</td>
<td>Optional items to consider including:</td>
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<tr>
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<td>- Marketing calendar</td>
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<td>- Sample advertisements, collateral, etc.</td>
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Problems = Profits
Parking Congestion on Campus

- Create a “realtime” APP showing open parking spots or where the various buses are enroute.
- Work with local homeowners to rent their driveways
- Create a car that can be folded up and easily carried to class.
- Develop a campus-wide subway system or above ground UNM Monorail (like Disneyworld).

- Offer rental bicycles, Segways or skateboards that are available at various distribution points around campus… pick one up at one location and drop it off at another.
- Offer more online courses so students don’t need to come to campus.
- Transition parking meters to real time accounts… basically pay via an APP so you just pay for what time you use it
- Offer a hotel-like concierge service!
Problems = Profits
Your Business Idea

What problem does your product or service solve?
______________________________________________________________________
______________________________________________________________________

Who is your target market?
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________

Who are your biggest competitors?
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________

What is your Unique Selling Point (USP)?
______________________________________________________________________
______________________________________________________________________
Research Information

Albuquerque Economic Development
www.abq.org

Albuquerque / Rio Rancho Entrepreneurial Ecosystem
www.NMNetLinks.com

Hoovers, Inc.
www.hoovers.com

Metro New Mexico Development Alliance
www.nmsitesearch.com

New Mexico Department of Workforce Solutions
www.dws.state.nm.us

New Mexico Economic Development Department
www.edd.state.nm.us

UNM Bureau of Business and Economic Research (BBER)
http://bber.unm.edu

UNM Parish Memorial Business & Economics Library
http://elibrary.unm.edu/parish

U.S. Census
www.census.gov
Top Entrepreneur Resources
http://libguides.unm.edu/entrepreneurship
Source: Todd Quinn, UNM Parish Library

• Business Source Complete
  – Citations, abstracts and extensive full text of articles from journals, magazine, and trade publications. Includes current company, industry and region reports.

• IBISWorld
  – Over 700 industry reports updated quarterly or twice a year. National and international reports. Reports include market information.

• Business Plan Handbook
  – Browse or search the hundreds of actual business plans compiled by, and aimed at entrepreneurs

• Mintel Market Research Reports
  – Mintel provides comprehensive market reports for various products, services, and markets/demographics.

• Simmons Research OneView
  – A tool and database for discovering target markets of national including Albuquerque-Santa Fe, Amarillo, and El Paso markets, based on consumer survey data, and demographic and lifestyle data.
Mailing Lists and Directories

• Mailing Lists:
  – infoUSA, www.infousa.com
  – Zap Data, www.zapadata.com

• Directories / Local Information:
  - Albuquerque Hispano Chamber of Commerce
    www.ahcnm.org
  - Greater Albuquerque Chamber of Commerce
    www.abqchamber.com
  - Links to Associations, Industry Organizations, etc.
    www.nmnetlinks.com
  - NAIOP NM Commercial Real Estate Directory
    www.naiopnm.org
  - NM Business Weekly’s Book of Business Lists
    www.bizjournals.com/bookoflists/albuquerque
  - Rio Rancho Regional Chamber of Commerce
    www.rrrcc.org
  - UWCNM Center for Nonprofit Excellence
    www.centerfornonprofitexcellence.org
  - Visit Albuquerque
    www.visitalbuque.org/business-listings/
B2B vs. B2C

- **B2B - Business**
  - Location, Size, Type of business, Industry
  - Sales (triad)
    - Does your product/service meet his/her needs?
    - Who is the Decision Maker (DM)?
    - Do they have money to buy your product or service?

- **B2C – Consumers**
  - Demographics:
    - Age
    - Income
    - Gender
    - Education
    - Location
    - Marital Status
  - Psychographics:
    - Beliefs
    - Values
    - Attitudes
    - Motivation
    - Purchase behavior

- **Market Potential?**
  - How many are there?
  - Average order size over year?
  - Sales potential, market share, etc.
Define Your Ideal Customer

Describe Their Key Attributes

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
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________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
The Four P’s of Marketing

The Marketing Mix

Product
- Design
- Quality
- Functionality
- Technology
- Branding
- Packaging
- Services
- Availability
- Warranty

Price
- Strategy
- List Price
- Discounts
- Allowances
- Payment period
- Credit terms
- Payment methods

Place
- Trade Channels
- Coverage
- Assortments
- Locations
- Inventory
- Transportation
- Logistics
- E-Commerce

Promotion
- Advertising
- Personal selling
- Sales promotion
- Public relations
- Direct marketing
- Corporate Identity
- Form of promotion
A.I.D.A.

AWARENESS
Something is used to attract the reader’s or viewer’s attention. In a print ad, it might be a photograph or illustration, bold type, white space around the art and words of the ad, or the ad’s size. In a commercial, it might be images, sounds and voiceovers on the screen.

INTEREST
Some information, such as details, price or availability, is provided to create interest in the product being advertised.

DESIRE
Something is used to make you desire the product. A celebrity may appear in the ad/commercial. The images and language of the ad/commercial may suggest that you will benefit from the product.

ACTION
Something is done to urge to act now. There may be a time limit on a sale price or a limited supply of the product.
Guerilla Marketing

**Guerilla Warfare** is a form of irregular warfare in which a small group of combatants including, but not limited to, armed civilians (or "irregulars") use military tactics, such as ambushes, sabotage, raids, petty warfare, the element of surprise, and extraordinary mobility to harass a larger and less-mobile traditional army, or strike a vulnerable target, and withdraw almost immediately. (a.k.a., paratroopers, snipers, spies, camouflage, special forces, etc.)

**Guerilla Marketing** – Promoting a product through fun, unique, outrageous, and unconventional methods. Rather than paying money to get people to see the company's promotions, guerrilla marketing attempts to create short term buzz and curiosity, with imaginative advertisements people will WANT to see because they are funny, captivating, or completely crazy.
Some Guerilla Examples

• The Boston Symphony asked subscribers to respond to a survey (on their Facebook page) to vote on what song a featured performer should do as his encore… they captured hundreds of new email addresses, and information about their subscribers for future marketing campaigns

• A New York Bakery sends Tweets to their customers alerting them when the latest batch of French Bread has come out of the ovens

• A Real Estate Agent purchased the phone number of a competitor that had recently gone out of business, so he could receive their calls

• A handyman / contractor placed his business cards into library books on Do-It-Yourself repairs to generate sales

• A Financial Planner/Counselor in San Francisco would drive ahead of people in high-priced cars crossing the Golden Gate bridge and would pay their toll, and ask the agent to give his business card back to the driver (with a note, “If you’d like to save more money, please call me!”)
Some Great Videos

Marketing Strategies and Trends:

“How to Get Your Ideas to Spread,” Seth Godin,
www.youtube.com/watch?v=xBIvIM435Zg
“This is Broken,” Seth Godin,
www.ted.com/talks/lang/en/seth_godin_this_is_broken_1.html
“Life Lessons From an Ad Man,” Rory Sutherland,
“Choice, Happiness and Spaghetti Sauce,” Malcom Goldwell,

Creative Advertising Ideas and Data Analyses:

James Bond Invisible Mercedes,
www.youtube.com/watch?v=JNyIIG0Ewkw
The Solar Annual Report,
www.youtube.com/watch?v=hm0tRDW9wgl
Nike Interactive Window Display,
www.youtube.com/watch?v=47Bbrhx1VfE
Experience the power of a bookbook™,
http://www.youtube.com/watch?v=MOXQo7nURs0
Debunking Third-World Myths With the Best Stats You’ve Ever Seen…
www.youtube.com/watch?v=RUwS1uAdUcl&list=PL70DEC2B0568B5469&index=9
Let’s Be Guerrillas!

What pain or problem does your product or service resolve?

_______________________________________________________________

_______________________________________________________________

What is your Unique Selling Point (USP)?

_______________________________________________________________

_______________________________________________________________

Brainstorm 2-3 Guerrilla-like “out-of-the-box” promotional ideas?

_______________________________________________________________

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Back To The Future

Source: John Atkinson, Wrong Hands, http://wronghands1.wordpress.com
6-Step Sales Process

1. Prospecting
   - Identify potential customers

2. Approach
   - Make appointment

3. Presentation
   - Identify DM, Needs, $ Budget and Timeline
   - ABC’s of Selling - Always Be Closing
   - SPIN Questions *
     Situation, Problem, Implication, Needs-Payoff

4. Meet Objections
   - Listen actively, talk “benefits”
   - Anticipate and welcome objections

5. Close
   - Various types

6. Follow-up and Service
   - The most important part of any sale

Strategic Networking Process
In the Business Community

1. Define your ideal sales prospect

2. I.D. groups & meetings they attend

3. Check roster
   - Be introduced
   - Ask questions & listen
   - Build rapport
   - Identify pain, problem, and/or passion
   - Say how you have “Helped others in a similar situation and would be happy to show you how you I that.”
   - Ask for appointment

4. Follow up
   - Collect contact’s information
   - Document needs
   - Create next steps “Action Plan”
   - Follow-up within 24 hours
   - Confirm appointment
   - Send information, lists, articles, etc. tied to their needs
   - Always “under-promise and over-deliver”

5. Track results, next steps

3 Key Attributes

- Define goals
- Research lists
- Industry vs function
- Business vs social
- Create calendar
- Send information, lists, articles, etc. tied to their needs
- Always “under-promise and over-deliver”
- Ask for appointment
Your Networking Strategy

Identify the Top 3 Characteristics of Your Ideal Customer?

Which organizations do they belong to?

Which meetings do they attend?

<table>
<thead>
<tr>
<th>Features</th>
<th>Benefits</th>
<th>Advantages</th>
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## Building Relationships

**Key Building Blocks**

<table>
<thead>
<tr>
<th>Close</th>
<th>(10%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation</td>
<td>(20%)</td>
</tr>
<tr>
<td>Identify Needs</td>
<td>(30%)</td>
</tr>
<tr>
<td>Build Trust</td>
<td>(40%)</td>
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</tbody>
</table>

- When would be a good time to meet?
- I’ve helped other people solve that same problem
- May I contact you to show you how I did that?
- How are things going?
- Listen for cues to I.D. their Pain, Problem or Passion
- Be the first to say your name
- Get to know the person:
  - Where are they from?
  - What brought them to NM?
  - Are they a member?
- What do they do?
- Where do they work?
- Customize your “elevator speech”
Tips for Getting Attention

“Who Knows You?”

• Be the best at something
  – Position yourself as a “subject matter expert”
  – Earn certificates and obtain industry licenses

• Get published
  – Contribute articles, write a book, etc.
  – Get quoted

• Be a speaker
  – Develop a repertoire of topics you speak on…
  – TEDxABQ, [www.tedxabq.com](http://www.tedxabq.com)
  – Tony Alessandra Speaker Materials

• Be Recognized
  – Win an award (Best Place to Work, 40 Under Forty)
  – Nominate others

• Get Connected
  – Sign up for LinkedIn and other industry social media
  – Build a database
  – Develop a ‘strategic networking plan” and calendar
Don’t Get Discouraged!

The next time your ideas are met with words of discouragement, remember that most of the great inventors had to fight a similar battle before their ideas were accepted. Take, for example, some of the more famous, yet misguided, comments made through history:

• "This 'telephone' has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us." Western Union internal memo, 1876.
• "Heavier-than-air flying machines are impossible." Lord Kelvin, President, Royal Society, 1895.
• "I think there is a world market for maybe five computers." Thomas Watson, Chairman of IBM, 1943.
• "We don't like their sound, and guitar music is on the way out." Decca Recording Co., rejecting the Beatles, 1962.
• "The concept is interesting and well-formed, but in order to earn better than a 'C', the ideas must be feasible." A Yale University management professor in response to Fred Smith's paper proposing reliable overnight delivery service. Smith went on to found Federal Express Corp.
• "So we went to Atari and said, 'Hey we've got this amazing thing, even built with some of your parts, and what do you think about funding us? Or we'll give it to you. We just want to do it. Pay our salary, we'll come work for you. And they said, 'No.' So then we went to Hewlett-Packard, and they said, 'Hey, we don't need you. You haven't go through college yet.'" Apple Computer Inc. founder Steve Jobs on attempts to get Atari and Hewlett-Packard interested in his and Steve Wozniak's personal computer.

When you encounter those proverbial "nay-sayers", stand firm, believe in yourself and push even harder! And remember Benjamin Franklin's words… "A kite rises against the wind, not with it".
“Give it Back Better Than You Got it”

Jack F. Kemp, 1935-2009
Q & A