



## News for Immediate Release

### **Customer Centric Marketing – Achieves Consistent Flow of Small Business B2B Clients**

“We built our success on working hard and overachieving for our clients. In return, they often were a great source of new business referrals. As time past, many of the industries we served went through consolidation and we started receiving fewer sales referrals for new business. We really like the [customer centric marketing](#) techniques that MyMarketingDept uses in helping us obtain high quality sales prospects. Now, sales prospects actual call us. It’s a new business marketing approach more like the referrals we use to get.”

— John Berkman, President

[Creative Marketing Associates, Inc.](#), (CMA) designs, engineers, prototypes and manufactures customized permanent and semi-permanent [point-of-purchase display fixtures](#). CMA operates out of Deerfield Beach, FL and Pittsburgh, PA primarily servicing the needs of fortune 1000 companies and growth orientated consumer product manufacturers. They have earned a reputation for providing creative, efficient and moneymaking merchandising for their clients. Like most other B2B small business firms, generating new sales is the lifeblood of there business.

### **Seeking New Business with Declining Referrals**

Building business rapport is crucial to a successful B2B selling strategy especially for those selling high-end consultative products or services. Marketing yourself or your firm to your next client often goes neglected because of your focus on serving today’s client, but at a tremendous cost of an ever-shrinking sales volume. Such is the conundrum of almost every company torn between doing today’s project and cultivating tomorrows.

For many years, CMA received new business referrals from their existing clients and had little need to market their business aggressively. As time past, many of the firms CMA served went through consolidation, others ceased to exist, and they started receiving fewer and less reliable sales referrals for new business. Recognizing their dilemma, they set out to establish a plan to attack the [new business sales](#) challenge they faced. It had become apparent that they would need to seek new ways to stimulate sales.

### **Setting Sales Prospecting Goals**

To resolve their dilemma CMA decided on seeking out professional marketing help. The goals they established for evaluating a marketing firm to assist them in new business prospecting were:

- Focus on developing quality sales leads, not quantity
- Develop an affordable sales lead generation solution, not a one shot deal, but one that would be working everyday without breaking the bank
- Create a distinctive selling proposition to differentiate between themselves and their competitors
- An easy to implement marketing program
- Eliminate "Just Send Literature" & NO Calls Please!" responses



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However, which marketing company to select?

After much research and evaluation, they choose MyMarketingDept, Inc. because they offered a number of important differences compared to their competition such as:

- A specialty focus on small business B2B marketing
- A distinctive customer centric marketing methodology
- An ongoing marketing program of support that was affordable
- Measurable Return-on-Investment based on sales not responses

### Benefits Achieved

The results have been as advertised a consistent flow of quality sales prospects that actually call CMA to set up sales meetings.

Says Berkman, "our experience has been truly rewarding, helping us obtain high quality sales prospects that really want to meet with us has only been the tip of the iceberg given all the benefits we have enjoyed since working with MyMarketingDept, Inc."

Commenting on their relationship with CMA, Bob Hennessey, President of MyMarketingDept, Inc., said, "We delight in being helpful to CMA in smoothing out the feast or famine sales prospecting dilemma that they were experiencing."

About Creative Marketing Associates, Inc

CMA designs, engineers, prototypes and manufactures customized permanent and semi-permanent point-of-purchase display fixtures. We primarily service the needs of fortune 1000 companies and growth orientated consumer product manufacturers. We are pleased with our reputation for providing creative, efficient and moneymaking merchandising for our clients. Contact John Berkman at [sales@creativemarketingassoc.com](mailto:sales@creativemarketingassoc.com) or (561) 317-8320.

About MyMarketingDept Inc

MyMarketingDept Inc helps small business selling business-to-business services and products to obtain face-to-face-sales meetings affordably by having sales prospects actually call them. Using [customer centric](#) lead generation principals MyMarketingDept is leading the way in generating [B2B sales leads](#) to help small business sell more products and services affordably. MyMarketingDept is online at [www.mymarketingdept.com](http://www.mymarketingdept.com). Free small business marketing campaign analysis tool available at [www.smartmarketingcampaign.com](http://www.smartmarketingcampaign.com).

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