

The 20 lessons we wish someone had told us to help us reach Diamond!

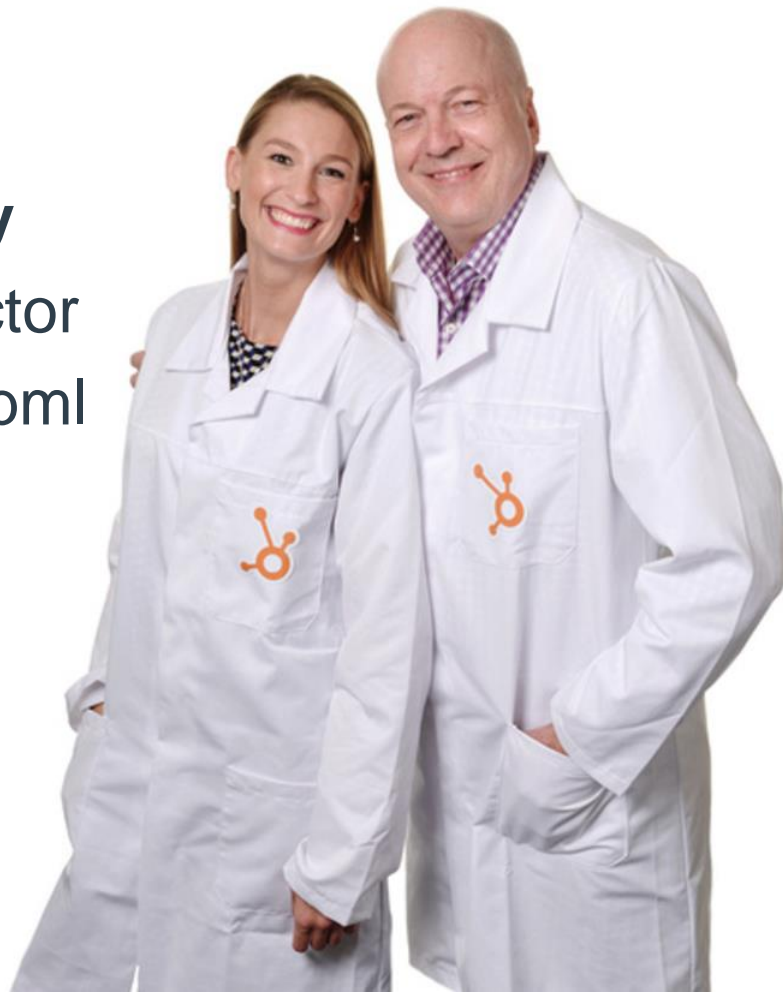
Reaching Diamond has been an exciting and rapid journey but there have inevitably been a few bumps in the road along the way! Let us help you avoid them!

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VERITY DEARSLEY – MANAGING DIRECTOR

Verity Dearsley

Managing Director

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Bob Dearsley

Chief Exec

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**No-nonsense, straight-talking
PR & marketing advice
for SMEs & Start-ups**

No More PR & Marketing Bollox! is campaigning to stamp out all those jargon-filled, unexplained, acronym quoting and nonsensical articles that have for too long plagued our world of PR & Marketing - and made it almost impossible for SMEs and Start-ups to get clear cut, simple, actionable advice.

This weekly blog-site is dedicated to providing the SME and Start-up community with highly reliable, no-nonsense and straight-talking advice on PR and Marketing.

The goal of **No More PR & Marketing Bollox!** is to bring together an array of tips, hacks and insights from entrepreneurs, marketers, and PR professionals to provide SMEs and start-ups with weekly, straight-talking, and no-nonsense advice on PR & marketing, which will enable them to thrive and succeed in the digital world.



www.prmarketingbollox.com



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[/in/bobdearsley](https://www.linkedin.com/in/bobdearsley)

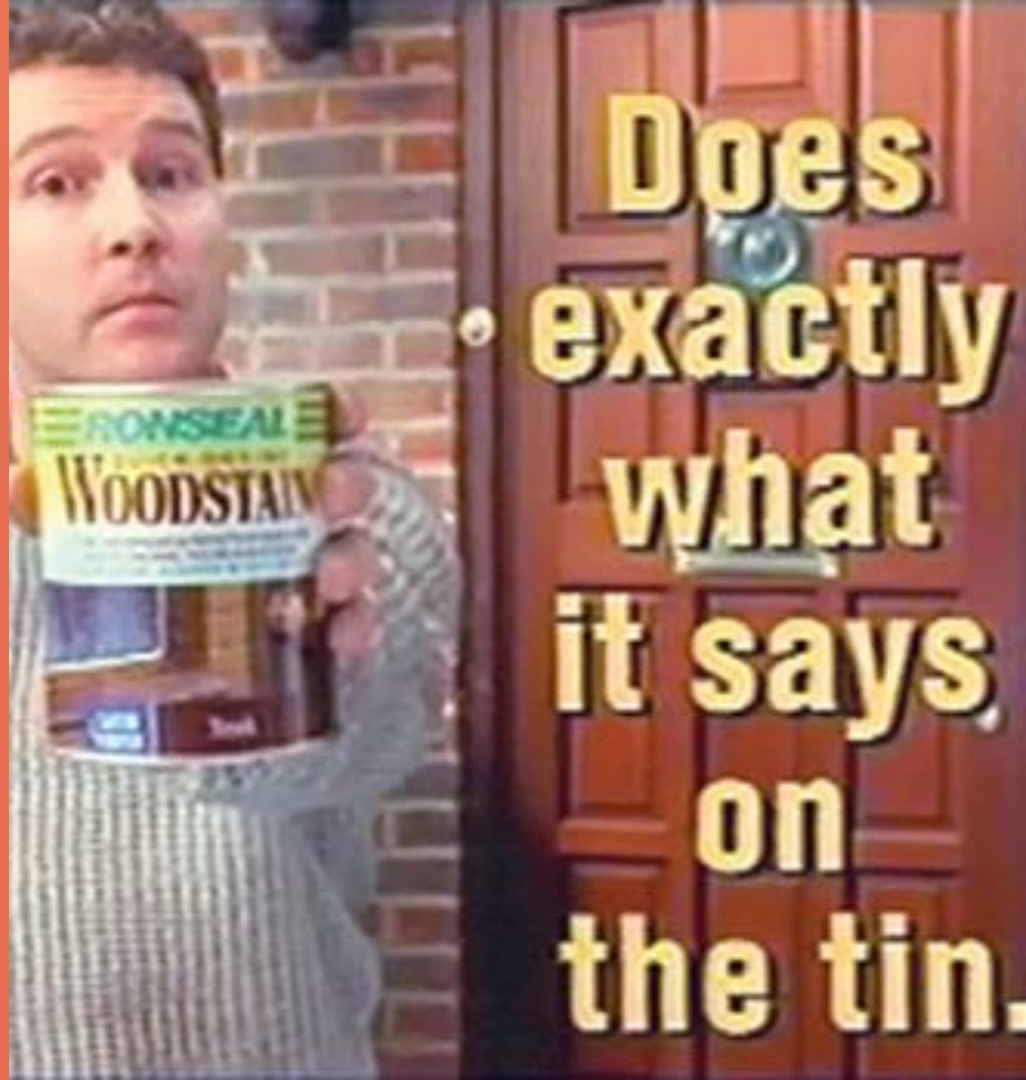
The background is a solid orange color. In the top right corner, there are several concentric circles of varying shades of orange. On the left side, there is a small orange circle and a larger, semi-circular shape at the bottom left, resembling the back of a person's head and shoulders.

1 Know who you are...

The Ronseal Approach..

Work out exactly what you do
and write it on the tin!

Then put the tin on the shelf –
(your website!)



**Get big quick
or get niche!**

Or both!!



2 Know your audience...

**Put your hand on your heart
and promise yourself you have
done this in the last 6
months...**

[illegible]

**Know what
businesses are
the right fit!**

**Sometimes you will
HAVE to say no – work
out what works and
avoid what doesn't.**



The background is a solid pink color. In the top-left corner, there are three overlapping circles of different sizes, all in a lighter shade of pink. A large, white, stylized number '3' is positioned on the left side of the slide. To the right of the '3', the text 'Think like Stella...' is written in a white, sans-serif font. In the bottom-right corner, there is a large, faint, curved pink shape that resembles a thick arc or a partial circle.

3

Think like Stella...

**\$1.25
extra**

Bring this coupon and pay an extra
\$1.25 on your next Stella Artois.



No valid with any other offers.
Excludes tax and other charges.
Valid at participating locations only.
Expires 11/30/2005.



**Reassuringly
expensive.**



4

Don't supply, advise!

**Trusted advisors don't
sell, they advise!**

GET TO BE A TRUSTED ADVISOR

- Work with them as a consultant first
- Get some consulting dollars to cover your time
- Ensure you and your clients understand your value



Now repeat after me...

You are an expert!

MANTRA NO.1

5 Go all in on Inbound

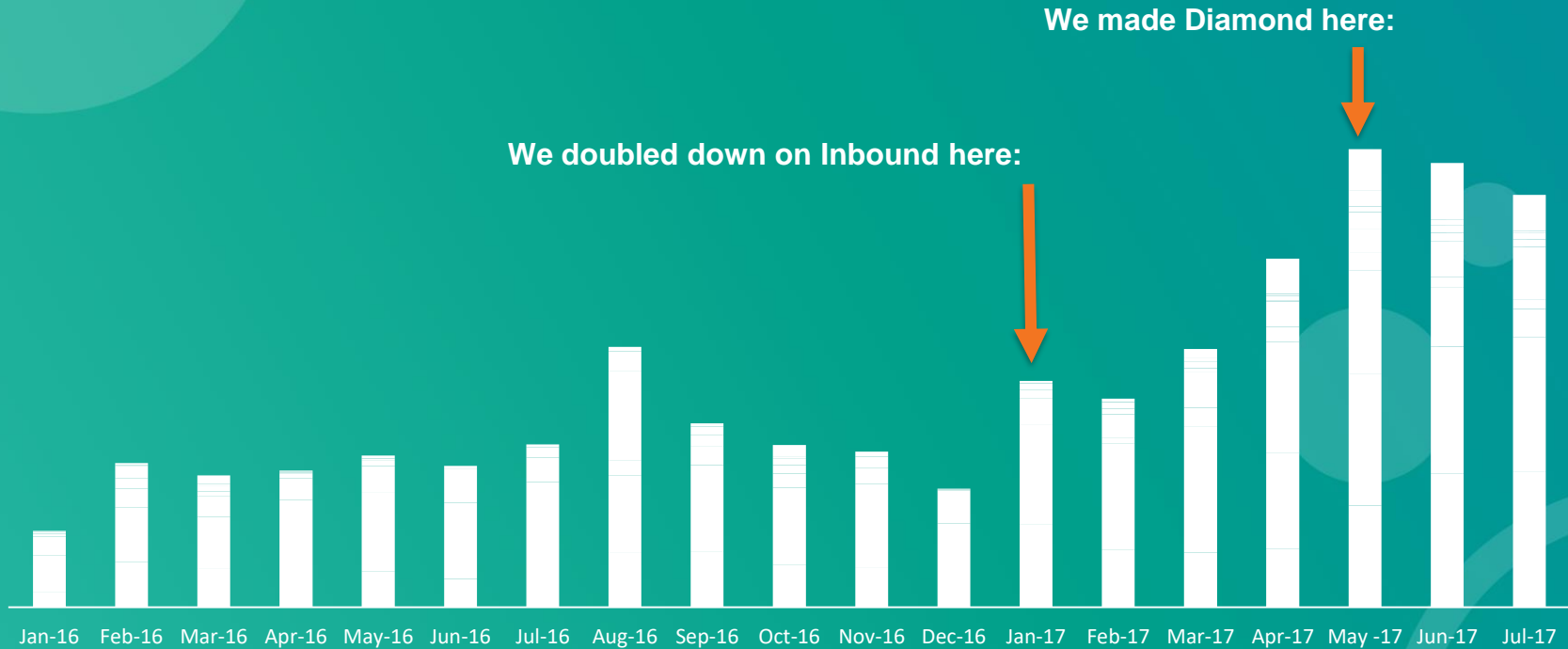
Go all in on Inbound now!

You know you need
content to sell – get all in
on the content – then
you can build traffic and
show your clients that it
works.



Why?

Since Jan 2016, our web traffic has done this...



And our Lead Gen has done this...



Get EVERYONE
HubSpot
certified!



The background is a solid red color. It features several decorative white elements: a large circle in the top-left corner, a smaller circle below it, and a large, thin white arc on the right side that curves from the middle towards the bottom.

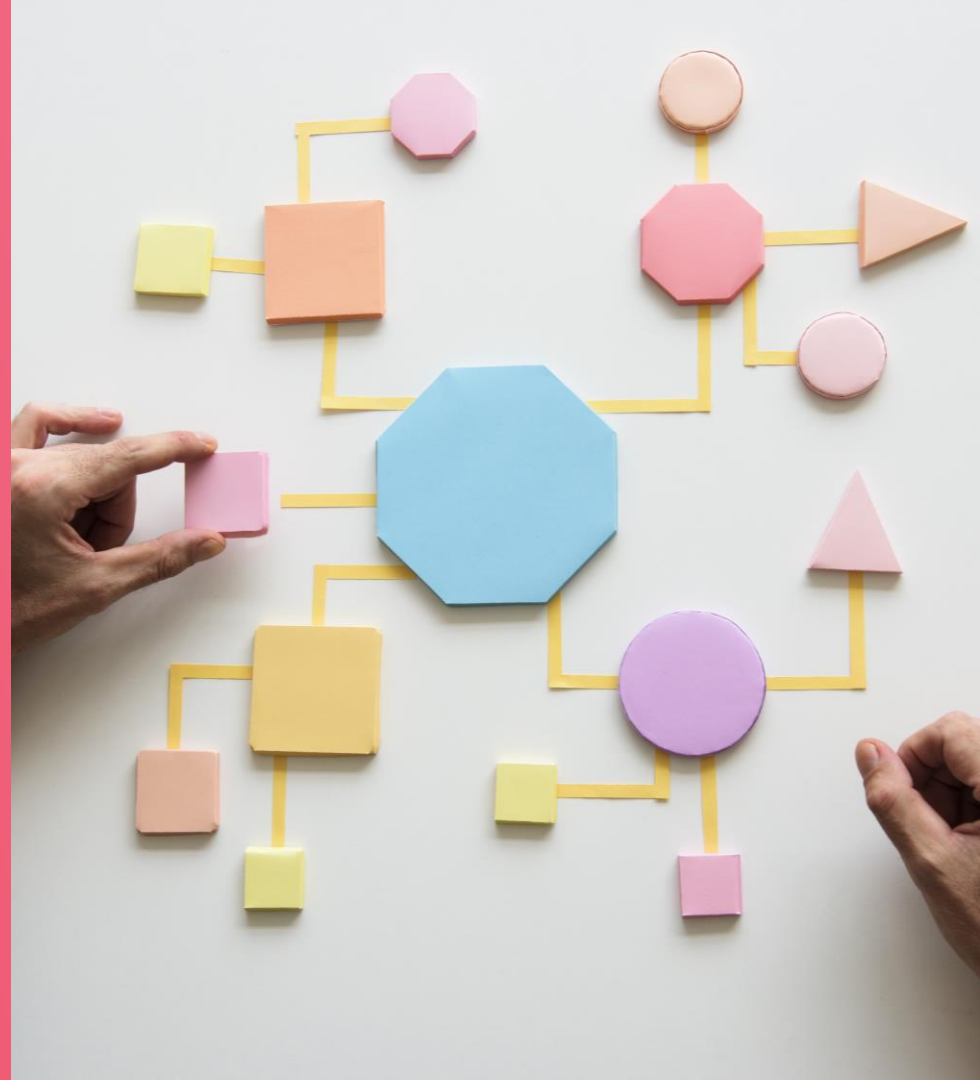
6

**Lock down your
engagement processes**

Sort your processes! Document them! Now stick to them

Watch our presentation from last year if you want to know what these should look like!

rebrand.ly/b2bml2016



Under promise, over deliver

Ok so don't actually 'under'
promise but don't be tempted to
over promise just to close that
deal.

It WON'T work!



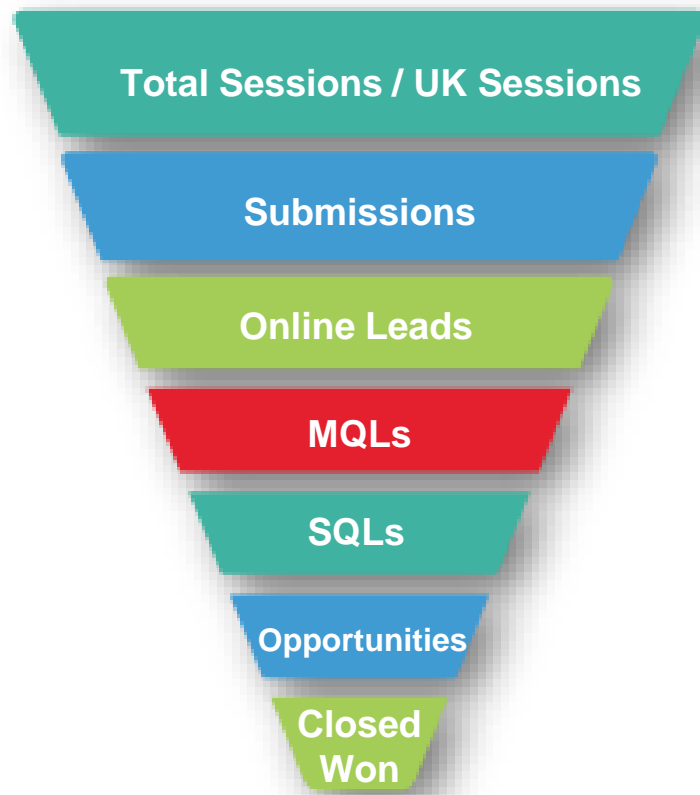
Work out what
good looks like!

...or you'll never finish
the project and you'll
never get a well done!



Funnels are your friend!

- What do you need to put in the top to reach 1 closed won at the bottom?
- Where are the holes in the funnel?



The background is a solid orange color. In the top right corner, there are several concentric, semi-transparent orange circles. In the bottom left corner, there is a large, semi-transparent orange circle. A large, white, stylized number '7' is positioned on the left side of the slide, partially overlapping the large circle in the bottom left.

7

Plan for the future...

You MUST keep one eye on the future

Future finances, future team growth, future growing & changing target audiences, future changes to HubSpot – the list is endless



The background is a solid teal color. In the top-left corner, there is a large, light-teal circle with a smaller, darker teal circle inside it. In the bottom-right corner, there are several overlapping circles and arcs of varying shades of teal, creating a modern, abstract design.

8 You are not perfect!...

Build a robust senior management team

You need thinkers AND implementers, realists AND optimists. Work out which you are and build around you.

Don't hire more of you!



9 Building your team

Step 1

Hire family...

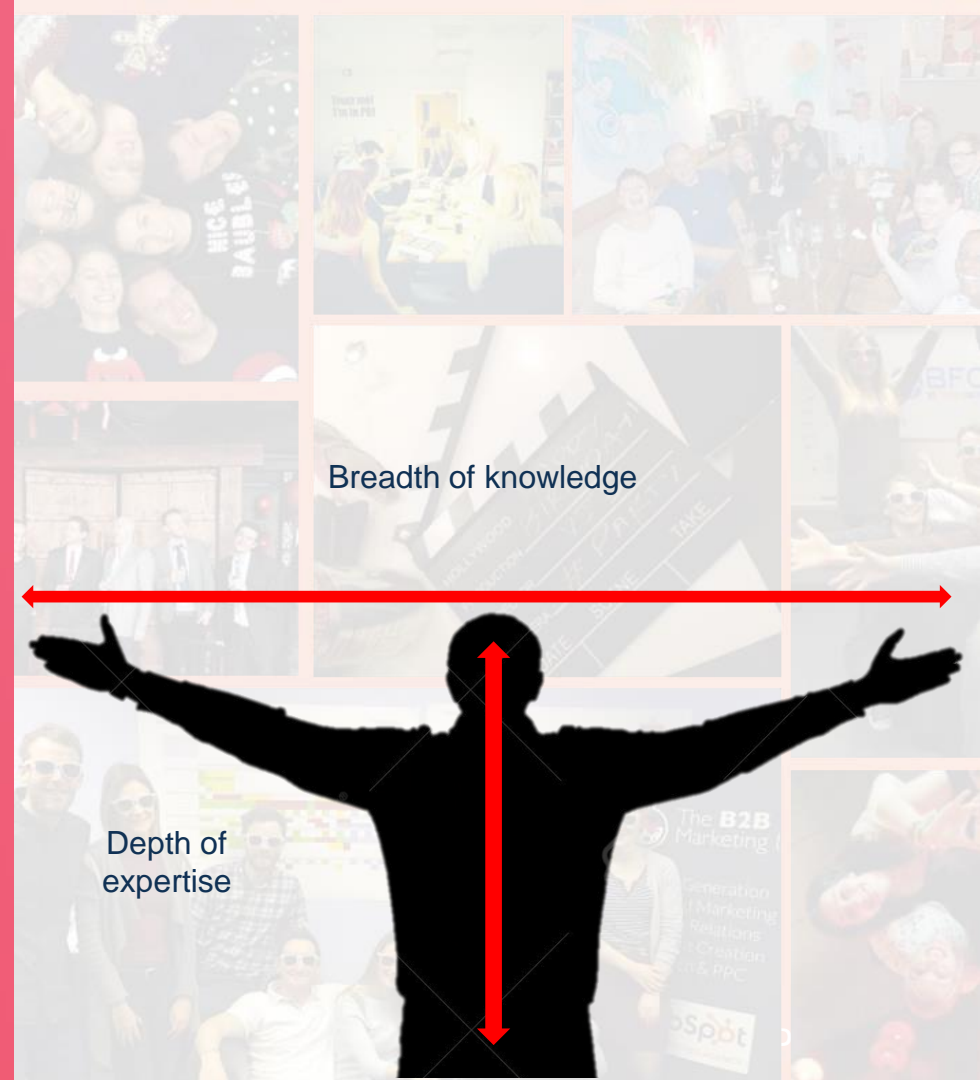


Ok actual Step 1

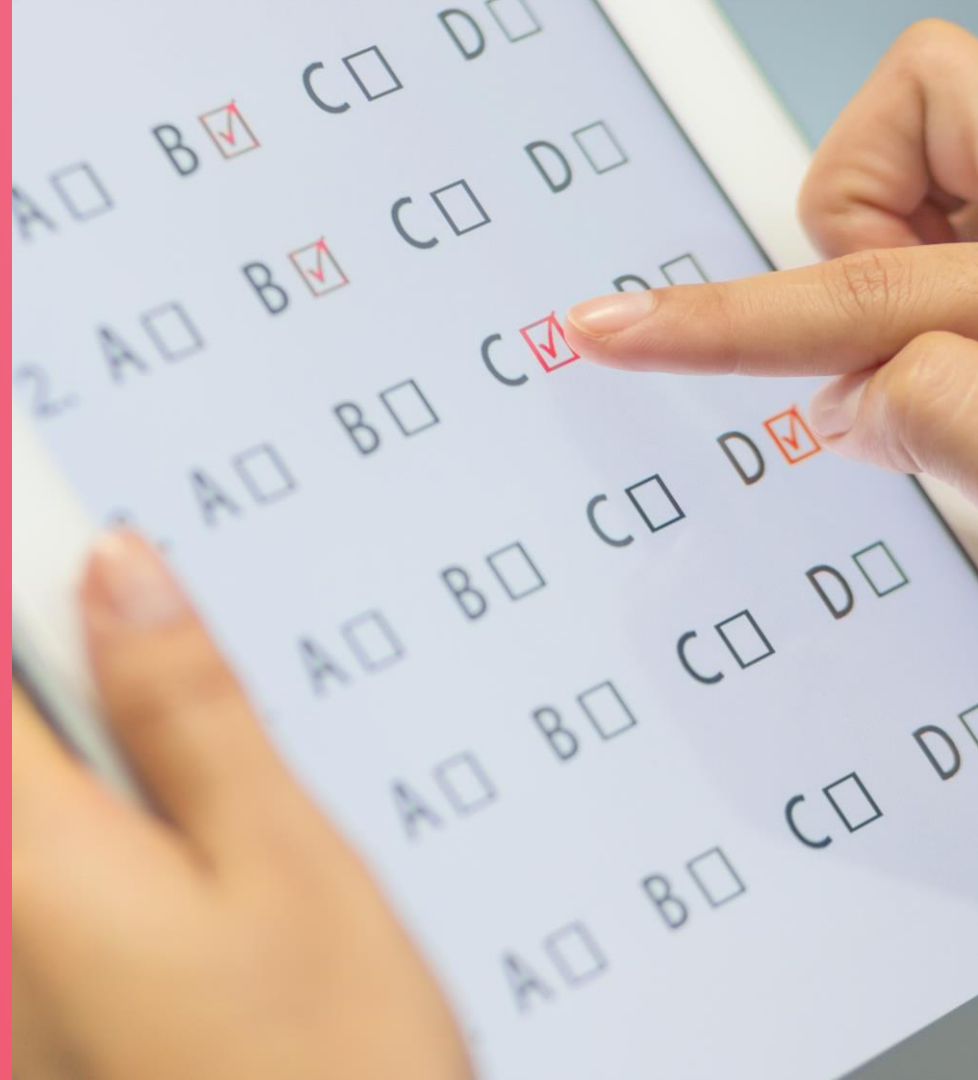
Hire well...

Hire T-shaped people

This means that we have a breadth of knowledge across a variety of different areas, but we all have at least one area that we are experts in.



To hire great
people –
test em,
test em,
test em!



**Sort out your
recruitment
processes**

**Now stick to
them!**



**N.B. - Staff
churn is more
expensive than
bottles of beer
and barbecues**



Keep planning your next hire

If you find great talent that's a
great fit, fit 'em in to the business!



10 Define your company culture

Figure out your company culture

Now write it down and make it
your culture code

Then put on on the website – let
people know about it!



Here are our company culture guidelines

- Full discovery
- Full consideration
- Think hard
- Ask questions
- Do it
- Optimise it
- Work hard
- GSD
- Measure everything
- Respect colleagues and clients
- Treat people how you would like to be treated
- Be professional
- But don't take yourself too seriously
- Make sure we enjoy the work that we do

11

Secure your cashflow

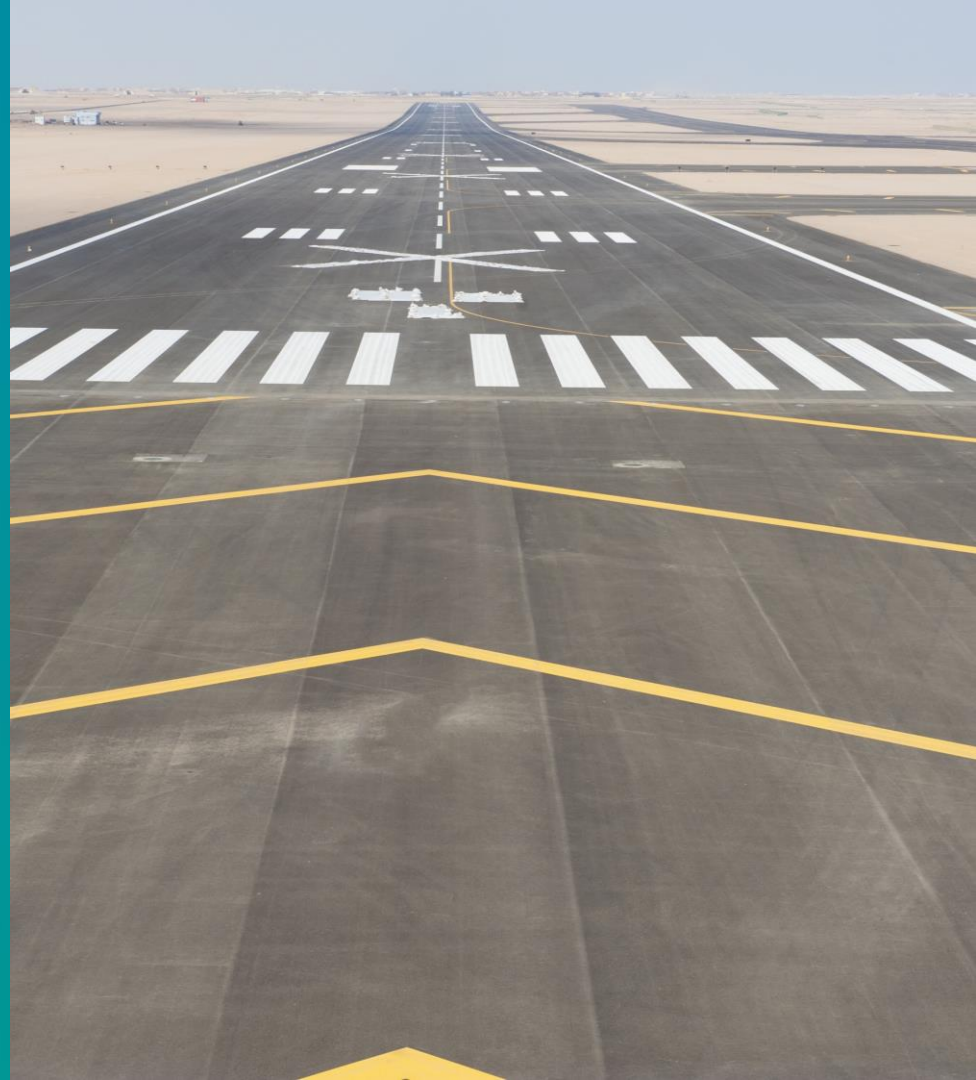


**Worry less
about profit.**

**Worry a lot
about cash
flow!**



**Always know the
length of your
cash runway**



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12

Building your contracts

Get on the same terms as your client's payroll staff



Their staff expect to get paid every month, at the end of every month.



Make sure that your contract terms do the same.



Invoice at the beginning of every month, expect payment 30 days later at the end of the month.

Get your payment terms clearly stated in your contract along with your SOW.

Make payment of invoices a clear point and that time of payment should be “of the essence of the contract”.



The background is a solid orange color. It features several decorative elements: a small solid orange circle on the left, a large solid orange circle at the bottom left, and a series of concentric orange circles in the top right corner. The number '13' is prominently displayed in a large, white, sans-serif font.

13

Dealing with Procurement...



Getting on the same page as procurement...



Don't worry – your contact hates the procurement team too!



They will ALWAYS want to specify longer payment terms!



Stand your ground and tell them that the terms were negotiated on 30-day terms.



If they want longer that's OK but your rates have to increase to cover it!



Get the client on your side!!

14 Making the deal.

There is a
tendency to
want to get the
deal at any
price!

Resist it!



If you HAVE to give a discount...



If there is no option – you have to give on price – then get something back in return.



What you get back is preferential terms in return for preferential pricing!



So to give a discount – get guaranteed or shorter payment terms written in to contract!

**Don't sell your expertise
too cheap.**

MANTRA NO.2

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15

Teach everyone to sell

...

I repeat, EVERYONE!

Your team are your experts, you
are selling expertise...

The best sales people are not
necessarily sales people!



Get Dan Tyre on your team!

Use the expertise within HubSpot to help you sell more.



Use the HubSpot Certifications

Take ALL the HubSpot Sales certifications –

Account Managers, Sales team, the lot!



Inbound
Sales
Certification

The background is a solid orange color. It features several decorative elements: a large, semi-transparent orange circle in the bottom-left corner; a smaller, solid orange circle to the left of the number '16'; and a series of concentric, semi-transparent orange circles in the top-right corner. The number '16' is rendered in a large, white, sans-serif font.

16

**Sell to everyone
you can...**

**...Then sell to
their friends!**

**Referrals are at the
heart of success**



But don't forget...

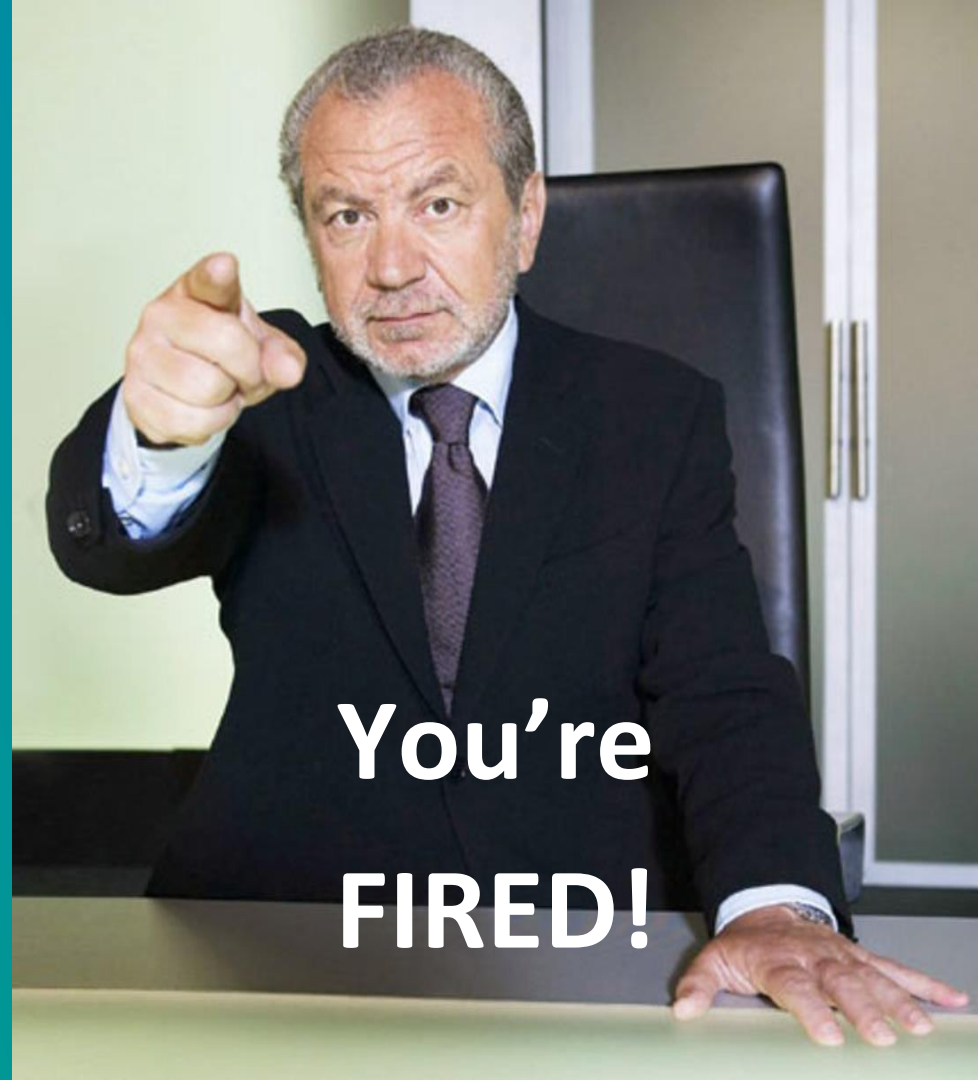
You HAVE to know when
to say no!

MANTRA NO.3

17) Learn when to sack a client!

We've all had this client: they are unhappy, you are unhappy, you never seem to be able to make them happy...

If you really can't win, learn when to walk away.



**You're
FIRED!**

18) Don't talk bollox!!!

Never flannel – be direct
– jargon doesn't make it
cleverer!



19) Get your clients hands-on with HubSpot

Don't be possessive of their portal!

If they don't use it, they won't see the value in the platform and you risk churn.



The background is a solid orange color. It features several large, semi-transparent geometric shapes: a small circle on the left, a large semi-circle at the bottom left, and a series of concentric circles on the top right.

AND FINALLY!

#INBOUNDPARTNERDAY

**20) Be
committed!**

You can do it!

**Just go and
f@*%\$&# do it!**



The background is a solid orange color. It features several geometric shapes: a small solid circle on the left, a large solid circle at the bottom left, and a series of concentric circles in the top right corner, with the outermost being a thin line and the inner ones being solid circles of varying shades of orange.

THANK YOU

#INBOUNDPARTNERDAY