

# G.R.E.A.T.E.R. Marketing & Sales Success Boot Camp



**MICHAEL JOHNSON**  
SALES SOLUTIONS

creór group™

*Bootstrap a marketing and sales team, level-up skills, and prepare for greater marketing success using the Optrian™ Method and Product Passport™.*

## Workshop Description

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G.R.E.A.T.E.R. Marketing and Sales Success is accomplished when a prepared marketing and sales team uses consistent methods and processes to direct and measure their activities.

**Goals** and strategies are crucial to any marketing and sales organization

**Resources** to accomplish goals require commitment, training, and efficient utilization

**Evangelizing** is made possible with a marketing plan and strategy

**Acquisition** of customers requires sales tools and support

**Training** the sales channels is critical to success and motivation

**Executing** on sales leads and responding to inquiries is crucial

**ROI** is determined through metrics



This workshop is ideal for organizations that need to bootstrap a marketing and sales team, reorganize for better performance, unify diverse programs and methodologies into a single process, or prepare for a major campaign or product launch.

## CO Marketing Boot Camp

When an organization is building a new marketing and sales team or evaluating restructuring possibilities, the CO Boot Camp provides the following:

- Organization modeling based on resources and objectives
- Roles/responsibilities definitions
- Interim executive marketing management during transition periods
- Goals and strategic plan setting
- Executive training on the principals of the Optrian™ Marketing Method and Product Passport™ Product Launch Process

## Infantry Marketing Boot Camp

When your marketing team is ready to turn up the skill-level or when they are ready to deploy the Optrian Marketing Method and Product Passport process, the Infantry Marketing Boot Camp provides the following:

- Goals and strategic plan setting
- Staff training on the principals of the Optrian™ Marketing Method and Product Passport™ Product Launch Process
- Product Passport practice
- General marketing skills training and practice

# Sales Tools and Training

Strategies that are not translated into effective tools and sales channel training are unheeded. The Boot Camp also prepares the marketing and sales team to translate the plans into actions.

## Sales Tools

Participants will map out the types of sales tools needed for a product launch, evaluate the effectiveness of current tools against the Oprian™ Marketing Method, and practice creating collateral that addresses the three buyer-decision gates.

Participants will also explore when to use specific tools for different audiences.

|              | Sales Tools                        | Logical | Similarity | Emotional |
|--------------|------------------------------------|---------|------------|-----------|
| Basic        | Business presentations             |         | ●          | ●         |
|              | Technical presentations            | ●       |            |           |
|              | Product data sheets                | ●       |            |           |
|              | Product brochures                  | ●       | ●          |           |
|              | Market backgrounders               |         | ●          | ●         |
| Intermediate | Newsletters                        |         | ●          | ●         |
|              | White papers                       | ●       | ●          |           |
|              | Position papers                    |         | ●          | ●         |
|              | Case studies                       | ●       | ●          | ●         |
|              | Success stories                    |         | ●          | ●         |
|              | ROI models                         |         | ●          | ●         |
|              | TCO models                         |         | ●          | ●         |
| Advanced     | Application notes                  | ●       |            |           |
|              | Testimonials/3rd Party Validations | ●       | ●          | ●         |
|              | Competitive analysis/benchmarking  | ●       | ●          |           |
|              | Product samples                    | ●       |            |           |
|              | Reference designs                  | ●       |            | ●         |
|              | User manuals                       | ●       |            |           |
|              | Instructional videos               | ●       |            |           |
|              | Tools/software/drivers/hardware    | ●       |            |           |

## Sales Skills Training



Periodic skills-training is important to ensure uniformity and effectiveness in sales.

With Michael Johnson, Michael Johnson Sales Solutions, sales and marketing teams are put

through coaching on the selling process that compliments the Oprian Marketing Method. Advanced selling and marketing techniques based on Neuro-Linguistic-Programming (NLP) brings a sophisticated, effective approach to communication and selling.



Creor Group's marketing method recognizes that buyers and influencers pass through three decision gates before making a purchase.

Using this knowledge, marketers are able to capture appropriate data and implement more effective marketing strategies and product launch plans.



Our product launch process uses the Optrián™ marketing method to populate a database and draw on its contents to create a marketing strategy and product launch plan.

The five-step closed-loop process includes planning templates, tools, and consulting.

## What Needs are Addressed?

- Organization preparedness and skills gaps
- Rapid process and methodology unification
- Tribal warfare and communication effectiveness



## What are the Benefits?

- Facilitates changes to or builds organizations
- Unifies processes, methods, goals, and metrics
- Levels-up skills
- Builds team unity, efficiency, and effectiveness

## Other Related Workshops

Creor Group offers additional consulting services and workshops related to product launches and marketing.

### **Taking the Risk Out of Product Delivery Workshop**

This full-day program, facilitated by Bob Eminian and Stephen Rowe of Stephen Rowe & Associates, enables your cross-functional team to identify pitfalls in the new product delivery process, examine causes/effects, and propose possible remedies.

Supported with case studies and examples of the common lethal pitfalls, the workshop includes a pre-event survey of participants, course materials, reference card, and a follow-up report with solutions identified.

### **Marketing Program Effectiveness Audit**

This workshop is offered to help marketing and sales organizations audit their current marketing strategies, tools, and collateral.

Working with consultant Bob Eminian, participants will determine how to improve their current marketing programs using the Optrian™ marketing method.

## Workshop Facilitators

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**Bob Eminian**  
**Marketing**

Mr. Eminian conducts marketing and sales workshops and product launch consulting. He is a 20 year business-to-business marketing veteran with diverse experiences in semiconductor, electronics systems, enterprise software, and e-commerce industries. Bob is a marketing consultant and principal of Creor Group.

He helps businesses implement his Optrian™ marketing method, a three-decision-gate approach to marketing and the Product Passport™, Creor Group's closed-loop product launch process.

He also conducts marketing process optimization workshops and assists technology-related companies with market research and organizational development. With Creor Group associates, he delivers virtual design/web/PR agency services.

Bob has held executive positions at and worked with companies including Samsung, Cisco, Axon Technologies, Johnson Diversey, Empact Software, and WebQuote.com and is on the advisory board of AriaDNA Systems.

## Workshop Facilitators

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Michael Johnson  
Sales



Mike Johnson understands the challenges that you face every day. During his 25 year career in sales, sales management, sales training and business management, Mike received many sales honors including top sales producers for one of America's most successful and admired companies. In October, 2003 Mike was selected as one of the world's greatest mentors, identifying Mike as an innovative expert whose skills, experience and record of success qualify him as an unsurpassed resource and mentor.

He helps companies of all sizes and industries increase sales revenues through evaluation, training and coaching.

Before founding Michael Johnson Sales Solutions, Mike had a successful sales career for over 25 years. As a sales and marketing executive at GE, he developed and taught sales training. Mike left GE to become a partner in an electronics manufacturers' representative firm and ran his own rep firm until he founded his training consulting business in 1999.

Mike is an officer of the Association for Corporate Growth and holds two US Patents.

# About Creor Group

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## Marketing Consultancy Practice

- **Optrian™** decision-gate marketing method
- **Product Passport™** closed-loop product launch process
- Marketing and Product Delivery Process optimization workshops
- Strategic market research
- Interim Marketing Management / CMO

## Partner Agency Services

- Collateral, Graphics Design, Branding
- Advertising
- Website Design, eNewsletters,
- Broadcast Media
- Direct Marketing, Tradeshow, Events
- Copywriting, Public Relations

For more information or to arrange marketing and sales services, contact:



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# About Michael Johnson

## Sales Solutions

### Selling Programs

- Foundations in Selling: Beliefs, Behavior, and Attitude
- Sales workshops for non-sales professionals
- 10-Week Personal Best Selling Program
- CEO Briefings
- Personal Sales Coaching
- Sales Competency Evaluation
- In-House Sales Training
- *i*Sell: NLP applied to enhance selling skills

### NLP Based Personal Enhancement

- *i*Talk : NLP applied to effective communications
- *i*Lead : NLP applied to leadership success
- *i*Am : Advanced personal growth skills

For more information or to arrange sales training and personal coaching, contact:

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## To Learn More

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To learn more about Optrian, Product Passport, or the consulting services and workshops of Creor Group, contact us today.

### **Creor Group**

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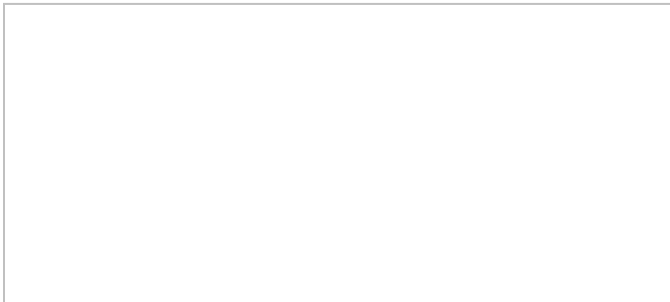
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