



Brandmusele's  
Message to Dealers



Brandmusele's Message to  
Sales Managers



# Selling Strategic Issues: Crafting the Content of the Sales Pitch

Partnership ● Strategy ● Vision

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# Selling Strategic Issues: Crafting the Content of the Sales Pitch

Partnership ● Strategy ● Vision

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# Promotional Calendar

**November 2015 Social Media**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Social Media 101	2 Supporting Social Support	3	4	5 Proactive Outreach	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3 Thanksgiving	4	5
6	7	8	9	10	11	12

**5 Simple Steps to Increasing Dealer Spend, Sales and Satisfaction**

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**REMINDER! DON'T FORGET TO SIGNUP FOR YOUR FREE MARKETING CONSULTATION**

**1** Strategic Knowledge  
Academy  
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**2** Monthly "Women" Events  
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**3** Marketing Analytics  
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**4** How-to Prospect  
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**5** Traditional Marketing  
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**6** Build Your Online Presence  
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**7** Invest in Face-to-Face Marketing  
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**8** Creating Your Marketing Plan  
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# *Goals*

- 1. Increase dealer education on Brandmuscle's marketing offerings**
- 2. Drive new MDU activations**
- 3. Increase awareness through content communications**
- 4. Promote sales engagement**

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**1**

## *Strengthen Relationships with ASMs*

**Brandmuscle has started initial outreach to ASMs -**

- **Increase ASM engagement with Brandmuscle and rebuild trust in us as their strategic marketing partner**
- **Evaluate field roadblocks and level of opportunity**
- **Build excitement and awareness around marketing programs**
- **Encourage ASMs to advocate for Brandmuscle services**

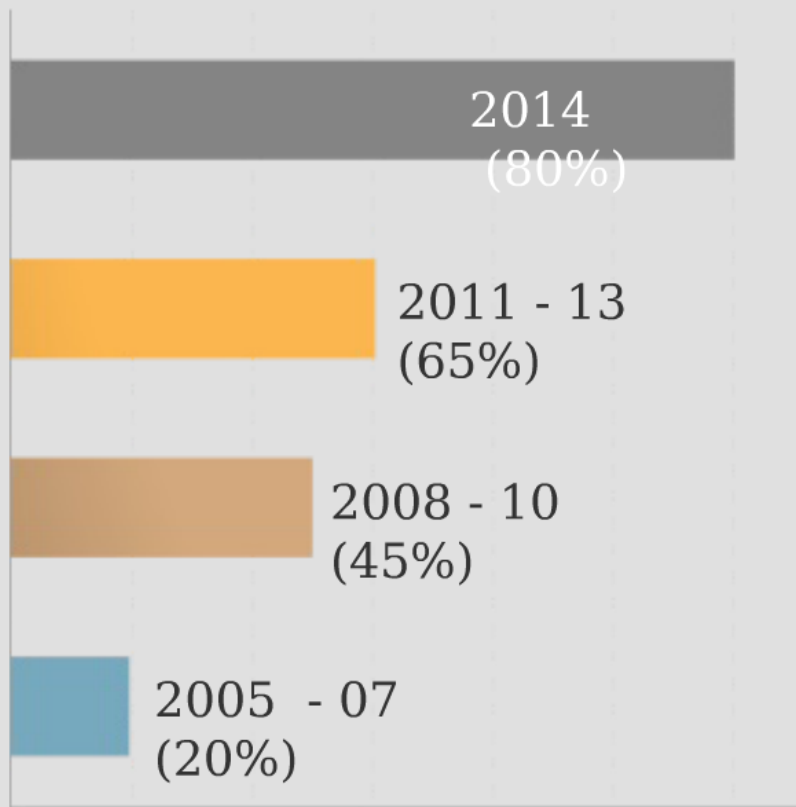
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**2**

## *Monthly “Themed” Emails to Dealers*

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- **Personalized**
- **Quick messaging**
- **Call To Action**
- **Valuable educational content  
accessible through attachments/hyperlinks**



Double click to edit this text and to format it! Lorem Ipsum is simply dummy text of the printing and typesetting industry.

of customers check out social campaigns before buying

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**Call Us at 1-800-558-4795 for your**  
**Free Marketing Consultation**

- Contented crafted with useful information designed to **improve dealer selling skills, general marketing knowledge, and Brandmuscle product knowledge**
- Showcasing: Sales/Prospecting Tips, Marketing How Tos, Everything You Need to Know About Social, Case Studies/Testimonials, Etc.

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## Order Processed

Krystal Al Ateah

Sent: Wed 10/28/2015 5:31 PM

To:  Krystal Al Ateah

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Hi Krystal!

Just wanted you to know your order has been processed successfully! Thank you!

**Joe Smith**

Marketing Consultant

**p** 216.455.5754

**f** 216.464.7211

1100 Superior Avenue | Suite 500 | Cleveland, Ohio 44114

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**brandmuscle**®

*Did you know 78% of salespeople using social media outsell their peers? Get in the game and start taking advantage of this sales-driving tool today!*