



Marketing's Deliverables

Six things marketing must be addressing to pave the way for sales:

1. "I don't know your company."
2. "I don't know your company's product."
3. "I don't know what your company stands for."
4. "I don't know your company's customers."
5. "I don't know your company's record."
6. "I don't know your company's reputation."



"Now, what was it you wanted to sell me?"

