



## Marketing's Deliverables

Today's marketing is addressing challenges never faced before. Yet for all the new channels, tools, reporting and analysis, the six prospective statements by a prospect help bring us back to making sure the rubber is meeting the road. In support of a B2B sales environment, one might consider these table stakes for an effective marketing team.

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?"**

