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80/20 SALES AND MARKETING

The Definitive Guide to Working Less and Making More

PERRY MARSHALL

PERRY MARSHALL is the founder of his own sales and marketing consulting firm, Perry S. Marshall & Associates. He has a background in copywriting and prior to his consulting career helped grow Synergetic Micro Systems from \$200,000 to \$4 million in sales in four years. He is an acknowledged expert on Google AdWords and is the author of several books including the bestsellers *Ultimate Guide to Google AdWords* and *Ultimate Guide to Facebook Advertising*. Mr. Marshall is a graduate of the University of Nebraska-Lincoln.

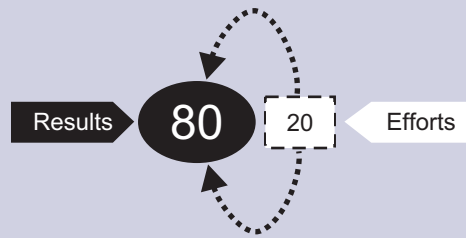
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MAIN IDEA

The 80/20 principle states 80 percent of your results will come from 20 percent of your efforts. However, that's just the starting point. 80/20 applies to everything, even itself. If you can master and apply 80/20 thinking to everything you do, then you're armed with all you need to excel.



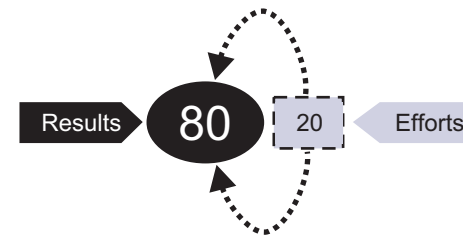
This is especially true in sales and marketing where 80/20 is the key to delivering breakthrough sales performance. Figure out which 20 percent of your marketing is currently working in your marketplace and then progressively pour more of your resources into those areas. Keep doing this over and over and you can achieve 100X improvements in your sales productivity.

Even more importantly, don't treat all your customers as equals. The top 20-percenters can be incredibly profitable. If you keep offering them products which are 10 times as expensive but which deliver 10 times or more the value of your existing products, then 20 percent of those 20-percenters will buy. That can work out well because usually it costs you less than 10 times as much to deliver that added value. Plus, it's always easier to sell more to your existing happy customers than it is to find new customers.

"Don't sell harder. Market smarter. But YOU have to do it. You have to put it into action. Only you can put on your 80/20 lenses and choose to see the world in a new way. Only you can harness your top 1 percent. You can use your brawn, or you can use your brain. Your fate is in your hands. You alone can decide to make more by working less."

– Perry Marshall

1	2	3	4	5
Use the 80/20 Power Law – Think 80/20 ² , 80/20 ³ , 80/20 ⁴ ... and so on	Before you do any 80/20 marketing, always rack the shotgun first	Keep it simple – Use the 80/20 Power Triangle to guide your thinking	Develop, project and communicate an unmissable 80/20 USP	Test, test again and then test some more ... and then scale up what works massively
Page 2	Pages 2 - 3	Page 3	Page 4	Pages 4 - 5



6	7	8	9	10
Always give an 80/20 Power Guarantee with what you sell	Do all your sales and marketing hiring and outsourcing the 80/20 Way	Fire the bottom 10 percent of your customers every year	Become skilled at doing your 80/20 Market Research in a single day	Use the 80/20 RFM Loop (Recency, Frequency, Money) to grow your business
Page 5	Page 6	Pages 6 - 7	Page 7	Page 8

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