

MARKETING FOUNDATION

YOUR BUSINESS

YOUR BUSINESS MISSION ~ MARKETING RESEARCH

THE 4-P's

PRODUCT

What Kind? Variety?

TARGET MARKET
Where to Focus?

PRICE

Be Competitive & Value Based

COMPETITION

Know Them! ~ Differentiate!

PROMOTION

Communicating Your Story

USP

Unique Selling Proposition

PLACE

How Distributed? Geography?

USE MANY ~ SET GOALS ~ BE CONSISTENT ~ TRACK RESULTS

PR
Press coverage
Articles published

ADVERTISING
TV
Radio
Print
Yellow pages
Billboards

NETWORKING
Chambers
Associations
Organizations

DIRECT MAIL
Letters
Postcards
Newsletters
Catalogs

DIRECT SELLING
Prospect appts.
Inside sales
Team selling
Demonstrations
Samples

PROMOTIONAL
Brochures
Specialty items
Trade shows
Workshops
Sponsorships

ELECTRONIC
Web site
Email campaign
Email signature
icd Cards

CENTERS OF INFLUENCE
Alliances
Professions
Reciprocal referrals

PROMOTION:

Getting the word out

SALES FUNNEL

Keep filled with prospective customers

SELLING PROCESS

- Prospecting
- Qualifying
- Analysis/Consulting
- Proposal/Presentation
- Closing
- Customer Relationship Mgmt.

SALES

Soaring to New Heights!:
Marketing & Sales Synergy

