

IDEAS + INSIGHTS

Marketing Tools - An Overview of Key Modules

Sustained marketing success in a business is never an accident. Yes, we've all experienced a run of good fortune, with sales flying off the chart - but *sustaining* that good fortune doesn't happen unless there's a strong marketing structure in place. We believe there are (up to) eight easy-to-use modules that fit together to create an unbeatable structure that will see sales and profits constantly grow. Here we take a look at each one in brief.

Author and speechwriter on business issues, S.H. Simmons, humorously defined some commonly used commercial terms as follows: *'If a young man tells his date she's intelligent, looks lovely, and is a great conversationalist, he's saying the right things to the right person and that's marketing. If the young man tells his date how handsome, smart and successful he is ... that's advertising. If someone else tells the young woman how handsome, smart and successful her date is ... that's public relations.'*

In short, much of what marketing is about relates to telling an interesting story to an audience which one wishes to impress, and ultimately, with whom to develop a relationship.

It sounds easy enough but the truth is that most businesses find it difficult to develop their marketing strat-

Campaigning is the method by which you take your story to market: this tool reveals your key messages, and how you deliver them to bring clients to your door.

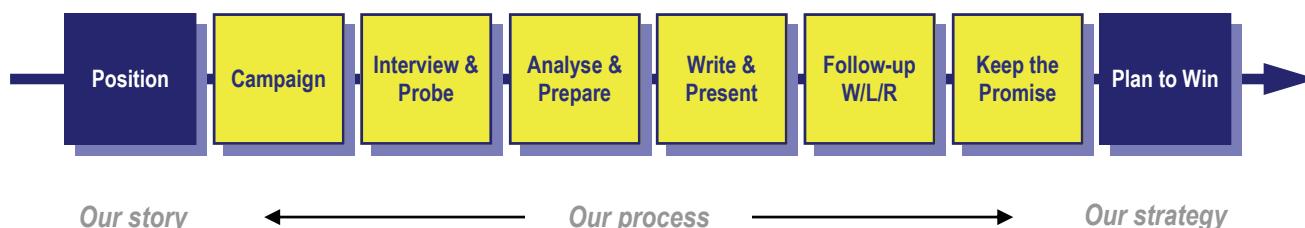
Interviewing and probing is essential to uncovering invaluable information and the tool used here uncovers diamond opportunities that competitors miss altogether.

Analysis of facts and preparation of presentation are enhanced by the use of this module that gives you a singularly competitive edge.

Writing and presenting a submission is making the sale itself and the tool we provide will showcase your offer in the most persuasive way possible.

Following up after every presentation (win, lose or draw) is made possible by this unique module.

Keeping the promises that are made in every business



egy with sufficient expertise to ensure that it really does achieve the sustainable results for which they are looking. It's self-evident that a general improvement in sales and profitability 'now and then' is far less valuable than a process that's designed to deliver improved results on a continuous basis.

A major obstacle for most business owners is the sheer lack of time available to devote to developing ongoing - and successful - marketing campaigns.

We have resolved this by developing specific tools that inexpensively put the entire marketing process in place. Because it's also a speedy process, we call it *Fast Focus*. The diagram above and the notes that follow provide an outline of how the tool modules integrate to bring substantial benefits to our clients.

Positioning your business is all about inserting your unique story in the minds of existing and potential clients. This very thorough tool enables you to define why clients should choose you as their preferred provider.

proposal is the key to maintaining client relationships - and this tool also encourages referrals.

Planning to win - continuously - is enabled by adopting the planning tool that brings the entire marketing process *and* strategy together in one brief document, dominated by a clear, one-page action plan.

It has taken many years to develop these modular tools that we use with clients to greatly enhance their sales and profit results. They are battle proven and we regularly update them in light of client experience and feedback.

Above everything, the greatest benefits they bring to clients are huge savings in time and effort, reduced marketing costs, and highly profitable results.

Contact us at any time to discuss our process and tool modules, without obligation.

