
Survive & Thrive

Russell Ferguson



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MARKETING



*“Looking at business
through customers’ eyes”*

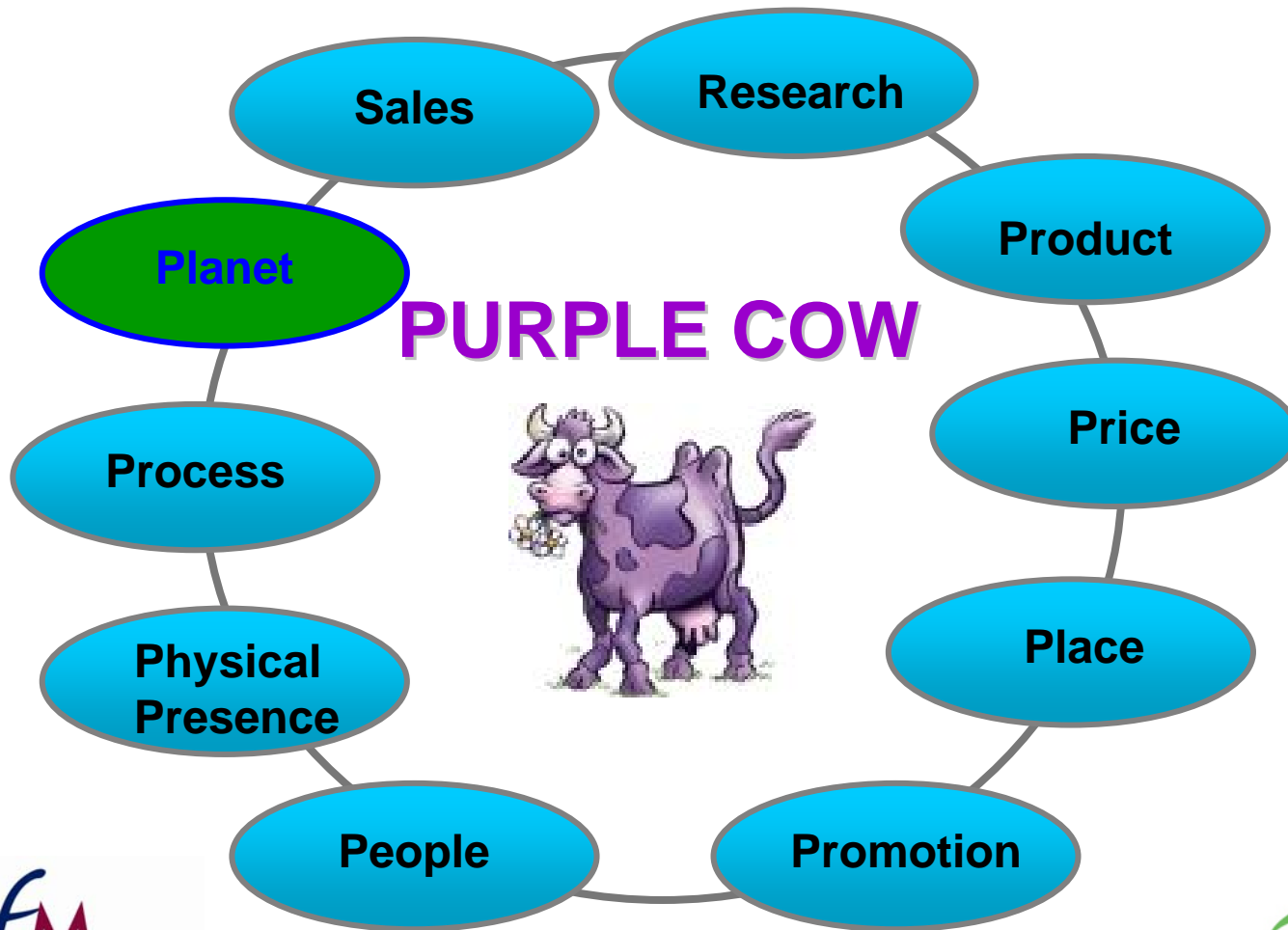
*“Satisfying customer
needs at a profit”*



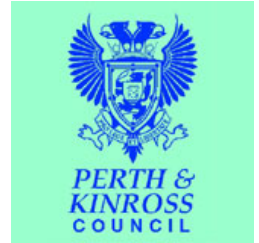
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The Marketing Cycle



MARKETING CYCLE



How do people buy?

When do they buy?

How many people know you?

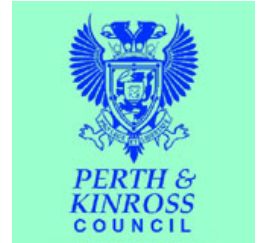
What are customers looking for?



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RESEARCH: Sources



Industry Trends

Published information

Primary Research

Competitor Research

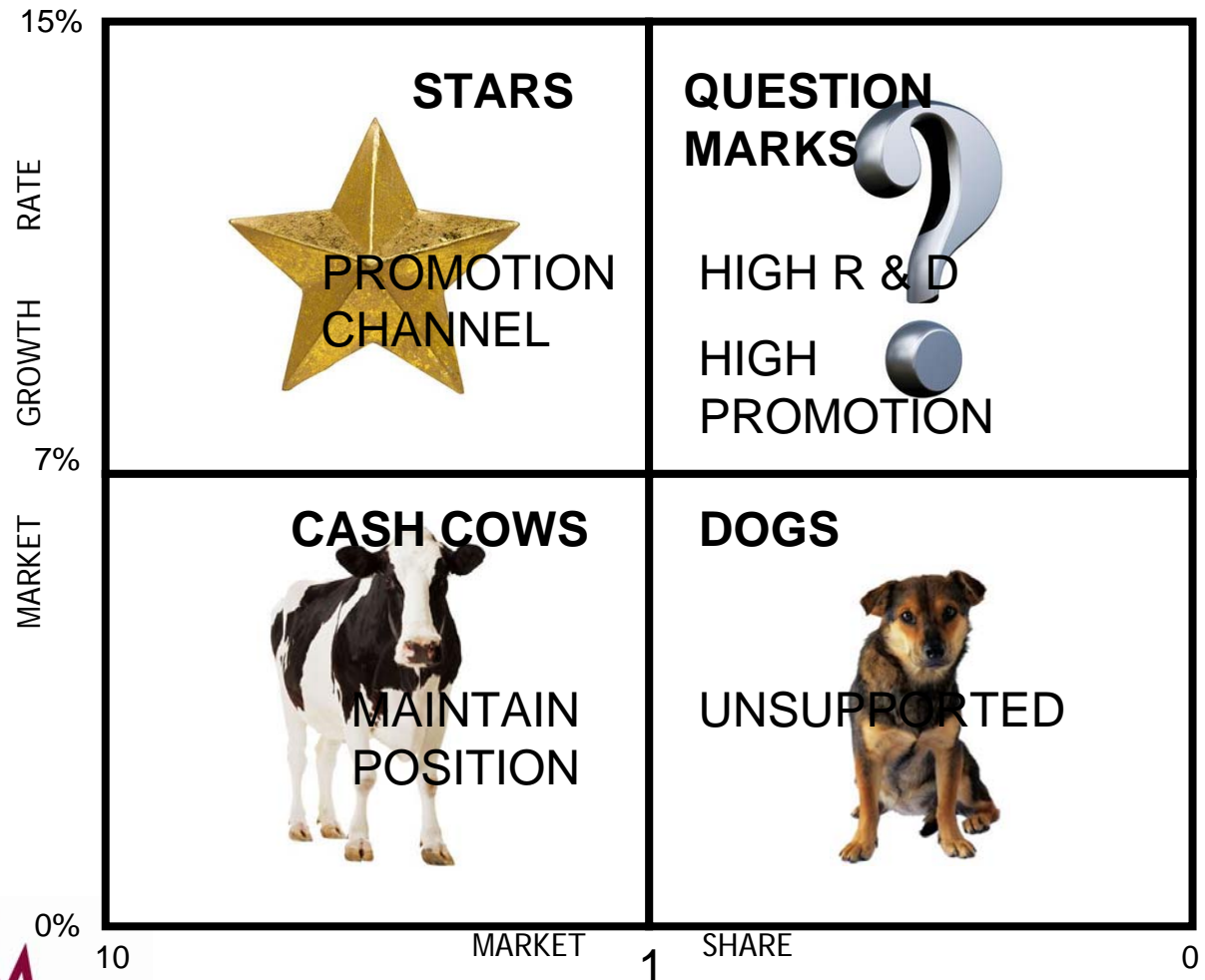
Your own files?



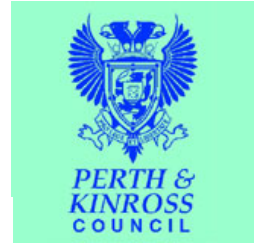
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PRODUCT



PRICE



COST PLUS

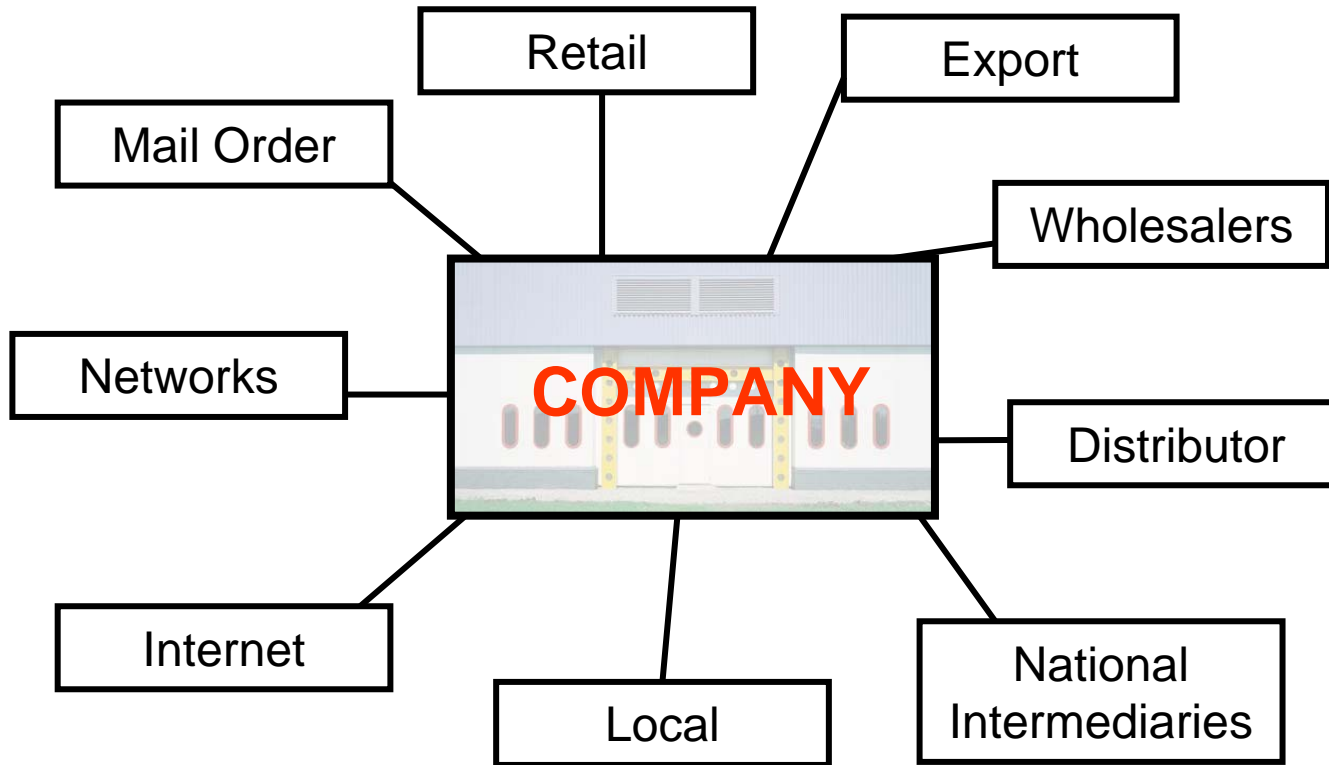
COMPETITOR

MARKET PRICING

PRICING TACTICS



PLACE



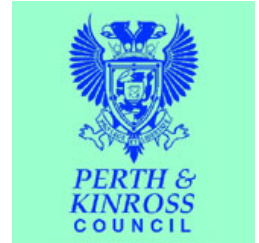
EACH CHANNEL REQUIRES DIFFERENT ACTIVITY



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PROMOTION



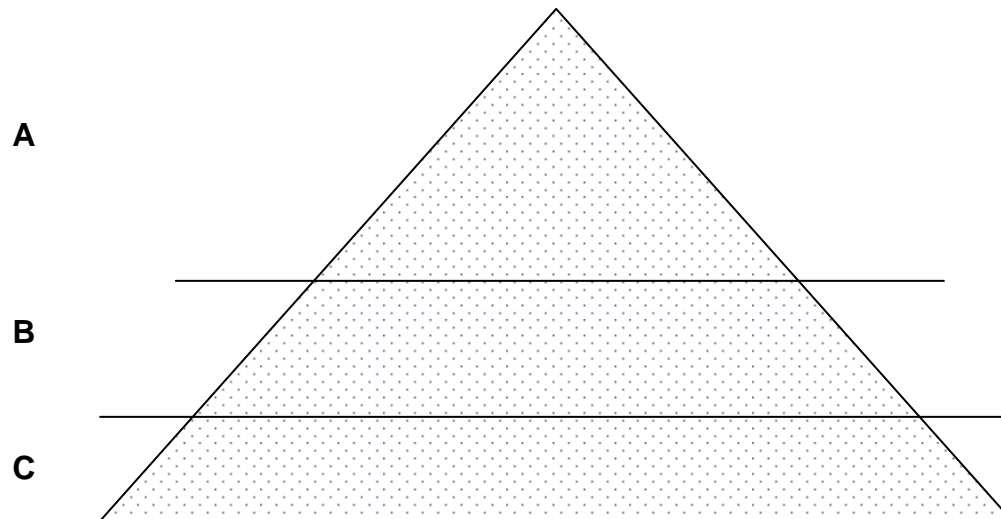
Stages of Comprehension



PROMOTION



Concept of Audience/Readership



- A** in the market now for your product or service
- B** could be persuaded
- C** not in the market for your product or service

On-line Promotion



Website

Yell.com

Blogging sites

Networking sites

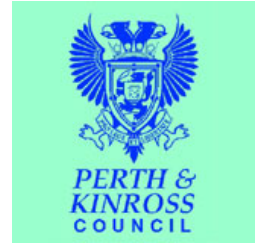
YouTube

On-line Directories

Viral



Off-line Promotion



exhibitions

sponsorship

consumer PR

internet

advertising

signage

trade PR

vehicles

CRM

packaging



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Repetition



Budget!



People



- **Friendly staff**
- **Good van drivers**
- **Good telephone manner**
- **Well trained**



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Physical Presence



- **What is the brand?**
- **Packaging**
- **Consistency**
- **Where can you stick it??**



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Process



How easy is it to buy?

standing order

24 hour ordering

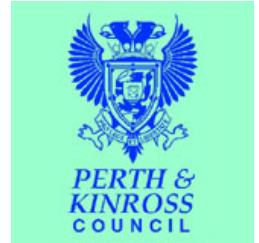
servicing (10pm)

daily calls

internet



Purple Cow



'worth talking about'

exceptional



new

interesting

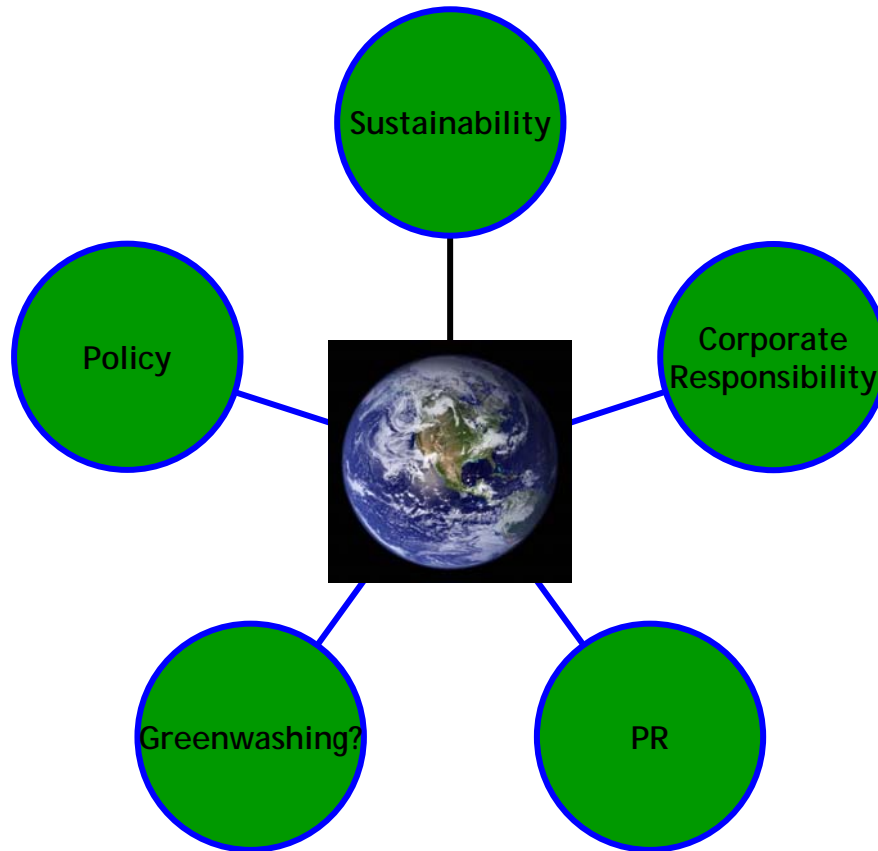
DO YOU HAVE ONE?



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Planet



Sales



How organised?

Level of activity

Skill set



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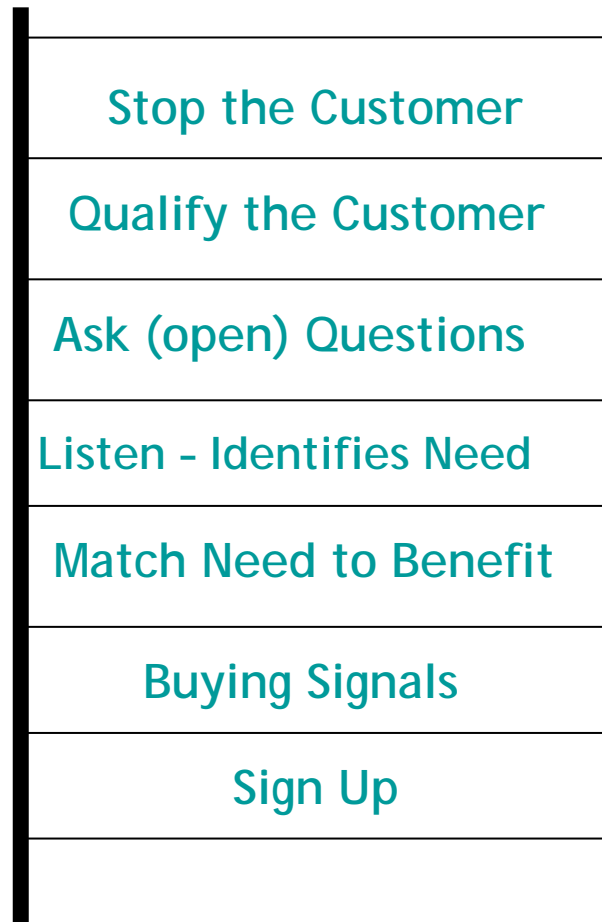
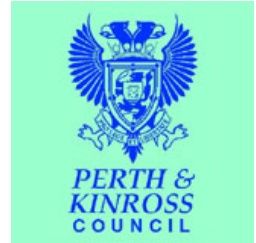
Sales



5 Steps of Selling - The SALES Model



Sales Ladder



Actions

Customised Plan of Action

Management Agenda

Executive Responsibilities

Budget - Resource

Questions & Answers



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