

**GOOD MARKETING =
GREAT SALES
(WORKSHOP)**

Presented by



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GETTING THE MOST OUT OF THE SESSION

- Get involved. This is YOUR course.
- Make notes of the KEY issues relevant to you.
- If you need something clarifying – please ask!
- Make a “TO DO” list of things you are going to do after the course – AND DO THEM!

Set out aims of the day

- To equip you with some of the necessary skills to feel confident in selling the service.
- Challenge existing beliefs
- Draw a line in the sand as to how you currently market yourself
- Opportunity to assess oneself and plan for the future.

Understanding the difference between customer care and marketing....

What is Marketing...?

Marketing planning process....

The 7 P's of Marketing.... (The Marketing Mix / Tools for marketing)...

Today's Quality = Tomorrows Business....

Who are your stakeholders..?

Identification of Customer needs... (What do your stakeholders want from you...?)

Are you delivering on them..?

Know your USP's and ESP's

Perception

The Marketing Plan – a model to work to

Consider your brand

Your values (mission) and communicating it

Selling the Package.....

So what are the key Marketing Messages for the next 12 months...?

Who is going to take ownership to 'MAKE THIS HAPPEN'?

Understanding the difference between customer care and marketing....

What is Marketing...?

Chartered Institute of Marketing Definition:

It is the Management Process that Anticipates and Satisfies Customer Needs Profitably....

A more focused definition for you may be....

It is a way of managing the business, so that the needs of the customers, now and into the future are met, and that the value for money of the service is increasing...

Marketing planning process....

The 7 P's of Marketing.... (The Marketing Mix / Tools for marketing)...

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3 P's of Service Marketing

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The 4 'P's OF MARKETING

<u>PRICE</u>	<u>PRODUCT</u>
<ul style="list-style-type: none"> • Strategy • Discounts • Allowances • Commissions • Payment Terms • Customer's perceived Value • Quality Price • Differentiation 	<ul style="list-style-type: none"> • Range • Quality • 'Brand' Name • Service Line • Warranty • Before and After Sales Service
<u>PLACE</u>	<u>PROMOTION</u>
<ul style="list-style-type: none"> • Location • Accessibility • Cleanliness • Noise Levels • Perceived value added 	<ul style="list-style-type: none"> • Direct Selling • Advertising • Personal Selling • Sales Promotion • Publicity • Public Relations

THE EXTENDED 3 'P's OF MARKETING

<u>PEOPLE</u>	<u>PROCESS</u>	<u>PHYSICAL EVIDENCE</u>
<ul style="list-style-type: none"> • Recruitment Training and Attitudes Discretion Commitment Appearance Interpersonal behaviour • Customers behaviour • Degree of Involvement Customer/Customer Contact 	<ul style="list-style-type: none"> • Policies • Procedures • Mechanism • Employee Discretion • Customer Involvement • Customer Direction 	<ul style="list-style-type: none"> • Environment: Location Style Furnishings Colour Layout Noise Level • Facilitating Goods • Tangible Evidence

Today's Quality = Tomorrows Business....

So what are you doing right and what needs addressing..?

Who are your stakeholders..?

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Identification of Customer needs... (What do your stakeholders want from you...?)

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Are you delivering on them..?

Know your USP's and ESP's

Perception

You know who your stakeholders are....

- **What is their current perception of the service and why?**
- **Do we know?**
- **Can we change it?**

The Marketing Plan – a model to work to

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In simple terms..... Which brand do you aspire to? ... and why?



Brand do you aspire to and why...?

Brand	Perceived Perceptual Position and why you admire them

And what about your brand...?

Brand	Perceived Perceptual Position

Your values (mission).....

If you met some friendly aliens (who spoke very good English), how would you describe your service...

Your 'mission' is ...

But what does that mean..?

And how do you communicate your values...?

Statement (Value)	How demonstrated / communicated

What is your best kept secret...?

What would be your 10-second announcement...?

Selling the Package.....

But what is the package....?

- Products and Services available

Plus – anything that:

- Meets the needs of appropriate stakeholders (give it a 'you' value)
- Differentiates you from the competitor
- Gives you a competitive advantage
- Is truly unique (your USPs/ESPs)
- Is a strength to be played up
- May have been a weakness – which has now been addressed
- Honesty and Transparency
- Brand 'Values'

It's about a lot more than 'just' care

Experience	Stakeholders not shareholders
Professionalism	Speed
Efficiency	Friendly/approachable service
Ease of communication	Flexible
Safe environment	Image
Local knowledge of customers	Relationship
Customer care	Brand
Innovation	Skills
Presentation	Consistency of marketing activity
Reliability	
Quality	Take hassle away
Value for money	Slogan
Continuous improvement	Honesty
Range of facilities	

So what are the key Marketing Messages for the next 12 months...?

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Who is going to take ownership to 'MAKE THIS HAPPEN'?