

$$\text{R.O.I.} = \text{Margin} \times \text{Leverage} \times \text{Turnover}$$

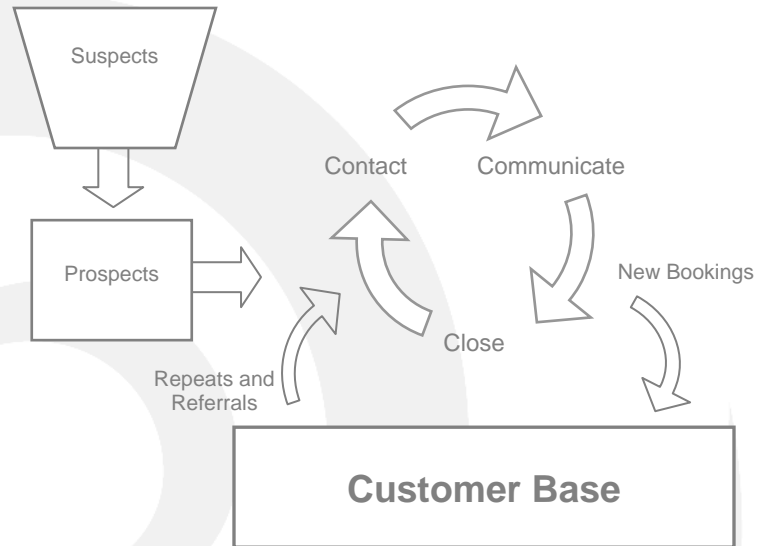
$$\text{Success} = V\_\_\_\_\_ \times V\_\_\_\_\_ \times V\_\_\_\_\_$$

### Key Success Factors

- Worthy Markets
- Effective Process
- Effective Communications
  - Marketing
  - Sales

### The Marketing Mix

- P \_\_\_\_\_
- P \_\_\_\_\_
- P \_\_\_\_\_
- P \_\_\_\_\_



### Market Lifecycle

### Sales Process Tune Up

1. Tabulate
2. Map process
3. Brainstorm V3
4. Set goals and go

### Sales and Marketing Tune Up

- 1.
- 2.
- 3.

- Increase V \_\_\_\_\_
- Improve V \_\_\_\_\_
- Add V \_\_\_\_\_

### Target Marketing

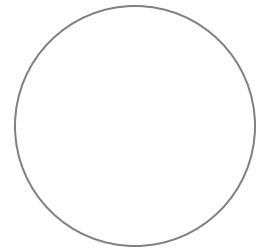
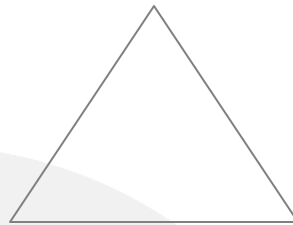
1. Segment
2. Target
3. Position
4. Campaign

1. Segment the Market

- 1. Break into logical subgroups
- 2. Describe the segments

Marketing Communications

Decision Making



2. Target Segments

- 1. Prioritize
- 2. Find the pain
- 3. Quantify the gain
- 4. Choose approach
- 5. Select segments

- A \_\_\_\_\_
- I \_\_\_\_\_
- D \_\_\_\_\_
- A \_\_\_\_\_

- Headline
- Justification
- Credibility
- Action

3. Positioning

- 1. Identify purchase justification
- 2. Develop selling proposition
- 3. Create micro-marketing plan

Effective Websites

Master 1:

Master 2:

- 1. Design a \_\_\_\_\_
- 2. Be \_\_\_\_\_ friendly
- 3. Conform to \_\_\_\_\_ rules
- 4. Use \_\_\_\_\_ appropriately
- 5. Submit to \_\_\_\_\_ regularly
- 6. Keep it \_\_\_\_\_ friendly
- 7. \_\_\_\_\_ still works
- 8. Crystal clear \_\_\_\_\_
- 9. Include \_\_\_\_\_ content copy
- 10. Format for \_\_\_\_\_

4. Campaign Implementation

- 1. Select tactics and mix
- 2. Create action plan & sequence
- 3. Develop materials
- 4. Rollout and track