MARKETING is EVERYTHING!

Mike Volker

Introduction

- What is Marketing?
- What is the difference between marketing & selling?
- The Selling Process
- The Marketing Process
- Planning vs forecasting?

The 4 P’s of Marketing

- Product
- Price
- Place
- Promotion
- Interdependent on each other
Product

- What is it?
- What “need” does it address?
- What are the functional specs?
- What are its Features & Benefits?

Price

- What is Price? (vs cost?)
- Channel Pricing?
- Strategies: markup, perceived value, skimming, going rate
- Tactics: Discounts, terms, currency

Place (i.e. distribution)

- The Path to the Buyer!
- Channels
- cost (price) tradeoffs
- control issues
**Promotion**
- advertising
- events
- press releases
- trade shows
- direct vs indirect
- brand awareness
- brochures, datasheets
- freebies

**The Internet**
- a profound impact on marketing
- just seeing the beginning
- you cannot afford not to be internet ready
- the internet is not just for tech types
- e-commerce is the wave of the future

**The Marketing “Mix”**
- 4 P’s are your marketing “mix”
- You control the 4P’s (independent variables)
- How to choose the mix?
- The Product Space Map (Price vs Performance vis a vis others)
- Corporate Objectives
Summary

- 4 P’s are interdependent
- 4 P’s constitute your “Marketing Strategy”
- You control these (independent variables)
- Product is only one “P”
- Sales volume is the dependent variable
- You must “own” your market

Where to get more information

- web sites
- market research?
- how do you really know if it’s working?
- MBWA

Forecasting Sales

- Need to estimate future revenues (e.g. monthly product sales)
- Planning or Forecasting (how not to forecast)
- What is the Sales Plan?
- Start with the 4Ps
- Planning is iterative (need to start somewhere)
Sales Contexts

- Type of business
  - product (hard, soft)
  - service
- Physical Constraints
  - production (to order? to schedule?)
  - space
- Financial Constraints
- Competitive Considerations

Product Positioning

Product Space Map:

Snowmobiles

FAST

LARGE

SLOW

SMALL

Price/Performance Position

Price/ Performance

3 Companies: X, Y, Z

Technology Shifts this to right

(Or VALUE)
### Price/Quality Strategies

9 price/quality strategies

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### Getting Started

- Start building the spreadsheet
- Make assumptions; refine
- Rationalize the numbers
- Sanity Checks

GOOD LUCK!