


Marketing Definitions 

- Lowering the wall to be invited in
- Anything you do to create or lower sales
- Creating a funnel to drive a customer to a second sale

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Presentation on line at: www.HumboldtMarketingSeminar.com/HMS_scott.ppt


Collateral Advertising

The "Funnel"

Public Relations

Internet

Trade shows & Networking

2nd Time Customer  ← Sale

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Emotions Outrank Thoughts

The lovable, brown cat purred loudly when he was happy.

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Who is my customer?

- Love your customer. Nothing matters more than them.
- Understanding what they want is the most important thing you can do to show you love them.
- Speaking their language shows you understand them.

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The Rules of Customers

- People don't buy what they need, they buy what they want (they back it with logic).
- A confused person will not buy - even if they want it.
- Perception is Reality.

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Overcoming Inertia

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Tell 'em. Tell 'em. Tell 'em

Repetition builds reputation.
Repetition builds reputation.
Repetition builds reputation.

A circular graphic with a jagged, sunburst-like border. Inside the circle, the text reads "Remember the rule of SO WHAT?" in a bold, sans-serif font.

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The Formula:

Who We Serve	Target Customer
What We Provide	Product or Service
What They Receive	Benefit

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Summing it up

- Know & love your customer
- Understand their beliefs & feelings
- Speak their language
- Stay on target
- Ask for an action
- Modify as necessary

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