

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

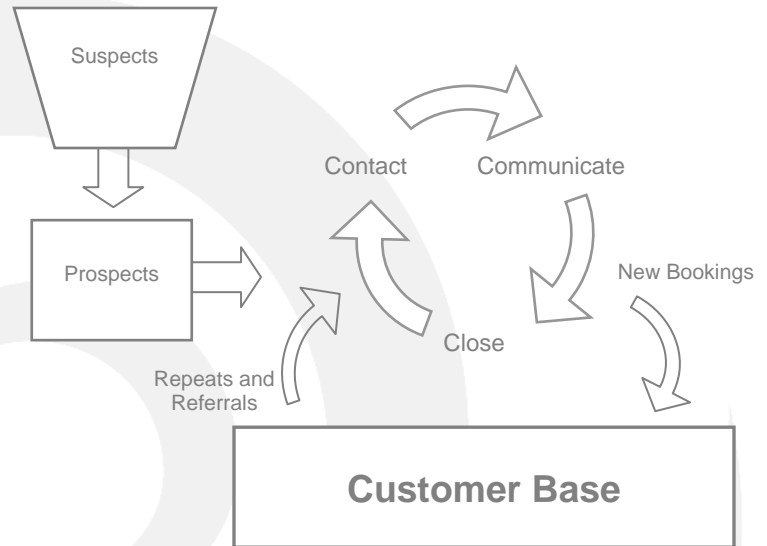
$$\text{Success} = V_____ \times V_____ \times V_____$$

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

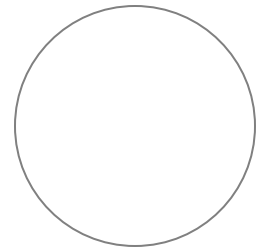
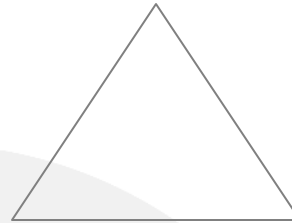
1. Segment
2. Target
3. Position
4. Campaign

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