

MARKETING STRATEGIES in ACTION

M2M LEARNING OBJECTIVE

WHO SHOULD ATTEND?

Marketing, Marketing Services, Country, Key Account, Dealer/Channel, Product/Brand, A&P – Executives, Managers, Directors and People in Marketing Strategy Implementations!

STRATEGY 1

INCREASE KEY ACCOUNT SALES %

STRATEGY 2

NEW UNIQUE SERVICE PACKAGE

STRATEGY 3

'DIRECT' CHALLENGE ON MARKET LEADERS

STRATEGY 4

NEW PRODUCT 'INNOVATION'

STRATEGY 5

'EXPAND' TARGET MARKET – LOCATION/CUSTOMER

STRATEGY 6

'BIG FISH IN SMALL MARKET'

STRATEGY 7

SPECIAL/PREMIUM SERVICES

STRATEGY 8

SALES TEAM INCENTIVES

STRATEGY 9

PRICING PSYCHOLOGY

STRATEGY 10

DEALER 'PUSH' INCENTIVES

FOCUSED ON RESULTS

Amazon is guided by Four Principles: Customer Obsession rather than Competitor Focus, Passion for Invention, Commitment to Operational Excellence and Long-Term Thinking. (source: the amazon blog **dayone**)

As a company grows, it becomes easy to rely on the PROCESS, rather than the RESULTS! When that happens, companies stop looking at outcomes and only consider whether they followed the process correctly, not whether the desired outcome was achieved.

Similarly, a True Marketing Professional is one who Focus on Developing Competitive Advantage and Avoid Blaming the Market, Sales Team or Lack of Support. A Marketing Achiever 'unknowingly' be in a 'Stasis State' – Unchangeable, Unadaptable and Stagnate. They will Decline in Extreme Slow Motion and become Comfortable with the Present Marketing Success but it will be followed by Irrelevance and Painful Decline!

Thus, Focus on Results is a Very Powerful Philosophy for MARKETING SUCCESS, we need Implement Strategic Initiatives and Develop Competitive Marketing Advantage!



Please call:
SMI Asia Australia



enquiry@smiasia.org

[website: www.smiasia.org](http://www.smiasia.org)

MARKETING STRATEGIES IN ACTION

A Customer Obsession – A ‘Sexy’ Marketing Plan to Create Market Excitement!

PART A MARKETING STRATEGIES in ACTION

1. **A Customer Obsession** – Create Product/Service Excitement and Value in Customers’ Heart and Mind!
2. **Marketing Strategies in Action** – Competitive Market Position, New Market Niche and Customer Confidence!

PART B MARKET ANALYSIS – CUSTOMER TRUST and CONFIDENCE

1. **MARKET OPPORTUNITIES – FIND ‘PROFITABLE’ MARKETS**
 - A. **Market Opportunity Analysis** – Existing Markets and New Market Niches for High Revenue and Profits!
 - B. **Know your Competitors** – Market Activities, Strengths/Weaknesses, Sales Team, Products, Services, etc.
 - C. **M2M Skill ONE** – Market Opportunity and Threat Analysis – Focus on Profitable and High Value Markets!
2. **COMPETITIVE POSITION and CUSTOMER VALUE**
 - A. **Marketing Distinctive Competencies** – FOCUS Marketing Uniqueness and DO BETTER
 - B. **‘Blue Ocean’ Thinking** – Market Niches, Pricing, Product and Service and Future Relationship
 - C. **M2M Skill TWO** – Your Strategic Marketing Thrust – Customer Obsession and Challenge the Norm!

PART C MARKETING STRATEGIES – ACHIEVE ‘MARKET DISRUPTION’

STRATEGY 1 – INCREASE KEY ACCOUNT SALES %

- | | | |
|------------------------|--------------------------|------------------------|
| ▶ Consumption Discount | ▶ New Delivery Service | ▶ ‘Loyalty’ Promotions |
| ▶ High Value Discount | ▶ New Servicing Contract | |

STRATEGY 2 – NEW UNIQUE SERVICE PACKAGE

- | | | |
|-------------------------|-------------------------|----------------------|
| ▶ Maintenance Contracts | ▶ ‘Outsource’ Service | ▶ Warranty Contracts |
| ▶ New Delivery Service | ▶ Consultancy Contracts | |

STRATEGY 3 – ‘DIRECT’ CHALLENGE ON MARKET LEADERS

- | | | |
|-----------------------|--------------------------|--------------------|
| ▶ ‘Deep’ Discounts | ▶ Long Term Cost Savings | ▶ ‘Push’ Incentive |
| ▶ Consignment ‘Sales’ | ▶ Intensive Promotions | |

STRATEGY 4 – NEW PRODUCT ‘INNOVATION’

- | | | |
|---------------------|--------------------------|---------------------|
| ▶ New Segments | ▶ ‘Alternative’ Solution | ▶ Lower Costs/Price |
| ▶ Modified Features | ▶ Modified Services | |

STRATEGY 5 – ‘EXPAND’ TARGET MARKET – LOCATION/CUSTOMER

- | | | |
|----------------|------------------|-----------------------|
| ▶ New Design | ▶ New Brand | ▶ Consignment ‘Sales’ |
| ▶ New Features | ▶ ‘Free’ Service | |

STRATEGY 6 – ‘BIG FISH IN SMALL MARKET’

- | | | |
|----------------|----------------------|-------------------------|
| ▶ Small Market | ▶ Low Competition | ▶ Customer Relationship |
| ▶ High Profits | ▶ High Service Level | |

STRATEGY 7 – SPECIAL/PREMIUM SERVICES

- | | | |
|-----------------------|-----------------------|-------------------------|
| ▶ Technical Expertise | ▶ Quality Service | ▶ Inventory Flexibility |
| ▶ R&D Expertise | ▶ Consultancy Service | |

STRATEGY 8 – SALES TEAM INCENTIVES

- | | | |
|--------------------|------------------------|----------------------|
| ▶ Loyalty Bonus | ▶ High Target | ▶ Slow Moving Stocks |
| ▶ High Performance | ▶ Quarterly Incentives | |

STRATEGY 9 – PRICING PSYCHOLOGY

- | | | |
|------------------------|-----------------------|------------------------|
| ▶ Last Minute Order | ▶ \$12.88 vs \$ 13.00 | ▶ 1 vs 3 Year Contract |
| ▶ Preferred No 0,8,6,9 | ▶ Buy 1-5%, buy 3-30% | |

STRATEGY 10 – DEALER ‘PUSH’ INCENTIVES

- | | | |
|---------------------------|----------------------|------------------------|
| ▶ Dealer Staff Incentives | ▶ Loyalty Incentives | ▶ Inventory Incentives |
| ▶ High Target Incentives | ▶ ‘Push’ Incentives | |

PART D MARKETING PLAN IMPLEMENTATION SUCCESS

3. **MARKETING RESOURCES – DO MORE with LESS**
 - A. **Invest for Market Opportunities** – Brand, Channels, Promotion Activities, Online Shopping, etc.
 - B. **Marketing ‘Push/Pull’ Budgets** – Investment for Customers, Dealers and Sales Team
 - C. **M2M Skill THREE** – Develop Annual Marketing Plan 2021 – Objectives, Strategies and Action Plan!
4. **MARKETING PLAN IMPLEMENTATION – WIN COMMITMENT!**
 - A. **Win Stakeholders Commitment** – Top Management, Sales Team, Dealers to Push Marketing Programmes!
 - B. **Customer Focused Culture** – Sales Structure, Dealer/Sales Income, New Skills and Positive Habits!
 - C. **M2M Skill FOUR** – Justify to Top Management – Present New Strategies and Marketing Changes!