

Breakthrough Marketing Strategies – Wally Meyer

Overview

When you've captured your customers minds, their pocketbooks will follow. The specific approach to driving sales consistently is the marketing process, which is customer centric and embraces the primary influencers on customer purchasing behavior:

- demonstrable product or service benefits
- perceived value of the offering
- awareness and interest in the product or service offering and
- opportunity to purchase when the need is created or arises.

Course Topics

The application of this process to the specific challenges of the business will directly influence the likelihood of success in the marketplace. In this course, you will acquire the knowledge required to apply that marketing process successfully to your business challenge. Specifically, upon completion of this session you will:

- Approach the marketing process as a means of efficiently and effectively producing sales.
- Integrate marketing into the larger organization's goals and strategies.
- Identify the optimal customer target audience for your product or service by market segmentation.
- Effectively use price to impact the customer's purchase decision behavior, and use changes in pricing to stimulate customer demand in both the short and longer term.
- Position your product or service in the marketplace to maximize customer interest.
- Evaluate alternative means of reaching and persuading your customers to maximize sales and minimize costs.
- Use research to enable marketing decision making which is based on facts, not just conjecture, to significantly increase your decision batting average.
- Translate the learning in this session to a specific marketing action plan for your business.