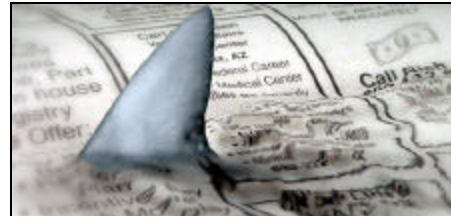




Develop These Six Critical Traits...And Success Will Surely Follow.



You Can Do Expert Marketing

Marketing & Advertising - 66 Strategies: Y2M TIP 19

Being general business sales and marketing consultants allows us the opportunity to encounter almost every business situation imaginable. We regularly consult businesses from many different industries. These businesses vary from start-ups to turnarounds to already highly profitable businesses.

We deal with people who are sharp as tacks and with people who ought to be banned for life from business for their stupidity. We've designed and implemented marketing programs for print shops, banks, retail stores of all kinds, multi-level marketers, real estate companies, churches, politicians, famous seminar leaders, personal development coaches, and anything else you can think of.

Which makes us laugh when we get asked the inevitable question: "Mike, how can you walk into my business that you've never seen before and *figure out a detailed strategy in just 9 minutes*. **How in the world do you do this?**"

The answer is simple: ***The marketing function for every single business or organization - plus or minus 5% - is exactly the same.*** We aren't so smart. We just know how to do a few key things anyone can do with a minimal amount of training. Here are the six traits to mastering marketing revealed for the first time ever. (*Don't be disappointed that you've heard everything here before. I already told you that we're not smart. This stuff is Eeeeeeeeeee-Z.*)

Trait #1: Notice Your Own Buying Strategies: Pay closer attention to what everyone else in the world is doing to try to sell you something.

You'll find that there are already lots of good ideas out there that you don't have to invent again. Don't watch TV for the programs; channel surf for commercials. Turn the station if music comes on the radio. Get on every mailing list you can to see what kind of "junk" will show up in your mailbox. Interview those jerk-o telemarketers that inter-

rupt your dinner to see how well their pitch is working with other prospects. Love junk fax. Read all billboards. Go shopping just to see how the sales clerks treat you. Read the paper and magazines for advertisements and then if you have time, read the articles. Read the yellow pages for fun (*even though 99.99% of the ads stink*). Respond to every "free" offer under the sun. Then check to see how well the company follows up.

If you constantly monitor what turns you on, what ads keep appearing week after week, what makes you like something or hate something, you will start to find things that you can incorporate into your business. Then we can talk about Trait #2...

Trait #2: The Ability To Cross-Pollinate Ideas: This isn't a botany lesson. To cross-pollinate an idea means to take an idea that works well in one industry and use it in another. If you get a chance, go to the shoe store called Just For Feet. See if you notice anything that could be adapted to an upscale floor-covering store catering to designers.

Sound like a tough assignment? Basketball shoes and expensive oriental rugs just don't match, do they? Quit using your brain to worry about all the details and start to use it to look at things in more general terms. When you walk into Just for Feet, you'll immediately notice the music is very loud and geared toward young people. There's a huge video screen that either has music videos or live sporting events. There's an indoor basketball court that *always* has at least a half a dozen people waiting to play. They have a snack bar and free popcorn. It is a FUN place to be.

So what can you, as an expert marketer, take out of Just for Feet and inject into the high-end floor-covering store catering to designers? Just for Feet made their stores a place where their target market (young people) **wanted** to be. They added elements of FUN none of their competitors have. They are killing their competition. The high-end floor-covering store needs to make their store **THE PLACE** to be for designers. How? By **asking** designers what they want.

This was a real situation for a real client. Here's what they did:

1. Put in a cappuccino machine, sodas, and snacks the designers can have for free without having to ask.
2. Provided four offices designers can use at any time...loaded with all of the office essentials, like fax, copier, computers, phone, etc. *We actually got this idea from an insurance brokerage agency client of ours.*
3. Provided a nice conference room for designers to use with their clients.
4. Provided free and discounted rates for related services such as carpet cleaning and installation services.
5. Provided samples and loaner pieces to help designers sell their customers.

This stuff all sounds simple, but there is one fact that you might not realize: There is not *even one* other floor covering store that offers *even one* of these services to designers.

Borrow ideas from everywhere. We sell grand pianos the way most car dealers sell cars... by giving away a huge package of free stuff with every purchase. We sell foundation repair and plumbing the way a realtor sells houses...with a metal sign in a yard with a "take one" tube on top. We sell SBA loans the same way we sell cellular phones...by advertising over the fax. Get yourself out of your paradigm of "**what you do**" and realize that as long as it's legal, moral, ethical and a given idea makes money, it's worth pursuing.

Trait #3: Be Specific: Let's not go into an entire discourse about how people in general are lazy communicators. Just suffice it to say, 99% of what's said in marketing and advertising is useless, non-compelling, non-specific, non-definitive, amorphous FLUFF. You probably say things like *tastes best, highest quality, biggest selection, best service, and lowest price*. But think about the impact of these types of statements on your prospects.

Your prospects fully expect you to claim that you're great. Who ever heard of a promotion that said, "Our prices are high, our service is terrible, and our quality is marginal at best!" To set yourself apart from the competition, you must **quantify all claims** made in specific, compelling terms.

Instead of saying **largest selection**, say "15,400 square feet divided into 5 show-rooms, with over 5,220 items from 327 manufacturers, in 2,022 styles and 460 colors, in price ranges from \$.99 to \$27,000." Which do you believe? Instead of saying **qualified mechanics**, say "Most auto repair facilities have one or two certified mechanics. We have 11 ASE certified mechanics on staff with an average of 16 years experience... including 4 mechanics who have passed the coveted "L-1" test and two who are double master certified." Where would you rather take your car?

Trait #4: Ability To See From The Customer's Perspective: If you've ever bought a diamond, you know how confusing that process can be. The problem is that most people rarely buy a diamond so most people have no clue how to judge a diamond's worth. They have to rely on that guy at the jewelry store to tell them. Don't worry that he'll say anything to make a sale because he's going to starve if you don't buy. He'll probably be perfectly honest with you.

A man that sold diamonds out of his huge, beautiful home at wholesale prices straight to the public, understood his customers' perspective... **"HELP! We know nothing and we're afraid we're going to get screwed!"** He would sit perspective customers down in a nice leather chair and explain to them the history of diamonds - from volcanoes to mines, to cutting, polishing, and to wholesale buying and selling. He used a myriad of books, charts, and pictures. He explained exactly what someone needed to know about diamonds before making a decision. And oh, by the way, if they wanted to look at some diamonds, he had some of those too.

His process was so disarming, and so educational, he sold 80% of the people that sat in that nice leather chair. Compare that to the usual jewelry store: they shove 63 rings on your finger in 12 minutes and try to pressure you into buying the big, ugly, yellow one with a huge commission because it's been in their inventory for so long. The average jewelry store will sell less than 10% of the people that sit in their cheesy, velvety chairs. (**Bonus question:** How could you cross-pollinate this sales method to other businesses? Hint: it has nothing to do with the nice leather chair.)

Traits #5 & #6: Innovation & Systemization: Unfortunately, we're almost out of space. But we'll touch briefly on these before we quit. Innovation is simply creating a business that offers the customer "THE BEST DEAL." It's about creating a business **so perfect** that the customer knows he'd be a fool if he shopped anywhere else. Systemization is the process of making decisions about your marketing in *advance* so that you are always doing what you need to be doing - as opposed to trying to create everything as you go. Or flying by the seat of your pants. Or wondering what to do next.

This Newsletter was brought to you by...
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The Monopolize your Marketplace One Day Intensive Workshop is coming to selected San Francisco Bay Area locations in the near future. In this workshop you'll learn a deadly system you can implement the next day to first BE better than your competition and then DO MARKETING better than your competition, so you become the obvious choice for your prospects to do business with.

Don't waste another dime on advertising, marketing or sales training until you attend this workshop.

For more information on the workshop, send an email with "**Seminar**" in the title line to: msipe@y2marketing.com

P.S. A copy of our **Monopolize Your Marketplace CD Program** is available upon request. It's packed with practical and valuable marketing wisdom. Let me know if you'd like a set and I'll send it our immediately with my compliments. Simply replay to this email or send an e-mail to msipe@y2marketing.com with the words "**MYM CD**" in the subject line.

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