

Marketing Advice/Collaboration

*John Listen to the problems of your current and potential customers/
Eg. Recognized/Analyzed divorce stats for texas based company, designed
a program to respond to it.*

*Rob Create a business purpose that's easy to say. It should flow. It's just so.
He uses this for cold calls.*

*Mike What is your purpose?
What will the client get out of it?
What is my own purpose?
RK: To be happy healthy and to help other people to be happy
and healthy.*

*Matthew A press kit is tangible. It legitimizes the business. He's real the business is
real. It's a visual reminder.
Referrals are key. They are a more effective way to bring in new business
than through leaving press kits with leads that come from advertising, etc.*

*Mike UVP aka Unique value Proposition
USP aka Unique Sales Proposition
Each company needs a working MOTTO
They need visual reminders – sporting goods store example
How do you determine what's important to your customers?
ASK!
Then put together your list:
EG. Quality, hi-end products,
Customer service
Fun, light atmosphere
Knowledgeable/helpful staff
Prices are reasonable*

*RK Pricing Strategies
I charge \$2000/day.
Know your market and know your customers.
It's just as important to not undercharge as it is not to overcharge.*

*CP example: educational service pricing (these figures are fabricated for this example)
< \$500 is an out of pocket expense- teachers can easily get approval for
expenses in this price range
> \$1500 is fulfilled by grants, etc.
Fees in this middle range are rarely approved*

CP
Sliding scale
Fixed prices
Pricing model

Get your price – don't settle, don't change your prices, be consistent

Bomb expert example
“You should get paid for everything that you've spent your life learning”

10% for fixing it
90% for knowing how to fix it

You are Selling a feeling
Every purchase is an emotional decision

Matthew/Mike

Sales Process
Know your customer - marketing research –Prep – pricing
Describe your products
Prices- create a menu of services
Advertising/promotion
Sales

Rob Kanzer.com

PR - Success story – Portsmouth magazine – Feb 2004
Feature, photo
Sent a letter
Branding, reuse of the image
7 touches
60% of all articles in publications were submitted by individuals not discovered by the writers/reporters
These articles should be included in the press kit with other newspaper

articles

Best ROI – return on investment -
1. professional speaking engagements
a. Eg. Mass Bay OD Learning Group
2. Cold calls – rob schedules 2 hrs at a time to solicit for new customers. He has a prepared script. “Do you want to be happy and healthy?”
3. Heading up/founding groups

Frame yourself as an expert.

Maximize conceived value.