



# Marketing is **NOT**

# Rocket Science!!!

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**Speaker/Consultant**  
**Child Nutrition Director, Retired**



# Marketing

*The process  
of moving  
goods & services  
from a producer  
to a consumer*





# “PLAN TO WIN”

## FIVE “P’S”

- People
- Products
- Place
- Price
- Promotion



A photograph of a tall, white lighthouse with a black top, situated on a rocky island. The lighthouse is surrounded by a small white building with a red roof. The ocean is dark blue with white waves crashing against the rocks. The sky is a deep blue with some light clouds. The text "STAY THE COURSE" is overlaid in a bold, yellow, serif font at the bottom of the image.

**STAY THE COURSE**

# STRATEGIC MARKETING PLANS

- **Specific**
- **Measurable**
- **Realistic**
- **Consistent**
- **Ongoing**



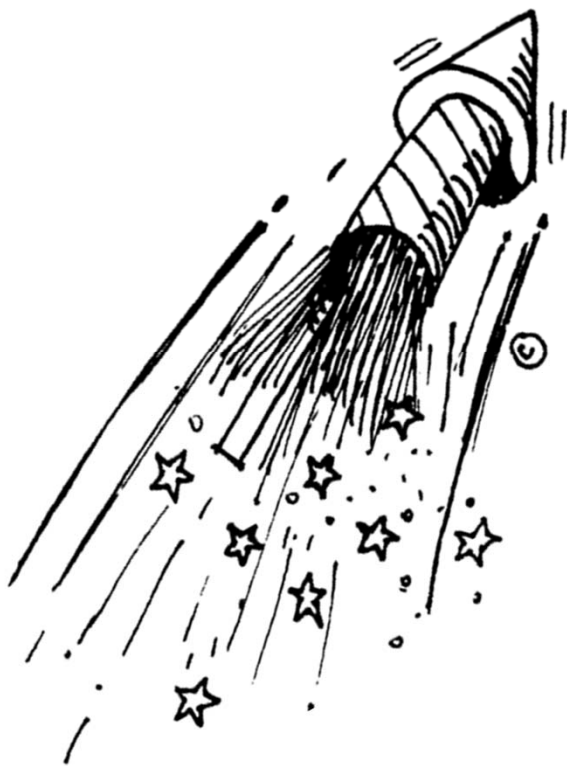
# EFFECTIVE MARKETING PLANS



- **Recognize  
Change**
- **Determine  
Target  
Audience**



# EFFECTIVE MARKETING PLANS



- **Create Customer Awareness**
- **Overcome Objections**





# EFFECTIVE MARKETING PLANS



- **Establish  
Benchmarks**





# Work Your Plan



# NOT SO “COMMONPLACE” MARKETING TIPS



**Boost  
Customer  
Confidence**



# NOT SO “COMMONPLACE” MARKETING TIPS



**Observe  
Competitors**



# NOT SO “COMMONPLACE” MARKETING TIPS



**Stay  
Customer  
Focused**



# NOT SO “COMMONPLACE” MARKETING TIPS



**Provide  
Effective  
Training**



# NOT SO “COMMONPLACE” MARKETING TIPS



Encourage  
Open  
Communication



# NOT SO “COMMONPLACE” MARKETING TIPS



Leverage  
Emotions  
&  
Values





# NOT SO “COMMONPLACE” MARKETING TIPS



Think  
Creatively



PAID

I'M

WORKED



*I'm underpaid and overworked*



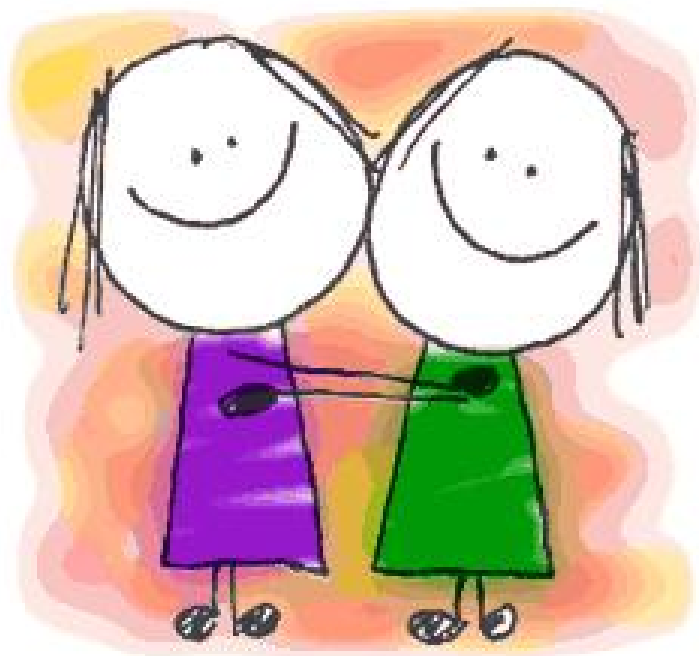
# PRACTICAL MARKETING IDEAS



**Know  
Your  
Customer**



# PRACTICAL MARKETING IDEAS



**Develop  
Relationships**



# PRACTICAL MARKETING IDEAS



**Provide  
Unbeatable  
Service**



# PRACTICAL MARKETING IDEAS



**Re-image**



# PRACTICAL MARKETING IDEAS



**Take  
Care of  
Details**





**SUCCESS**  
*is in the details.*







# TAILS



**It is just the little  
touches after  
the average man  
would quit  
that make the  
master's fame.**





# DETAILS



# Thank You!

PLEASE ACCEPT OUR APPRECIATION AND  
SINCERE THANKS FOR LETTING US SERVE YOU.

SOMETIMES IN THE RUSH OF BUSINESS LIFE  
WE FAIL TO SAY *Thanks* LOUD ENOUGH.

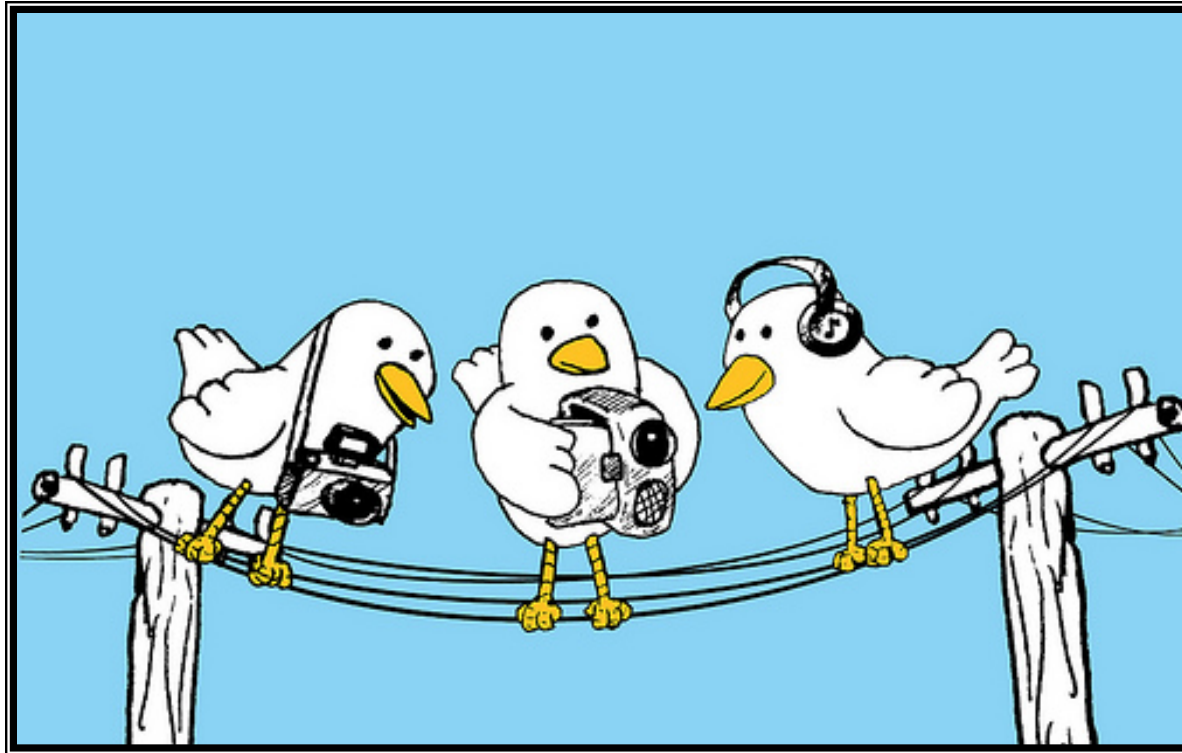
BUT YOU CAN BE SURE YOUR PATRONAGE IS  
NEVER TAKEN FOR GRANTED. OUR AIM IS  
TO PLEASE AND SATISFY YOU.

TO SERVE YOU IS A REAL PRIVILEGE



SCHOOL  
NUTRITION  
ASSOCIATION

# DETAILS



## Customer Communication



# DETAILS

## Sanitation



"You missed a spot."



# DETAILS



**Clutter**



# Stay the Course. . .

***“We must continuously introduce ourselves, market, and display to others the enthusiasm and dedication that we share for the important work that we do.”***

***---RMA***







# Marketing is NOT Rocket Science!!!

It is . . .

- Visibility
- Enthusiasm
- Provision
- Relationship
- Acceptance
- Gratitude





# QUESTIONS?



# **DISCLOSURE**

**Retired CNP Director of  
31 years**

**Founder of Eagles  
Training**

**Professional Speaker**



# **Conflict of Interest Disclosure Statement**

**I hereby certify that, to my knowledge,  
no aspect of my current personal or  
professional circumstances places me  
in the position of having a conflict of  
interest with this presentation.**



THANK YOU!!!

