Marketing is NOT Rocket Science!!!

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Marketing

The process of moving goods & services from a producer to a consumer
“PLAN TO WIN”
FIVE “P’S”

• People
• Products
• Place
• Price
• Promotion
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.
Henderson, D. (1994) “It’s in the bag(s) -- the balky, $193 million luggage-delivery system continues to hold up the opening of Denver's ultramodern airport,” Air Transport World, September, pp. 54-58.
It is just the little touches after the average man would quit that make the master’s fame.
Good Manners Are Always In Style
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
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
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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!!!