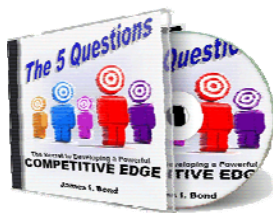


The 5 Questions

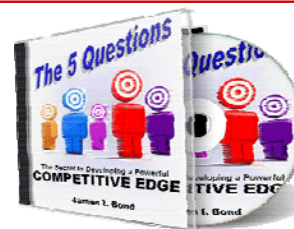


The Secret to Developing a Powerful
COMPETITIVE EDGE

James I. Bond



--THE 5 QUESTIONS--



RESEARCH SOURCES

- | | | | |
|--|---|---|--|
| ☐ Surveys, Questionnaires | ☐ Just Ask | ☐ Internet | ☐ Trade Assoc/Magazines |
| ☐ Chambers of Commerce | ☐ Libraries | ☐ Banks | ☐ Competition |
| ☐ Franchise Documents | ☐ Research Companies | ☐ Marketing Students | |

WHAT DO YOU SELL? Describe your product, service or business

[i.e., Coca-Cola sells carbonated and non-carbonated beverages; Disney sells entertainment products and experiences.]

TO WHO?

List every type of customer for your product or service, then select one as your initial target

[i.e., McDonald's Restaurants sells to office workers, teens, moms with young kids, etc.]

From the List Above, Select the One You Believe Has the Highest Value or is Easiest to Succeed With and Complete This

SEGMENTATION – who are your best customers Possible examples: ☐ Local employees ☐ Local residents ☐ Men/ Women/ Children (by age, sex, race, ethnic) ☐ By Event (wedding, birthday, move) ☐ Amateurs/ Professionals/ Students ☐ Families/ Singles ☐ Companies (by type/ location/ size) _____ ☐ Area visitors ☐ Organizations (police, fire, govt. agencies, American Automobile Association, AARP (Retired Persons), AYSO - American Youth Soccer Org)		
Customer Type: select one		
Lifetime Value: how long will they be a customer and how much will you earn over time		Market Size: roughly how many exist
Trading Area: where are they		
Characteristics: i.e., income, age, sex, media they use, buying habits (products they buy): who, what, when, where, why, how – if businesses, what type, size, location, etc		

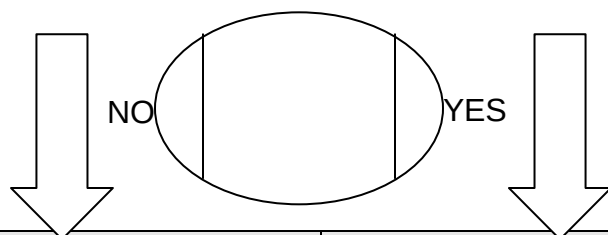


Attributes Important to These Customers:

To your target customers, how important are the following?

Check here if this is an area that needs work

IMPORTANCE			IMPORTANCE	
Not ← 1 2 3 4 5 → Very			Not ← 1 2 3 4 5 → Very	
☐	○ ○ ○ ○ ○	Price	☐	○ ○ ○ ○ ○ Quality
☐	○ ○ ○ ○ ○	Look of Product	☐	○ ○ ○ ○ ○ Image
☐	○ ○ ○ ○ ○	Wide Selection	☐	○ ○ ○ ○ ○ New Offerings
☐	○ ○ ○ ○ ○	Stock Available Now	☐	○ ○ ○ ○ ○ Delivery
☐	○ ○ ○ ○ ○	Access	☐	○ ○ ○ ○ ○ Phone Help
☐	○ ○ ○ ○ ○	Catalog / Menu Avail.	☐	○ ○ ○ ○ ○ Self Serve
☐	○ ○ ○ ○ ○	Personal Service	☐	○ ○ ○ ○ ○ Full Serve
☐	○ ○ ○ ○ ○	Staff Expertise	☐	○ ○ ○ ○ ○ After-Buy Service
☐	○ ○ ○ ○ ○	Service Speed	☐	○ ○ ○ ○ ○ Fast Checkout
☐	○ ○ ○ ○ ○	Incentives/Coupons	☐	○ ○ ○ ○ ○ Try Before Buy
☐	○ ○ ○ ○ ○	Accessories/Add-Ons	☐	○ ○ ○ ○ ○ Discounts
☐	○ ○ ○ ○ ○	Fancy Package/Decor	☐	○ ○ ○ ○ ○ Hours Available



Who Will Not Buy From You?	Who Would Definitely Buy From You?

Primary Needs (Deep Down Why Will They Buy From You)? AFFILIATION Need to be loved, wanted, have status), SURVIVAL (keep job, life, love, acceptance), THRILL (need for excitement), etc.



POSITIONING (How your customers see you fitting in compared to competitors and alternatives)				
Main Competitors				
Their Major Strengths and Weaknesses (Their positioning: image, price, complexity, etc)				
<u>What Makes Yours Different</u> (Your positioning / image / slogan): 				
Sample Strengths and Weaknesses: Specialty - Variety/Selection - Inventory - Suppliers - Pricing - Costs - Service (explain) - Quality (explain) - People - Reputation - Delivery - Product Mix - Location(s) - Available Capital - Buying Clout - Management Expertise / Depth - Customer Base - Innovation - Size - Contacts - Exclusive or Hot Products or Features				

Features of Your Product/Service?	Benefits of those Features?

Where Are Your Customers? (Work, Play, Media, – AM, PM, Weekend)	



COMPETITION?

Competitor Analysis

Competitors:	A	B	C	You
Products & services				
Location				
Size				
Market share				
Years in business				
Ownership				
Financial strength				
Importance of business to them				
Pricing				
Advertising & promotion				
Image				
Sales approach				
Distribution				



Customer profile				
Production process & cost				
Patents & copyrights				
Summary of strengths				
Summary of weaknesses				
Threats				
Opportunities				
Other				
Other				



WHY SHOULD THEY BUY YOURS?

Your Marketing Message PSC / FBA (C=DATES-USA)

Problem:

Solution:

Credibility:

Features:

Benefits:

Action:

CREDIBILITY (Enter Examples Below)

☐ Demonstration:

☐ Affiliation:

☐ Testimonials:

☐ Emotion (words, story):

☐ Statistics:

☐ U – Frame of Reference:

☐ Specific Facts:

☐ Analogies:



YOUR SLOGAN: _____ EXAMPLES BELOW:

CLOTHING / LUXURY

“Just do it” – Nike, Inc. (foot wear)
“Lifts and separates” – Playtex Cross-Your-Heart bra
“A diamond is forever” – De Beers Consolidated Mines
“Between love and madness lies Obsession” – Calvin Klein

PACKAGE DELIVERY

“When it absolutely positively has to be there overnight”
“See What Brown Can Do For You” – UPS

TECHNOLOGY

“Intel inside” – Intel
“Certified QuickBooks Pro Advisor” – Intuit QuickBooks
“Think different” – Apple Computer
“Think outside the box” – Apple Computer
“So easy to use, no wonder it’s number one” – AOL
“Is it live, or is it Memorex?” – Memorex audio cassettes
“Keeps going and going and going” – Energizer Batteries
“It takes a licking and keeps on ticking” – Timex
“Kills Bugs Dead” – Raid insecticide

MEDIA

“The first network for men” – Spike TV
“All the news that’s fit to print” – The New York Times
“Fair and balanced” – FOX News
“If you don’t get it, you don’t get it” – Washington Post
“It’s not TV, it’s HBO” – HBO
“Let your fingers do the walking” – Yellow Pages
“The most trusted name in news” – CNN
“You give us 22 minutes, we’ll give you the world” KFWB

FINANCIAL

“Don’t leave home without it” – American Express
“There are some things money can’t buy. For everything else, there’s MasterCard” – MasterCard
“VISA – It’s everywhere you want to be”
“When E. F. Hutton Talks, People Listen”

FOOD / SNACKS

“Betcha can’t eat just one” – Lay’s potato chips
“Give me a break – Give me a break – break me off...”
“What would you do for a Klondike Bar?”
“Breakfast of Champions” – Wheaties
“Kid tested. Mother approved” – Kix breakfast cereal
“Sometimes you feel like a nut, sometimes you don’t.

DRINKS

“It’s the real thing” – Coke
“Take the Pepsi challenge” – Pepsi Cola
“The UnCola” – 7-Up

“It’s not just for breakfast anymore” – Florida Orange Juice
“The king of beers” – Budweiser

HOME IMPROVEMENT

“Lowes – Improving home improvement” – Lowes
“We’ll beat anyone’s advertised price or it’s... freeeee!”
“Screw yourself”. – IKEA (Norway)

FAST FOOD

“You deserve a break today” – McDonalds
“Have it your way” – Burger King
“Think outside the bun” – Taco Bell
“Where’s the beef?” – Wendy’s Restaurants
“If it doesn’t get all over the place, it doesn’t belong in your face” – Carl’s Jr.

PERSONAL CARE

“Because you’re worth it” – L’Oreal
“Does She or Doesn’t She? ... – Clairol hair coloring
“I liked it so much I bought the company” – Remington
“I never knew you had dandruff” – Head & Shoulders
“It Floats!” – Ivory Soap
“You’ll wonder where the yellow went... Pepsodent”
“Maybe she’s born with it – maybe it’s Maybelline”

TRAVEL

“... another shrimp on the barbie ...” – Australian Tourism
“The happiest place on Earth” – Disneyland
“At Avis we’re number two so we try harder” – Avis
“At Enterprise we’ll pick you up” – Enterprise rent-a-car

TOBACCO

“I’d Walk a Mile for A Camel” — Camel cigarettes
“You’ve Come a Long Way, Baby” — Virginia Slims

CARS / GAS

“The ultimate driving machine” – BMW
“Think Small” – Volkswagen
“Put a tiger in your tank” — Esso

GOVERNMENT / PUBLIC SERVICE

“Be all you can be” – US Army
“Give a hoot, don’t pollute” – United States Forest Service
“Only you can prevent forest fires” – US Forest Service
“Take a bite out of crime” – National Crime Prevention
“The toughest job you’ll ever love” – Peace Corps
“I love New York” – New York City
“A mind is a terrible thing to waste” – United Negro College
“This is your brain. This is your brain on drugs. Any questions?” – The Partnership for a Drug-Free America



Distribution Channels Available

Check the box on the left for every channel you would like to use ----- Then enter details in the box on the right

☐	Direct Selling (including networking)	
☐	Location (physical, Internet)	
☐	Direct Marketing (mail, phone, Internet, TV/radio, door-to-door,)	
☐	Distributors (wholesalers, affiliates, catalogs, independent sales reps)	
☐	Retail (independents, chains, franchises)	
☐	Large Organizations (Girl Scouts, AARP, AYSO, OEMs – using your product or service inside theirs)	
☐	Government (local, state, federal, military, schools, police)	
☐	International (through State Dept, Distributors, Direct)	



Media, Sales Promotion & Publicity Worksheet

☐ Identification	☐ Product/ Business Name ☐ Business Cards ☐ Patent ☐ Signage ☐ Trademark	☐ Stationery ☐ Slogan ☐ Uniforms ☐ Branding/™ ☐ Spokesperson/ Mascot
☐ Printed Items	☐ Packaging/ Labels ☐ Flyers/ Brochures ☐ Catalogs/ Menus ☐ Price Lists	☐ Posters ☐ Tent Cards ☐ Magnets/ Promo Items ☐ Newsletters
☐ Direct Marketing	☐ Telemarketing ☐ Direct Mail (letter/postcard)	☐ Door Hanger ☐ Infomercials
☐ Broadcast	☐ TV (Network, Cable) ☐ Radio	☐ Infomercials/ QVC ☐ School TV/ Radio Stations
☐ Print Media	☐ Newspapers ☐ Periodicals/Magazines	☐ Inserts ☐ Coupon Books/Mailer packs
☐ Outdoor	☐ Window Signs ☐ Billboards ☐ Vehicle Advertising/ Signs	☐ Transit Advertising ☐ Ads On Buildings
☐ Directories	☐ Yellow Pages ☐ Industry Directories ☐ Chamber of Commerce	☐ Regional Directories ☐ Thomas Register/ Service Magic, 1800-dentist, etc
☐ Exhibits	☐ Trade Shows ☐ Showrooms	☐ Trade/ Buying Marts ☐ Live Demos
☐ Internet	☐ Website ☐ Email/newsletter/whitepaper ☐ Social Media	☐ Pay-Per-Click/ Banner Ads ☐ Viral Marketing ☐ Affiliate Marketing
☐ Distribution Channels (besides Internet)	☐ Referrals/ Tell-a-Friend ☐ Personal Networking ☐ Salespeople ☐ Independent Reps/ Affiliates ☐ Retailers/Chains/Franchises ☐ Wholesalers/ Jobbers	☐ Catalog Houses ☐ Large Organizations ☐ Network Marketing/ MLM ☐ Government ☐ International
☐ PR / Publicity	☐ News/ Press Releases ☐ Events/ Stunts ☐ Media Appearances	☐ Sponsorships ☐ Talks/ Seminars ☐ Viral Video/ Websites
☐ Sales Promotion	☐ Leader/Hot Product or Price ☐ Free Sample ☐ Bonus ☐ Satisfaction Guarantee	☐ Event/ Celebration ☐ Coupon/ Discount ☐ Gift With Purchase ☐ Contest/ Sweepstakes

Rough Ad Budget	Radio	\$ _____	Direct mail	\$ _____
	TV	\$ _____	Stationery	\$ _____
	Newspaper	\$ _____	Packaging	\$ _____
	Magazines	\$ _____	Displays	\$ _____
	Billboards	\$ _____	Brochures	\$ _____
	Catalogs	\$ _____	Other	\$ _____

Total budget for a year \$ _____



Check the Marketing Tools You'd Like to Work On

- ☐ Identification _____
- ☐ Location _____
- ☐ In-Store Promo _____
- ☐ Printed Items _____
- ☐ Direct Marketing _____
- ☐ Web Marketing _____
- ☐ Outdoor Ads _____
- ☐ Print Advertising _____
- ☐ Broadcast Ads _____
- ☐ Directory Ads _____
- ☐ Exhibits _____
- ☐ Distrib. Channels _____
- ☐ Networking _____
- ☐ PR and Publicity _____
- ☐ Sales Promotion _____



A Few Additional Marketing Ideas

JOINT MARKETING WITH OTHER BUSINESSES

- they sell you, you sell them / identify synergistic businesses
- create joint-marketing programs, literature, mailings, etc.
- make it easy for them to promote you

LOCATION

- food court concept (clustering of similar businesses)
- locate next to someone who attracts heavy traffic (Post Office, McDonald's)
- set up a kiosk inside someone else's location

FREE SEMINARS AND WEBINARS

- use free local venues such as libraries, churches
- offer free seminars or online webinars and teleconferences
- get people to sign up (capture their contact information including email)

BUILD A DATABASE / FOR EMAIL MARKETING PROGRAM

- email is virtually free advertising
- at every opportunity – capture their email
- offer an incentive (prize drawing, coupons, specials of the week/month)

REFERRAL CARDS

- offer an incentive (tell a friend and you'll get 10% off your next purchase)
- two-for-one – offer a reason to bring a friend

REFERRAL FEES / AFFILIATE FEES

- offered to businesses and individuals
- make easy for people to refer customers to you

SPONSORSHIPS – (SELL IN BUNCHES LIKE BANANAS)

- identify groups with clusters of potential customers (large company's employees, trade association members, etc)
- local fundraisers – offer coupons, split profits with them (note that schools & sports teams – are always trying to raise funds)
- note that local soccer alone can have 10 teams of 15 players = 150 potential families x 3 people per family = 450 potential customers (a national sports clothing company started with this approach in his local community)



SALES PROMOTION

Following are definitions and examples of sales promotion tools

SALES PROMOTION TOOL	DEFINITION	EXAMPLES
☐ 1a. Familiarity	Find a way to get more recognizable or to achieve greater acceptance as one-of-the-gang	Use or rent a familiar name (or expression, word, phrase, or something otherwise familiar) --
☐ 1b. Convenience	Find a way to get closer to and/or easier for customers	Open a branch, booth, or satellite location, or a ready-teller or take-out window
☐ 2. Sales Leader	(Hot item or price) Offer something people will go out of their way to get	Best prices in town; Lowest price on certain, heavy repeat item (milk, eggs, blades, diapers, oil change); Exclusive or hard-to-find item or service (like tickets, hot item/ person)
☐ 3. Event / Celebration	Invite customers to your party	Holidays; Invented celebrations; Birthdays; Outdoor events; Publicity stunts
☐ 4. Coupon / Discount	Let customers save some money	Coupons; Discounts; Rebates; 20% off; 2 price; Save \$1
☐ 5. Free Sample	Give them a chance to try before they buy	Free demo; Free with purchase; Free trial size; Free taste; Try for 30 days free
☐ 6. Bonus	Give them more for the same price	Larger portions - 2 extra ounces for the same price; Unlimited refills on your cup of coffee
☐ 7. Gift	Bribe them by giving them a present if they do what you want	Free t-shirt to the 1st 50 people; Free dessert with meal; \$10 gift certificate; Free car wash w/ \$10 gas
☐ 8. Contest / Sweepstakes	Give them a chance to win something	Drawing for a free car; Spin wheel for prize; Skill question for prize (like guessing how many jelly beans in a jar)
☐ 9. Continuity Program	To bring customers back, points get collected with each purchase to be saved up for prizes or discounts	Free hand car wash with 3 gas fill-ups; Free dish with each \$10 purchase (collect the whole set); Points given on each purchase - save up to buy items from gift catalog

PROMOTIONS CALENDAR

The calendar below lists holidays, events and/or celebrations you can use for promotional purposes

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
New Year's Day M. Luther King Day	Super Bowl Sunday Valentine's Day President's Day	Groundhog Day St. Patrick's Day Spring	April Fools Day Tax Day Easter	Cinco De Mayo Mother's Day Memorial Day	Flag Day Summer Father's Day
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Independence Day		Labor Day Back to School	Columbus Day Halloween	Veteran's Day Thanksgiving	Winter Christmas New Year's Eve

Besides conventional holidays you can promote a Grand Opening Anniversary, graduations, ethnic, regional, industry and seasonal celebrations (i.e., flower, hay fever, flu /flea seasons), outdoor events, stunts, even the owner's mother's birthday
Also remember Trade Events and Annual Shows (i.e., Consumer Electronics Show, National Gift Show, etc)



56 Powerful Offers Proven to Generate Sales

Raising Response

☐ Free Trial / Free To Try	☐ Money-Back Guarantee	☐ Free Gift	☐ Limited Time Offer
☐ Credit Card Payment	☐ No Money Down	☐ 30 Days Free /Pay Handling	☐ Contest / Sweepstakes

Reducing Risk

☐ Money-Back Guarantee	☐ Guaranteed Buy-Back	☐ Guaranteed Acceptance	☐ Limited-Time Intro Offer
---	--	--	---

Lowering Price

☐ Dollars Off / Cents Off	☐ Discount Certificate	☐ Rebate	☐ Sale Price
☐ Introductory Price	☐ Group Discount	☐ Quantity Discount	☐ Early-Bird Discount
☐ Price-Matching	☐ Trade-In Offer	☐ Discount on Orders Over \$__	☐ Blue-Light Special

Increasing Urgency

☐ Limited-Time Offer	☐ Offer Expires (Date/Time)	☐ Last Chance	☐ Until Supplies Last
☐ Limited Edition	☐ Pre-Publication Offer	☐ Enrollment Period	☐ Price Incr. Announcement

Improving Terms

☐ Payment Terms/Installment	☐ Progressive Payments	☐ Deposit +Payment w/Order	☐ Bill-Me Later
☐ Lease / Rental Option	☐ 2% 10, Net 30 Days	☐ Early-Payment Discount	☐ Free Shipping w/ Order \$__

Special Services

☐ Free Shipping If Over \$__	☐ Gift Shipping	☐ Rush Shipping Service	☐ Special Handling
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Boosting Sales

☐ Limited Membership	☐ Lo, Mid, Hi Price Versions	☐ Load-Up / Low Initial Price	☐ Autoship / Ship Til-Forbid
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Generating Inquiries

☐ Free Information	☐ Free Sample	☐ Free Gift With Inquiry	☐ Free Demo / Free Estimate
☐ Free Subscription	☐ Member-Get-Member	☐ Give Rep Permission to Call	☐ Free Survey Of Your Needs