

Marketing 101

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83% of small businesses
do not have a sales &
marketing plan

What Matters?

- Right customers
- Value proposition
- Sales Execution



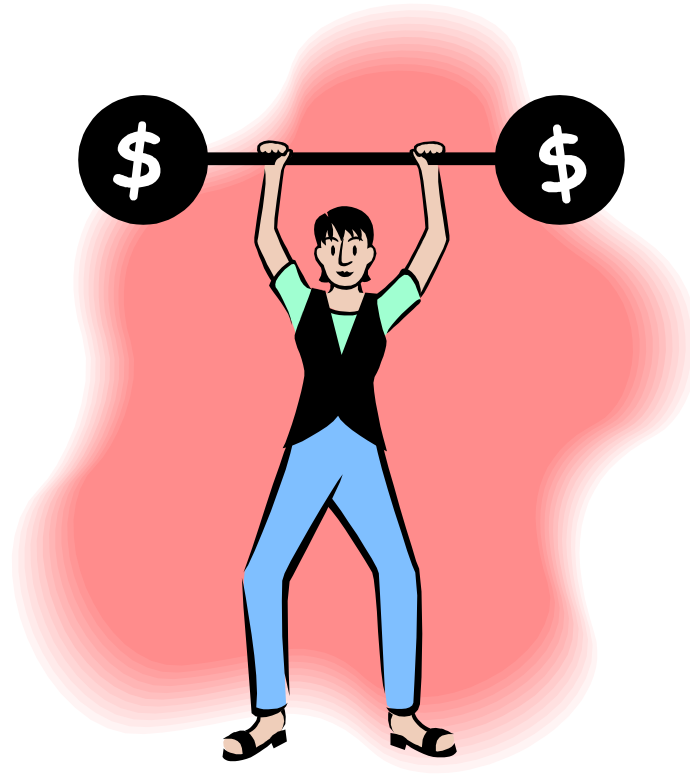
Ideal Customer Profile



Future Opportunity Matrix

Product Lines-->	Mixing Sets	Logoed Server Trays		
Client Segments	Current Clients/Customers and Products			
Restaurant - independent	H	M		
Restaurant - chains	H	H		
Hospitals	H	L		

Your Value Proposition



Value Proposition: Our Definition

- Something you can do *nobody else can*

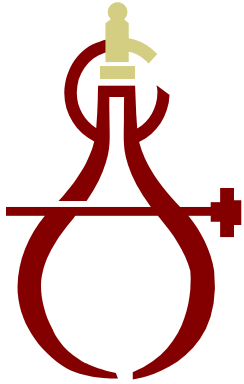
Or

- Something *you do better* than anyone else
...and *you can prove it!*

And

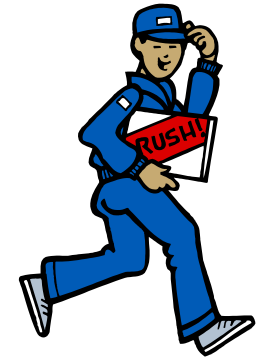
- Needs to be something that *customers value!*

Value Proposition



Quality

Value



Service

Value Proposition

Competitors-->	Company 1	Company 2	Company 3
Fact/Feature			
Response time	1	9	5
Error Rate	8	5	3

Sales Execution



Sales Model

- Distributors
- Sales Agents
- Direct – web
- Sales reps
 - Inside
 - Outside

CPR: Conversion Penetration Retention



Growth Mix

- Conversion – growth through new business
- Penetration – more from the clients you have
- Retention – keeping what you've got



Compensation Model

- Variable?
 - Based on revenue
 - Gross margin
 - Net profit
 - Volume
- Different ratios for conversion, penetration, retention?



Other Considerations

- Activity management
- Funnel management and reporting
- Proposal factory
- Marketing strategy

