

## Marketing for Success

Marketing is often confused with selling or promotional activity. Simply put, marketing is the process of meeting customer needs profitably. Or perhaps, put another way it puts your business in the position to make the right sort of sales.

### Scope of Initial Discussion

- What does a good customer look like?
- Why should people buy from you rather than your competitor?
- Which are the best products/services you have to offer?
- How much will it cost to reach those profitable customers?
- What techniques/promotional methods are best suited to your product/service?
- Should I trade on the internet, how do I go about it?

And many, many, many more.....as we look at your personal situation.

### Who will I talk things through with?

#### **Martin Kemp**

Martin's background is in Sales and Marketing. He is a founder Director, co-owner and Chairman of Kingfisher and has worked with small owner managed businesses for the past 30 years. "In my view good marketing is usually at the heart of a good business and those that really get close to their customers usually come out on top. Even sophisticated businesses can lose sight of the prime objective of meeting customers' needs at a price they perceive as good value for money. Today the internet can give the small, nimble business an opportunity to compete with larger more established competitors".



### Main Outcome

To arrive at a sensible and affordable marketing plan for the business and to concentrate resources on those areas that will give the best return.

These sessions last for around an hour and cost just £75 plus VAT.  
To book yours phone 01706 252300 and speak to Sue Ashton

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