

Special Report

BEAT Your Competition

Without giving away your products or services!

Twenty One SMP's To Position

Your Business Ahead of Your Competition

The first step of a successful marketing program is to clearly identify your SMP (Strategic Marketing Position) which will be used through out the rest of the marketing activities for your business and will be a key differentiation for your business as compared to other like or similar business in your area. A SMP is the fuel for your marketing engine making your company unique in the market place and giving customers a reason to buy from YOU versus your competitors.

If I were to ask you why your customer buy from you, if you are like most businesses your answer because of your price, quality of product, great service, etc. Not that these are not good and can not be used as SMP's it is just that everyone one else is using them so if you want to use them also you have to be able to call out how much lower or how much better quality or service you provide to be unique.

You also must recognize that there can only be only ONE low price leader, ONE quality leader, and One best Service Provider, and it is very difficult to maintain one of those positions in a competitive environment.

The attached examples of successful SMP's give you multiple ways to differentiate your business that are maintainable and sustainable and that will give your customers a reason to buy from YOU!

DEFINING YOUR SMP

Select those SMP's that you are currently using.

Select those SMP's that have the best potential to differentiate your business.

Have your Employees and Staff do this also and compare notes.

Ask your best customers why they do business with you.

Consolidate the above into a new and more powerful SMP.

Integrate your SMP into all your Marketing and Advertising.

About Marketing @ Work:

Marketing @ Work is a unique Marketing and Sales consultant that focuses on optimizing your marketing efforts for maximum return! Running your own business is a challenge in today's competitive marketplace squeezing profits and revenue from every angle and stealing time from your friends and family. Our marketing efforts focus on activities that will generate the most return for the least amount of investment with an emphasis on applying marketing principals aimed at doubling your income, tripling your profit, giving you more free time and putting the joy back into your business. How is this possible?

You get focused marketing efforts that leverage all the assets of your company, optimizes each sale and customer contact, builds long term customer relationships versus one time sales, shows customers the benefits of doing business with you so they are ready and willing to buy with minimal sales efforts or buyer resistance, and optimized marketing actions that builds on your existing customer base and helps you get more return from each of those customers.

Continued:

Marketing does not come naturally to many business owners, so we lay out clear action plans that lead you step by step through your marketing efforts. We will also be by your side to guide you or help you as well.

A typical business obtains a 20%-100% increase in sales with limited additional marketing expense by applying our marketing principles to their business. If you are interested, we would be happy to work with you to apply the same principles to your business. We guarantee Your Success with a Money Back Guarantee!

We hope you find the information in this brochure useful and if we can be of further service or if you would like to take advantage of our Free Consultation, please give us a call.

Sincerely:

Kenneth R. King

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SMP #1: Convenience

Your Business competes by being more convenient through:

- Location or Physical Proximity
- Selection or Breadth of Inventory
- Service Hours or Availability

Example: 7-Eleven, Home Depot

SMP #2: Variety

Your business competes by having:

- A wide selection of products or services
- Unique or different Styles or Colors
- Products or Service that fit a wide Price Range
- Variety of Name Brands

Example: Mega Car Dealerships, Amazon Books

SMP #3: Service

Your business competes on the basis of the breadth and depth of your services to the customer.

- Free, low cost, or fast delivery
- Free or low cost Installation and Set Up
- Special Credit or Financing Terms
- Availability and Price of Warranties/Repairs
- Education or training, availability and price
- Guarantees and/or Return Policies

Example: Dominos Pizza, Sears Kenmore

SMP #4: Personal Selling

Your business competes through the usage of direct sales techniques and the skills of the direct sales force, representatives, and dealers:

- Home Parties or Demonstrations
- Telemarketing and direct ordering
- Seminars or In Office Demonstrations

Examples: Electrolux Vacuums, Tupperware

SMP #5: Product

Your business competes on the basis of some believable, important or unique product features:

- Leading or Differentiated Performance
- Richer or Better Features or Functions
- Enhanced Usability or Versatility
- Direct or Indirect Customization
- Useful Life or Durability
- Ease of Use or Ease of Application

Examples: Nikon Cameras, Apple MacIntosh

SMP #6: Segmentation

Your business competes by finding a unique and relevant market segment not recognized or addressed by others and providing a product or service that meets the needs of that segment.

Example: Hair Club For Men

SMP #7: Brand/Image/Reputation

Your business competes by being recognized as a business that provides products or services that are:

- More Fashionable or Trendy
- Higher Quality or Durability
- More Reliability
- More Prestigious or with Snob Appeal

Example: Mercedes Benz, Dom Perignon, Rolex

SMP #8: Quality

Your business competes by being recognized that your product line is of a better quality than the competition in :

- Usability
- Consistent and Sustained Performance
- Providing the customer's desired results

Examples: Zenith, Maytag, Honda

SMP #9: Advertising

Your business competes by having the most pervasive advertising & marketing, making your business first in the customers mind through exposure to:

- Newspapers, TV/Radio, Magazine, Direct Mail
- Point of Sale, Self Display, Cartons, etc.

SMP #10: Distribution Channels

Your business competes by providing the customer with a Sales and Distribution channel that provides unique benefits over your competitors such as:

- Mail Order (More Convenient)
- Warehouse Clubs (A Lower Cost/Price)
- Direct Sales or Door to Door Sales

Example: Lands End, SAM's Club

SMP #11: Special Relationships

Your business competes by providing products or services that are targeted to customers based upon:

- Personal Contact and Availability
- Unique Policies or Services
- Sharing of Mutual Benefits
- Group or Shared Relationships
- Trade Associations or Affiliations

Examples: Personal Trainer, AARP, SAM's Club

SMP #12: Proof of Claims

Your business competes by being able to point to your historical ability to deliver in full your product or service claims, warranty, or quality beyond question to influence your customer's purchase.

Examples: Prudential, LL BEAN

SMP #13: Product Breath

Your business competes on the ability to offer one stop shopping and convenience due to the breadth of you product line or services. The Customer has a reasonable assurance that they will be able to find exactly what they need with limited compromise or delay:

Example: Wal-Mart Super Stores, Home Depot

SMP #14: Product Customization

Your business competes by the delivery of specialized or customized products or services tailored directly to the customers needs. This could include:

- Complete/Full Customization
- Semi or Partial Customization

Examples: Burger King, Ping Golf Clubs, Gateway and DELL Computers, Hand Made Suits

SMP #15: Packaging

Your business competes by providing a product or service with unique packaging characteristics:

- Dynamic and Eye Catching Graphics
- Functionally Unique (Bulk Packaging/ Portable)
- Compelling Advertising Message / Labeling
- Distinguishable and unique physical shape/size

Example: L'Eggs Hosiery, Snackables, TOTE's

SMP #16: Promotion

Your business competes by providing the following as a primary means of sales:

- Samples of products or services
- Coupons or Discounts on purchased or related Products or Services
- Low Cost or Special Priced Packages/Combos
- Trade In or Upgrade Allowances

Example: Procter & Gamble

SMP #17: Merchandising

Your business competes by drawing customers through your:

- Signage, Displays, or Advertising
- Special and Unique Buying or Pricing Policies
- Discounts & Allowances
- Cooperative Marketing Programs

Example: National Enquirer, Chewing Gum, Coca Cola at McDonald's, Pepsi at Wendy's

SMP #18: Knowledge

Your business competes by being recognized as having unique knowledge, background, skills, etc..

- Information on Markets, Business, Management, Segmentation
- Information Technology or Competitive Trends
- Information on Consumers or Businesses

Examples: Dunn & Bradstreet, Nielsen, Mercer,

SMP #19: Technology

Your business competes on the basis of or the perception of technological innovation, patents, proprietary products, and actual or perceived leadership in the market.

Example: Polaroid, Microsoft, Chrysler, Intel

SMP #20: Physical Distribution

Your business competes through the close attention to the benefits of rapid delivery or re-supply of distributor stocks. Overnight air delivery versus ground delivery. No charge or low charge shipping or handling.

Examples: Medical Distributors, Small Wholesalers, Job Shops for Major Manufacturers

SMP #21: Price

Your business competes on the basis of a lower price since you and your competitor's product and marketing mix are essentially undifferentiated.

This is the weakest SMP since it puts undue pressure on your Gross Margins, Profit, and Ability to Compete as a small business.

Example: Wal-Mart, Kmart

You have just seen 21 Examples of Successful SMP's used by many major business today. On the next page are some sample sentences to help you clarify those SMP's that may apply to you and your business. Pick those examples that your customers will find as a compelling reason to buy from your business. Assure yourself that this is a viable SMP that you can live up to and that will make you unique in your market. Then Integrate that message into all your Marketing, Business Cards, Letterhead, Advertising, etc...

If you do this you will have positioned yourself ahead of 90% of your competition!

Examples to help you decide on Your SMP:

(Fill in the Blanks)

My Customers buy from my business because:

My Customers return to buy from me because:

I am Unique in that I am the [Only, Closest,
North , South.....] Business that:

This is important to my customers because:

I am different from my competition because:

The major complaint from Customers for Busi-
nesses similar to mine are:

My business is Unique because we provide a
[Guarantee, Training, Supervision,] to assure
our customers will not experience the above prob-
lems with our business.



Practical and Affordable Marketing Consulting to Help Your Business Prosper

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