



The Chartered  
Institute of Marketing

# Simply Better Marketing

How to increase sales success



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# Simply Better Marketing

In association with Business Link

Workshops to help you get better at marketing your business:

*Currently:*

- Developing Marketing Online
- Internet Marketing – How to Increase Sales Success

*Previously:*

- How satisfied customers grow businesses
- Does lowest price always get the business
- Making small budgets go further

## We will cover...

- **Overview of marketing**
  - Marketing Strategy & Planning
  - Sales in the Marketing Mix
- **Successful selling**
  - Understand what you are selling
  - When to engage the sales process
  - Positioning your proposition
- **Sources of further advice**



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# Selling & the Marketing Mix

# Marketing is ... what your business does

... the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

... about getting the right product or service to the customer at the right price, in the right place, at the right time.

Marketing's objective is to be able to charge the highest possible **price** for what you offer – and for people to smile after!



# Marketing strategy

- Marketing focuses on the most fundamental requirements of companies to:
  - identify customers,
  - research their needs and preferences,
  - analyse their attitudes to promotion and other factors that influence their purchasing decisions
  - persuade them to buy products and services from you rather than a competitor
- All this requires a marketing strategy that is coordinated and considered

# Your marketing plan

- Detailed investigation of the market/segments and position within it.
- Understand the shaping social, political, economic, cultural and technological trends
- Set business objectives, targets and goals
- Devise a specific plan of action, which is **constantly revised and updated**
- Covering all the P's!

# The 8Ps of marketing

- **Product**
  - Providing value to customer
- **Price**
  - Only means of generating revenue
- **Place**
  - Where and how people buy
- **Promotion**
  - Communicate the value
- **People**
  - Delivering service & reputation
- **Process**
  - How easy is it to buy from you?
- **Physical Evidence**
  - Experience of service pre-purchase
- **Positioning**
  - Relative to the competition



# So, what is marketing?

- If the circus is coming to town and you paint a sign saying “Circus Coming to the Fairground Saturday”, that’s **advertising**.
- If you put the sign on the back of an elephant and walk it into town, that’s **promotion**.
- If the elephant walks through the mayor’s flower bed, that’s **publicity**.
- And if you get the mayor to laugh about it, that’s **public relations**.
- If the town’s citizens go the circus, you show them the many entertainment booths, explain how much fun they’ll have spending money at the booths, answer their questions and ultimately, they spend a lot at the circus, that’s **sales**.
- And, if you planned the whole thing, that’s **Marketing!**

*Unknown*

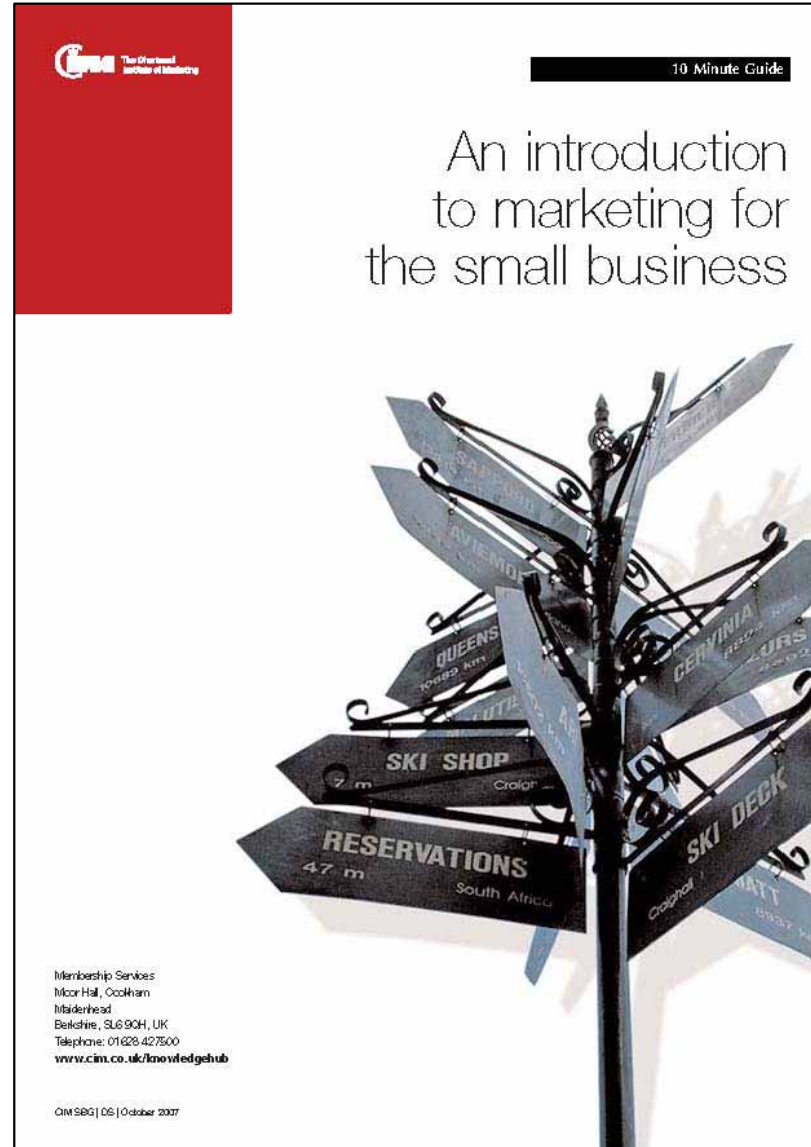
# Marketing meets sales

"The aim of marketing is to know and understand the customer so well that the product or service fits him or her and sells itself."

*Peter Drucker*



# Useful Guide



## Review ...

- **Overview of marketing**
  - Marketing Strategy & Planning
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# Find out more

- 1-1 follow up with Chartered Marketer
- Useful advice for small businesses wanting to build on their marketing knowledge

[www.cim.co.uk/knowledgehub](http://www.cim.co.uk/knowledgehub)

- **Guest membership at**  
[www.cim.co.uk/register](http://www.cim.co.uk/register)



# Tony Buddin

Business link provides the Information,  
Advice and Support you need to start,  
maintain and grow a business

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# Thank you

Please remember to  
complete your feedback  
forms!