



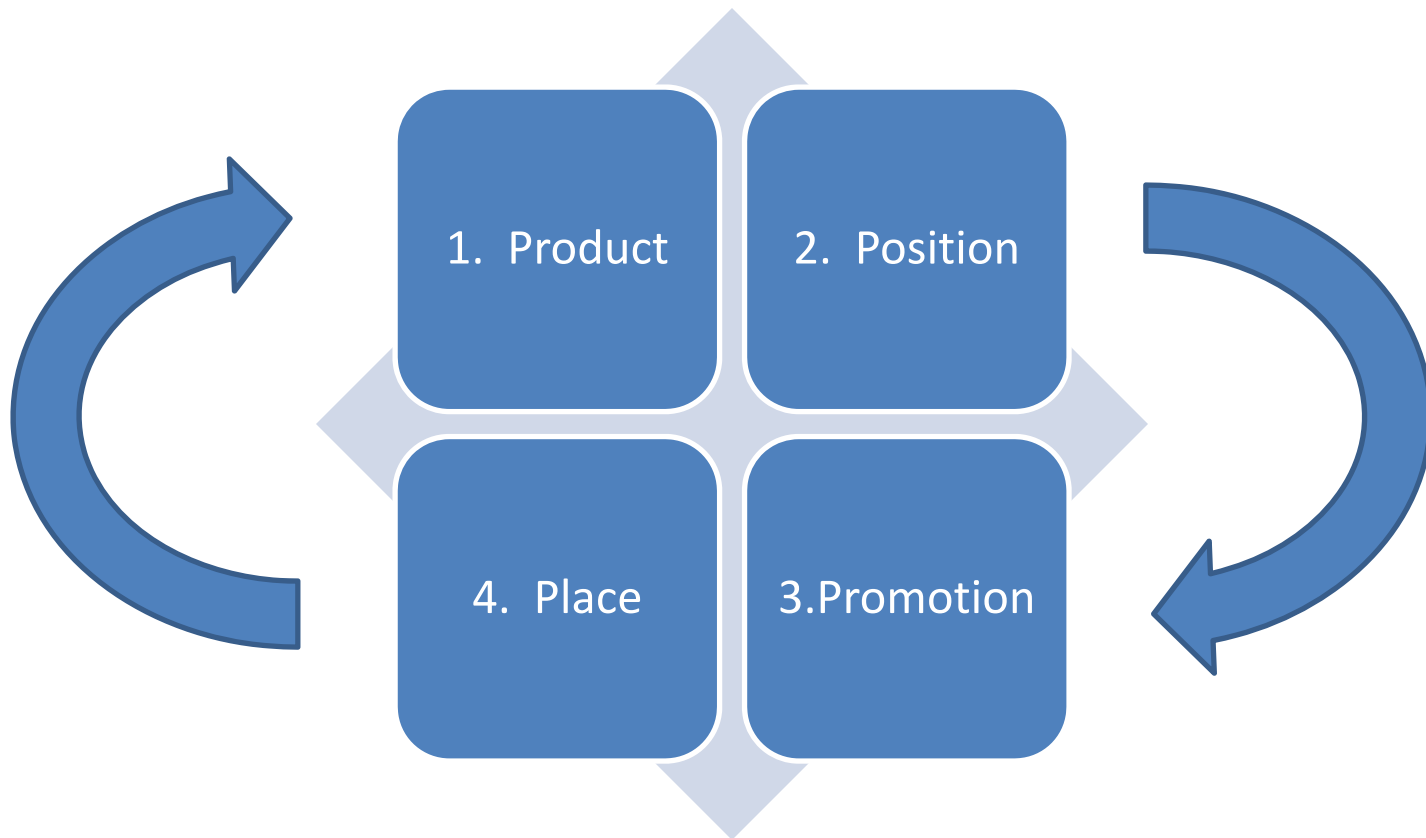
## MARKETING PROCESS

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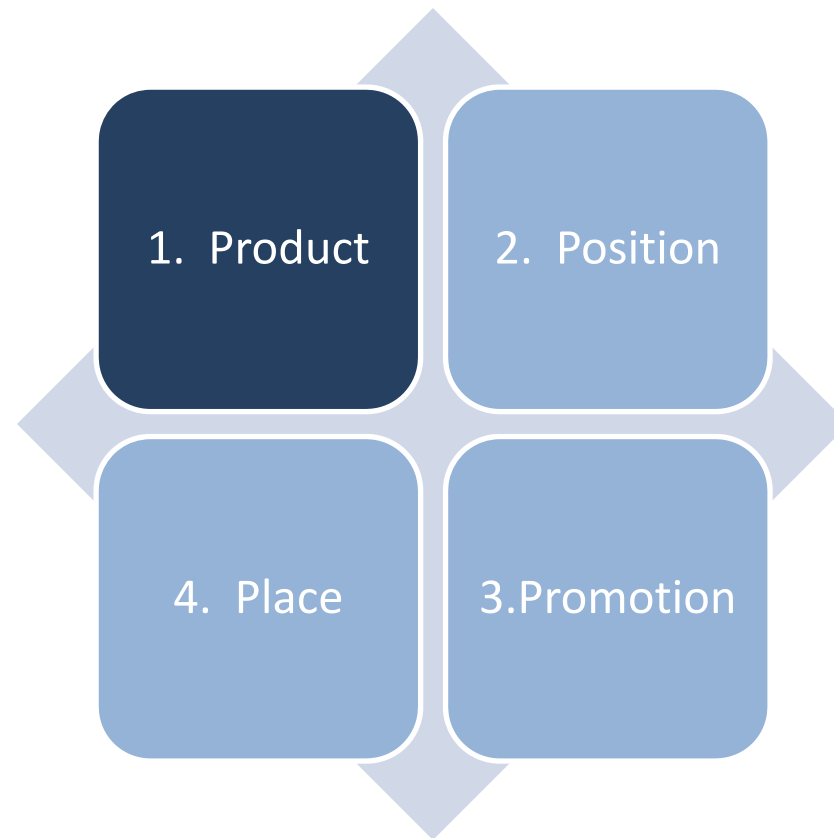
“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.”

~ Peter F. Drucker, Professor of Management, NYU.

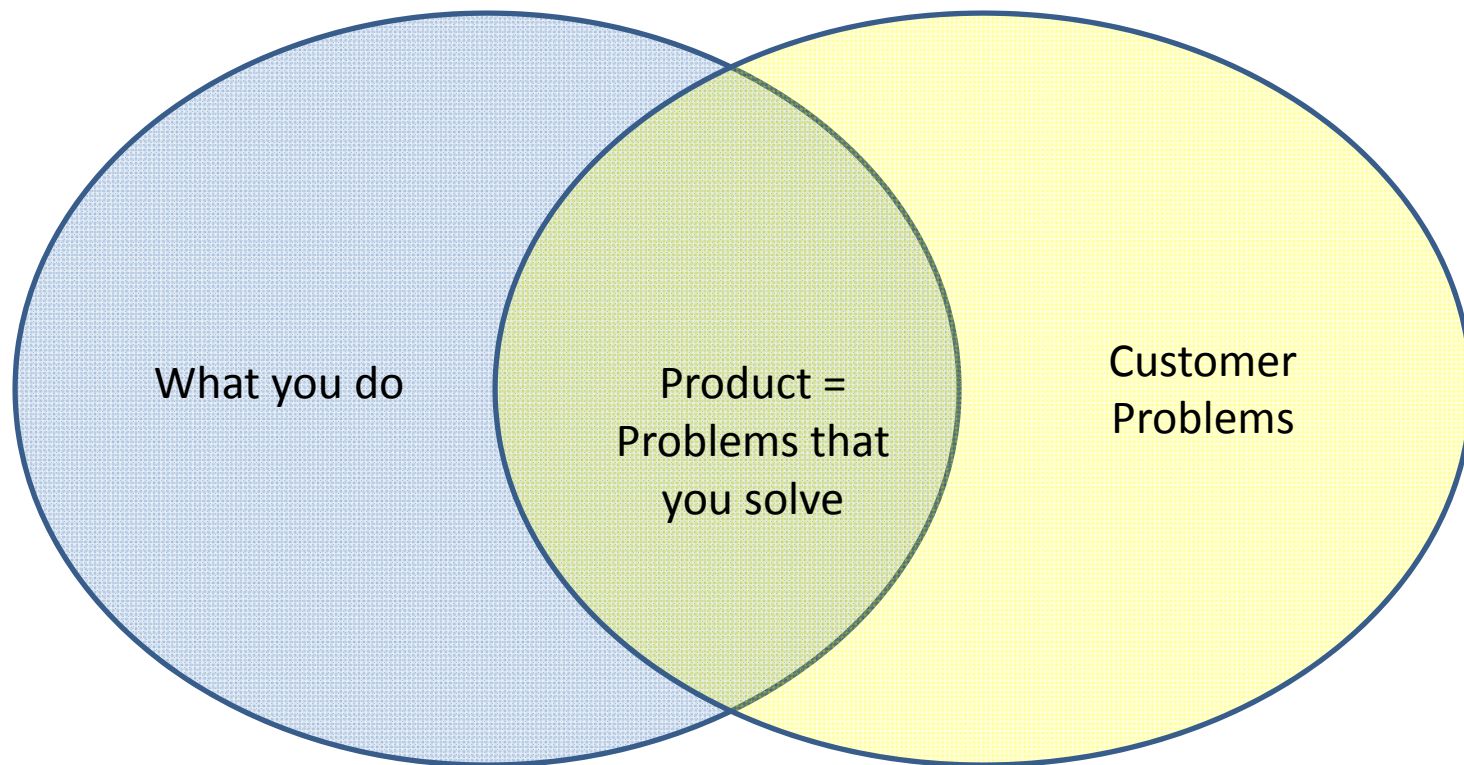
# 4P'S OF HOW TO SELL ANYTHING



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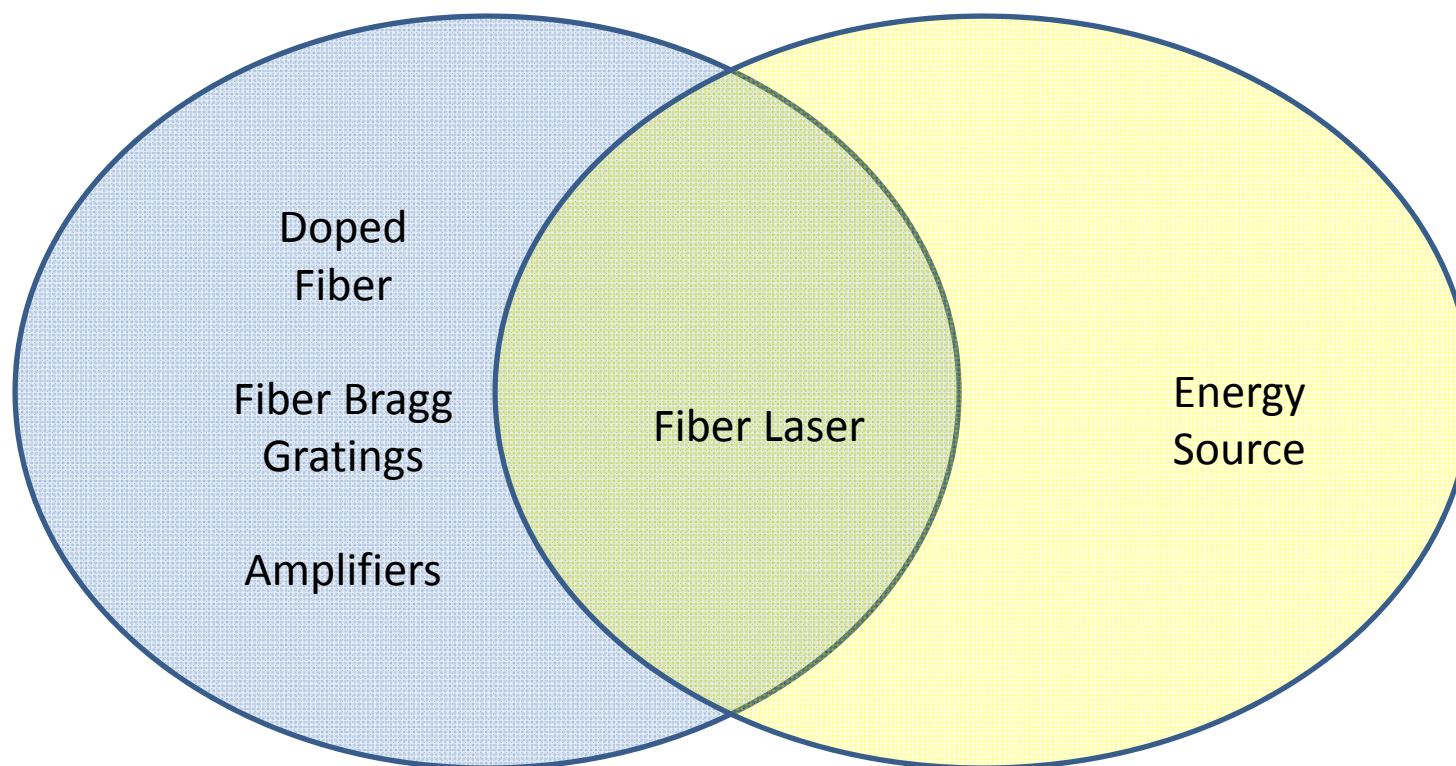


# YOUR PRODUCT IS AT THE INTERSECTION





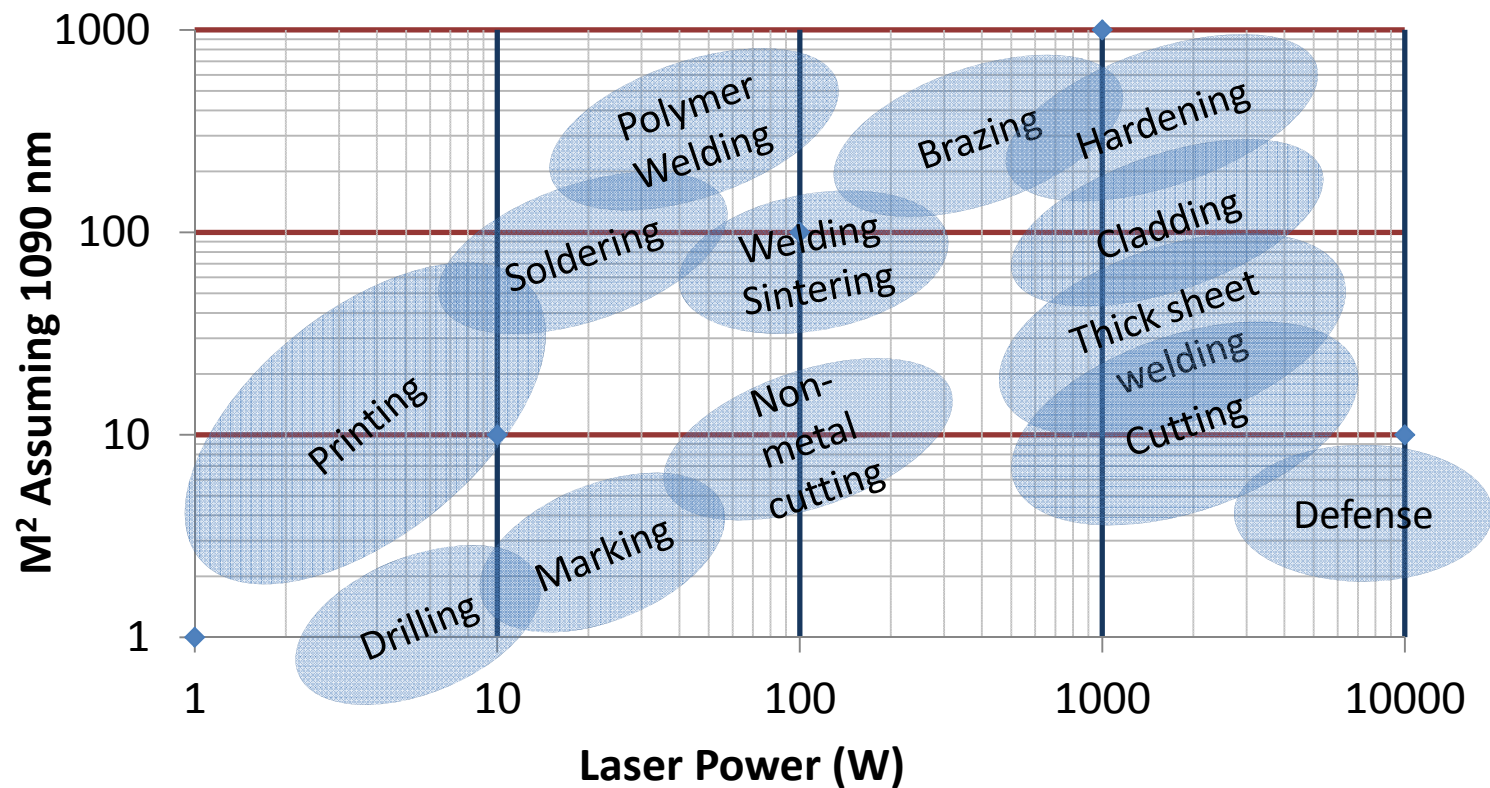
# FIND THE INTERSECTION BETWEEN WHAT YOU DO & WHAT PEOPLE PAY FOR





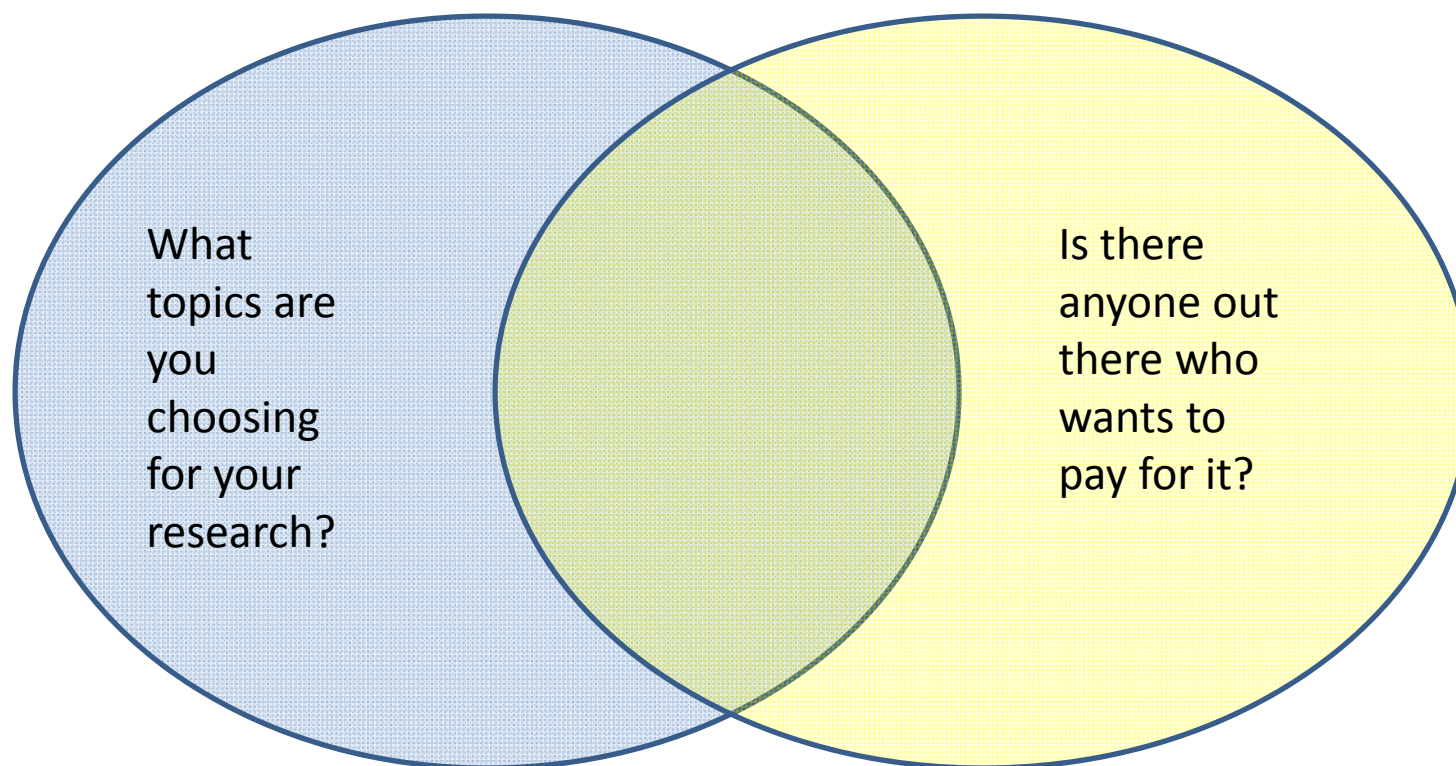
# SEGMENT TO BECOME THE BIG FISH OF THE POND

$$M^2 = \frac{\text{Actual Beam Divergence}}{\text{Ideal Beam Divergence}}$$

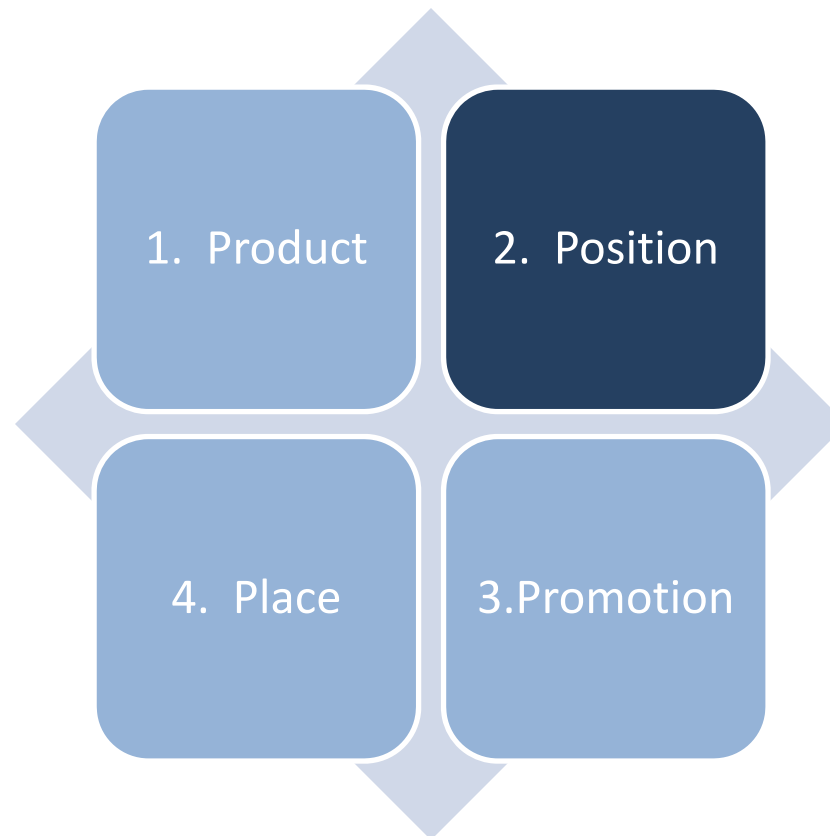




# HOW CAN YOU APPLY THIS TO YOUR RESEARCH?

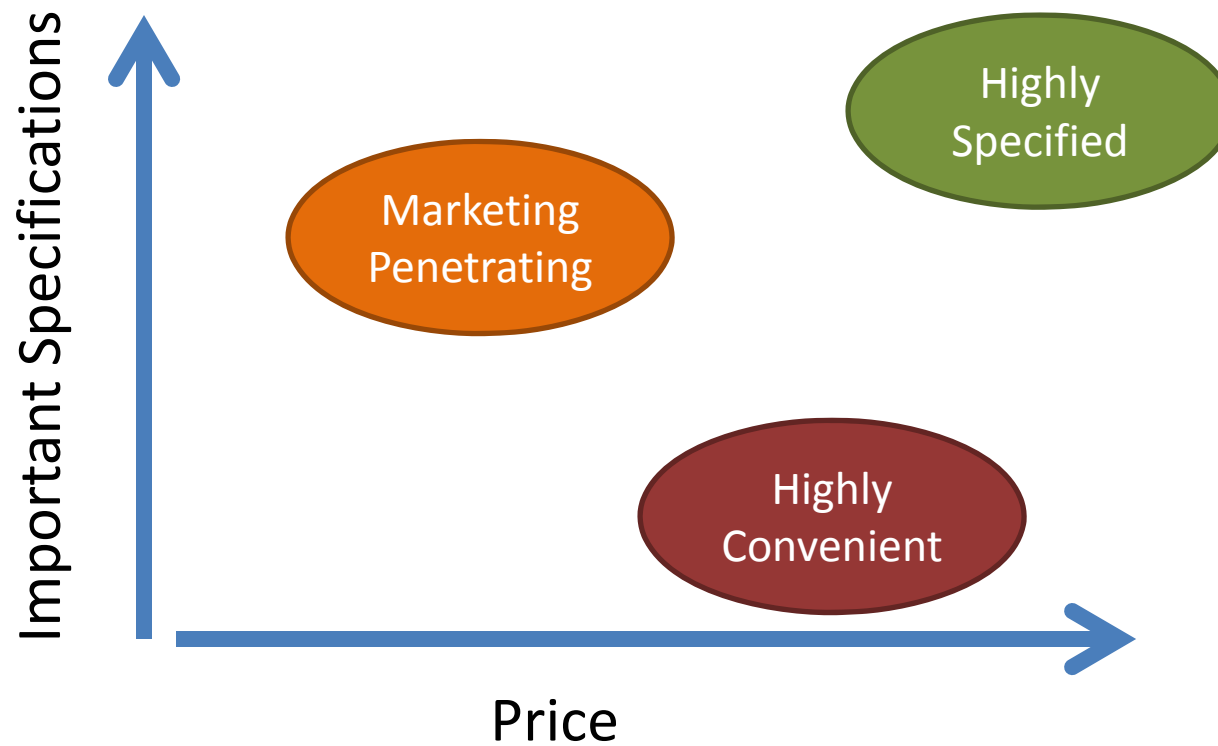


# HOW TO SELL ANYTHING

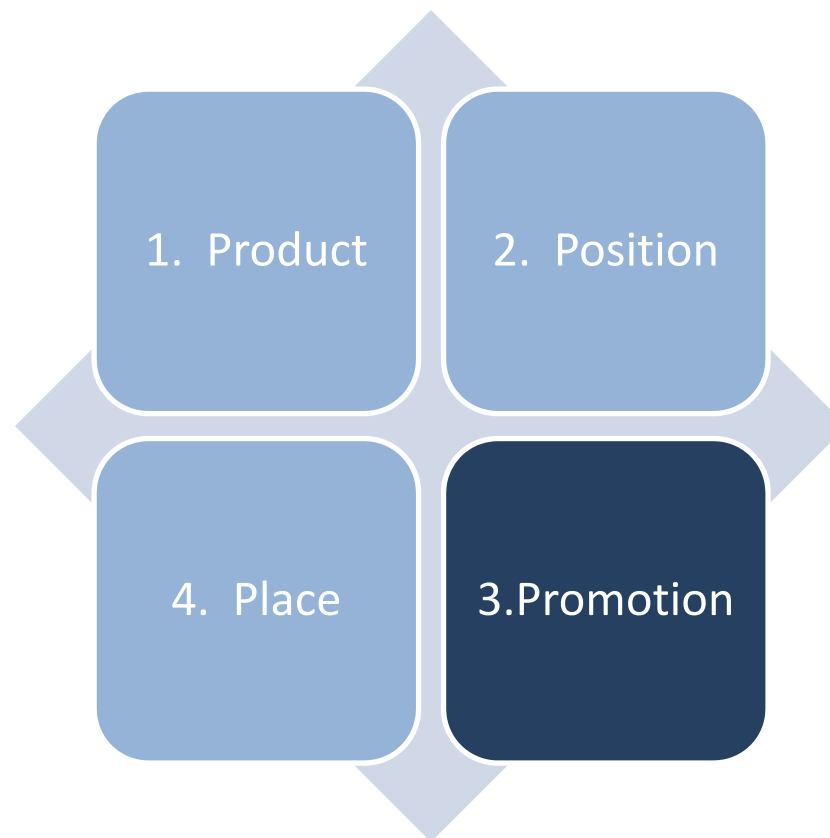




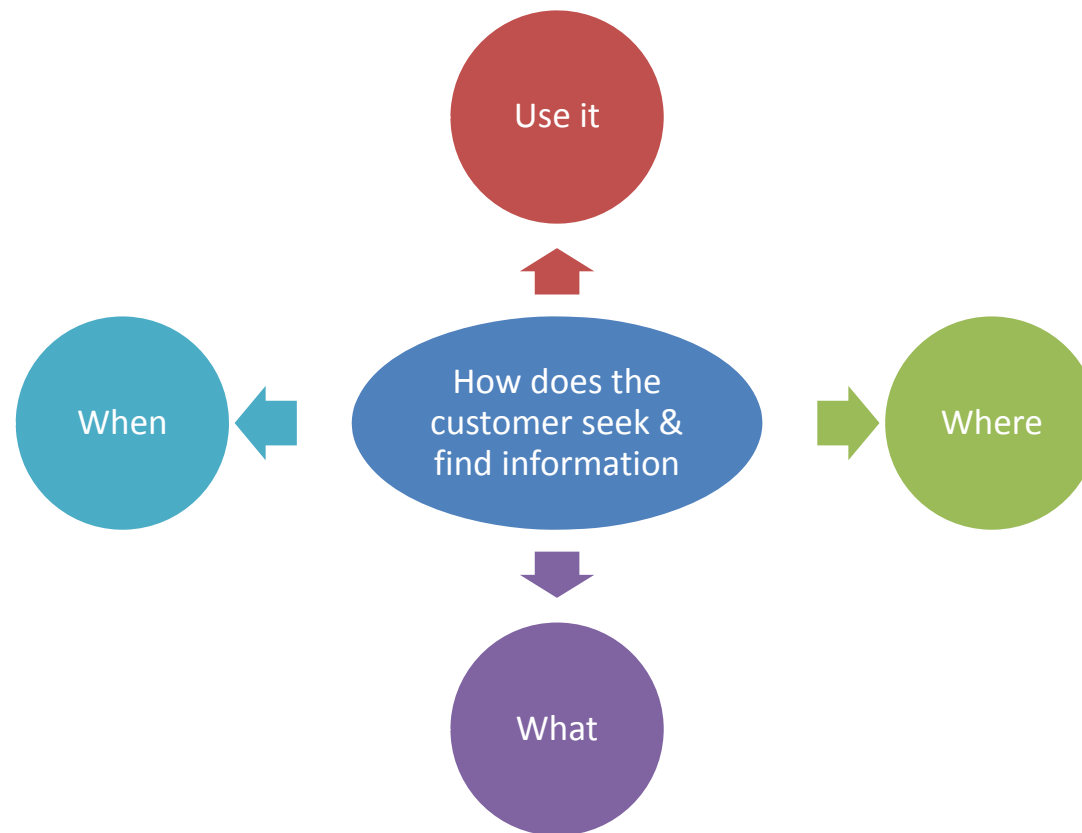
# PICK TWO: FAST, GOOD, OR CHEAP



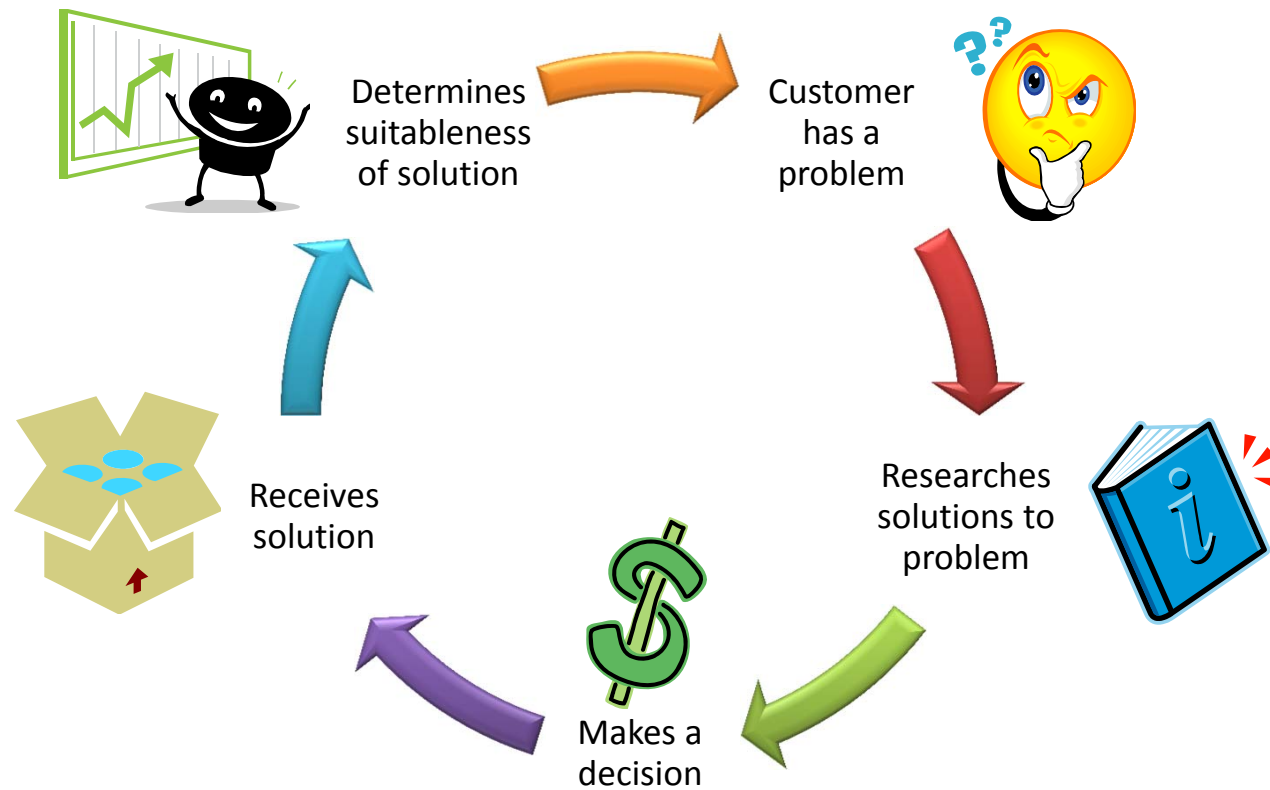
# HOW TO SELL ANYTHING



# UNDERSTAND THE CUSTOMER



# MATCH PROMOTION TO CYCLE

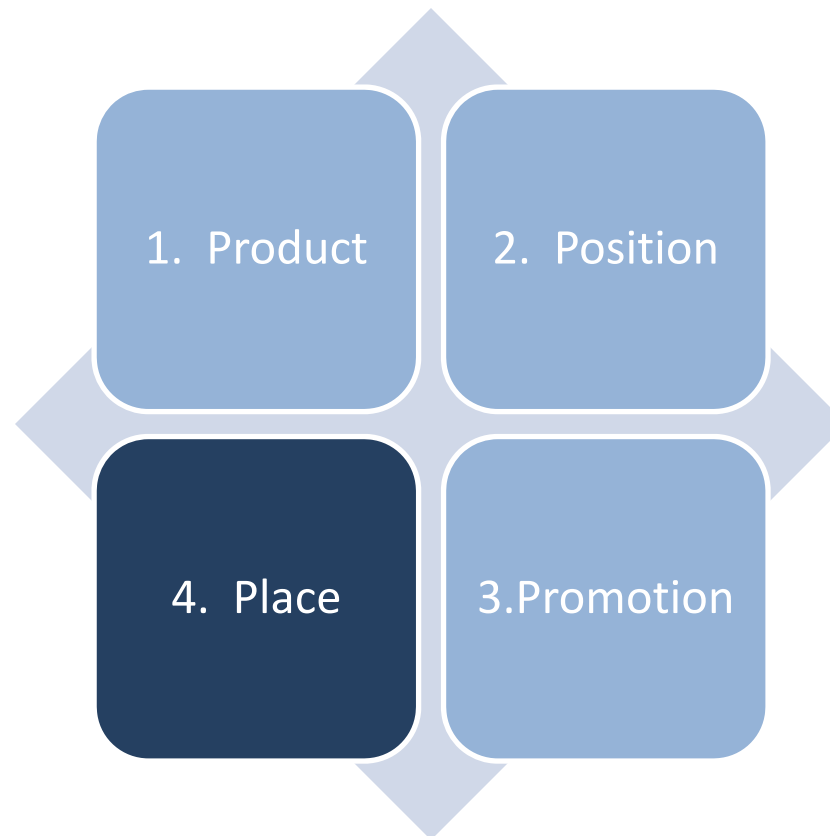


# COMMUNICATION MATRIX

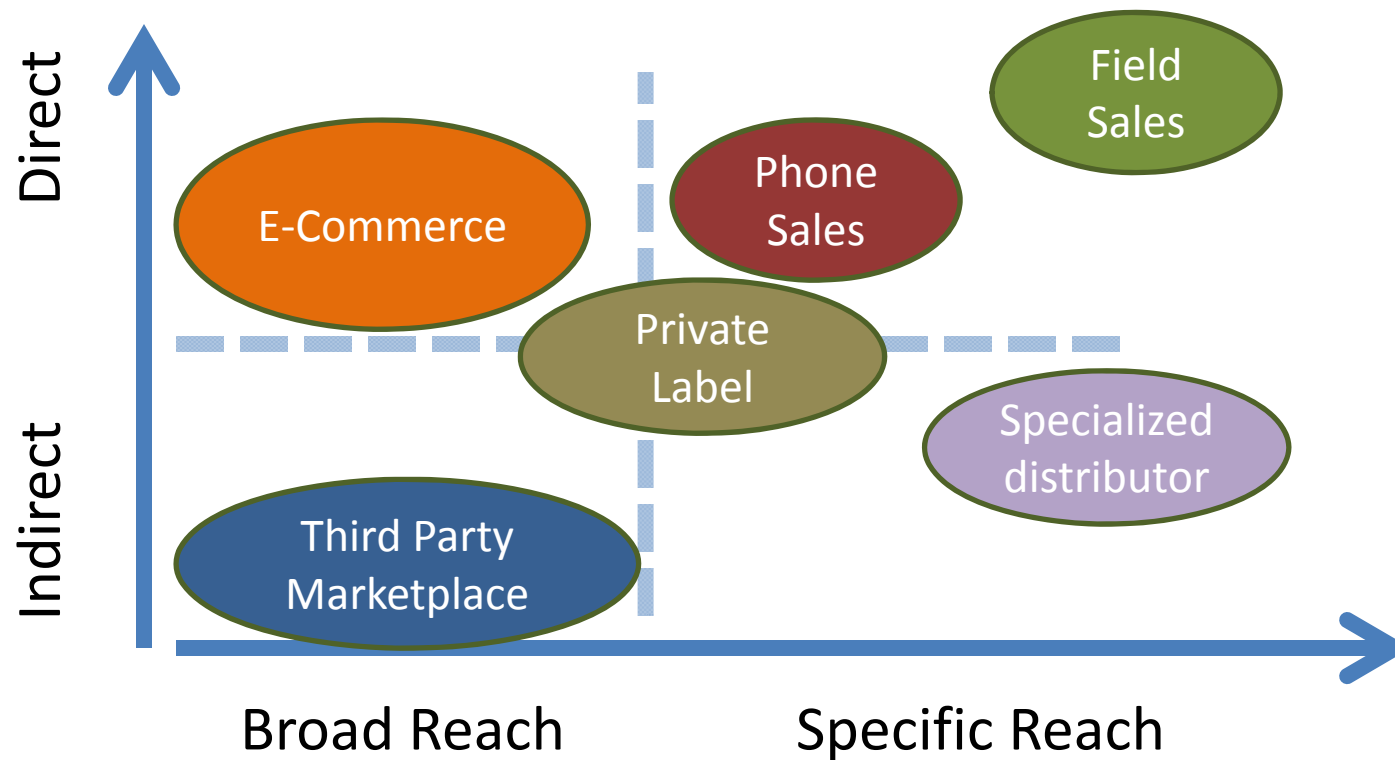
Decision Cycle Step	Your Goal	Promotion Activity
Identify problem	<your name> here	
Research solutions	Findable as solution	
Make decision	Reduce their risk	
Receive solution	Ensure workability	
Determine fit	Reduce their risk	



# HOW TO SELL ANYTHING



## BUYER PREFERENCE VS REACH



# DISTRIBUTION MATRIX

Type	Who/what/where	Product Change Req'd
Field Sales		
Inside Sales		
eCommerce		
Specialized Distributor		
Private Label		
Third Party Marketplace		



# MY NEXT STEP

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1. Product	2. Position
4. Place	3. Promotion

## MORE RESOURCES

- *Strategic Market Management*, David Aaker. Many editions. My favorite is the 5<sup>th</sup> & especially Page 75
- *Culture & Prosperity: Why some nations are rich but most remain poor*, John Kay, 2004.
- *Innovator's Solution*, Clayton Christensen & Michael Raynor, 2003.
- *Less is More*, Jason Jennings, 2002.
- ME! Logical Marketing
  - [Lynore@LogicalM.com](mailto:Lynore@LogicalM.com)
  - [www.LogicalM.com](http://www.LogicalM.com)
  - Monthly Newsletter (sign up at website)