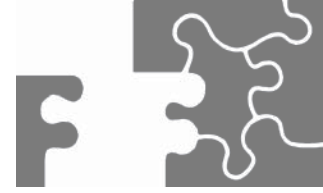


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# Marketing Notes

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## *20 Rules for Contrarian Marketing (part 1)*

Here are 20 thoughts for the unconventional marketer. These will allow you, and your organization, to continue to ring the cash register, regardless of how your environments change.

1. Keep foremost in mind that the single most important ingredient for a successful business is having a customer. A customer is more important than the business idea, the technology, financing, management, or anything else.
  2. The long definition of marketing is the profitable identification, attraction, getting, and keeping of customers.
  3. The short definition of marketing is the profitable getting and keeping of customers.
  4. Think and plan in terms of I,A,G,K. Market research, for example, is an identification activity. Advertising and packaging are attraction activities. Personal selling is a "get". Customer service and product quality are "keeps".
  5. Customers (people) buy for only two reasons: to feel good or to solve a problem. They value feeling good in intangible terms such as status, security, or taste. A problem is either the avoidance of loss, or the potential for gain. The solution to a problem can always be dollarized. So make people feel good, and give them a dollarized solution equal to or greater than your price, and you will sell all you make.
  6. Companies do marketing as their top management does marketing. If the president spends all day in meetings so does everyone else. If the bosses continually make customer calls, everyone else will. If the president doesn't roll the dice on innovation and new products, the people in the company know they are not supposed to change.
  7. Customers (markets) are who buy; products are what they buy; and applications (usage benefits) are why they buy. Consequently, every marketing strategy and marketing program must consider all three elements.
  8. Everybody, in every organization, should always be thinking how they can help get and keep customers. This includes people greeters, credit checkers, debt collectors, truck loaders, phone answerers, product makers, and presidents.
  9. People don't buy products. They buy the benefits they get from the product. People don't buy drills, they buy holes. They don't buy BTU's, they buy warm cozy rooms.
  10. A million dollar selling question is "Why don't you consider giving this a try?"
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11. A good way to organize customers for marketing direction is to group them as “aware users”, “aware non-users”, and “unaware”. A good use of time is to ask the “aware users” why they bought, and to ask the “aware non-users” why they did not. Then wrap the answers into strategies to keep the aware users, switch the aware non-users, and attract and get the unawares.
  12. Another useful way to group customers, particularly for business-to-business marketers, is to segment them as “Sophisticated/OK”, “Sophisticated/Not OK”, “Unsophisticated/OK” and “Unsophisticated/Not OK”. Sophistication is usually a function of the customer’s usage experience. Okness is for you to define. Okness criteria include credit worthiness, location, chemistry, technical demands, and so on. You will find your best customers and prospects are ranked as follows:
    - #1. Unsophisticated/OK
    - #2. Sophisticated/OK
    - #3. Sophisticated/Not OK
    - #4. Unsophisticated/Not OK
  13. Product quality is a marketing responsibility.
  14. Salespeople will greatly increase their sales if they do two things: (a) always show the customer the dollarized value of their product’s benefits over the usage life of the product; and (b) on every sales call, ask for the order, or for a commitment to an action that leads directly to an order.
  15. Companies can immeasurably increase their sales if they train their sales force how to preplan a sales call; how to craft and ask questions, including asking for commitments; and how to listen to the customer after each question is asked.
  16. What’s the difference between sales and marketing? Marketing’s job is to show salespeople where to walk; sales management’s job is to be sure the salespeople walk. (Then hire salespeople who run.)
  17. Always put your brand name in your ad headline. This ensures that when a customer sees an ad he or she has already read, that at least the brand will be reinforced.
  - 17a. A corollary to note #17 is never use the word “We” as a substitute for your brand name or company name in your ad headline. “We” is one of the weakest words in advertising (and selling). Don’t use it.
  18. Don’t put your telephone number on your trucks. Put your town name on your trucks. The only time people write down the number on your truck is when the driver has run them off the road. Give them the town so they can find you in the phone book.
  19. Put the importance on the bright idea, not on the source of the idea.
  20. If a marketing idea is important, then every single detail in the execution of that idea is important.