

# Streetwise Marketing!



# SKILL SETS...



# Marketing is about creating a...

# DIFFERENCE



# Unique Selling Proposition...

## What's your U.S.P.?

*What's your point of difference?*

# A successful USP is...

- Truly unique
- Exciting to your target market
- Something that will get people talking
- Something that can't be easily copied, or if it can be, it will be an obvious rip-off on the part of the offending business



**Law of Marketing: The Rule of Being First**

What in your business is...

Outside the box

Forward thinking

Based on client feedback

AND

Will blow your prospect's out of the water!



Creating a difference can also be done with a...

# GUARANTEE



# A **MYTH** about Guarantees...

**Many people are frightened of Guarantees...**



...they honestly think that customers will rip them off!



# Why does a guarantee work?

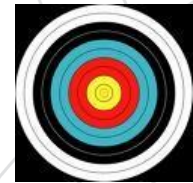


- Increases confidence
- Gives security
- Reduces risk
- It's a contract
- Builds trust
- Quality creates difference
- You get to choose the wording

Write down the worst  
frustrations people have when  
buying from your industry?



**These are your  
guarantee targets!**



# Your Business?

What problems does your product/service solve?

What benefits/solutions does your product/service provide?



# Effective Marketing Planning

	Target 1	Target 2	Target 3	Target 4
WHO is the target?				
WHAT are they buying?				
WHY would they buy from us?				
WHERE do we find them?				
WHEN do they buy?				
HOW do they buy?				

# Taking Responsibility or Denial?

**Ownership**  
**Results**  
Accountable  
**Responsible**



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**Blame**  
**Reasons**  
Excuses  
**Denial**



# Small Business Growth Programme

For Businesses with Turnover of less than £250,000+

- ✓ Build a strong foundation for your business
- ✓ Clear focus, real actions and strategies to move you forwards
- ✓ **BOOK YOUR PLACE TODAY!**



# Create a Real Plan of Business Action

Full Day Quarterly Planning Day – come along and plan your goals and actions for your business for the next 90 Days.

Usually £295 + VAT

SPECIAL Offer for Today:

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