



There is a practical Marketing skill needed in NZ

If you have ever attended a seminar or conference or read a business book and wondered how you could apply the ideas to the NZ market to help your Marketing then consider:

Here are some strategies that will help you.

Recognise first that **marketing** is about looking into the future to understand your customers' needs and wants and then delivering those needs and wants to that same customer so that they can easily find them and place purchasing orders.

The difference with sales is that **sales** is face-to-face communication to negotiate a transaction.

Accounting is a vital support function to marketing in that it tells you financially what happened.

Within NZ you can apply the marketing principles easily when you think of the most important principle being market research, which means understanding who your customers are, what they want, and how to satisfy the customer's needs at a price and profit level you can afford.

There are two kinds of research –

- a) **Primary Research** – which means you go out and question customers either in a verbal, written form or invite customers to come to you and have a round table discussion or you can use
- b) **Secondary Research** – which is research that has been done by others and is available on the web, through libraries, Government Departments, local government records, and business interest groups.

The planning principle is about keeping records of what you intend to do, why you intend to do it, and then the actual recording of the results. Typically, planning involves image presentation to make your product or service look fabulously attractive to customers, pricing to allow sufficient margins for all the members of the distribution channels and also to psychologically impress the buyer, and effective communication of the features and the benefits of your product or service.

A feature is a fact; the benefit is the advantage of that fact about your product or your service so that the customer understands what it will do for them.

Presentation of the image of your product or service is very important to make it easy for the customer to understand what you are offering, have eye appeal to get them to look at your product or service details, and enhance the value of the image of either your brand, packaging, brochures, or method of communication of reasons why the customer should buy your product or service now.

Promotion

This is the bit that many people who practice marketing find the hardest, you have to spend on advertising medium, promotional activities, sponsorship, and various other forms of

advertising to attract customers to the location where they can make a purchase decision. The secret to advertising is that is about attracting customers to take action by either visiting your store, phoning a 0800 number, visiting your web site or asking for a sales person to make contact, in fact advertising is only about inviting people to understand what you are offering and then come to a location to discuss it with another interface, usually a human, or computer technology to clarify their needs and help them to make a decision.

Selling

The principle of selling in marketing is the final interface of having attracted the customer with sufficient marketing messages to ask some questions from a well trained skilled sales person, who knows how to plan their sales, use their personality, and effectively negotiate. Whether that sales person is a sales rep or a customer service the most important thing about selling is to remember that it is helping people make informed buying decisions". Selling when well planned is the culmination of successful marketing because you help the customer to make a decision to proceed with a product or service that your research showed they would buy.

Profit is the end result of successful marketing, this is the terms the accountant loves, the shareholders demand, and the marketing manager serves up with pride as a result of successful strategies and the planning together with other departments how to add to the revenue base.

Marketing in NZ involves the practicing of all of these principles consistently, with reasonable ethics, along a strategic plan to generate business.

If you can be successful in marketing in NZ you can be successful anywhere in the world. The NZ economy has examples of many facets never found overseas because of their sheer size.

A good NZ marketer understands all of the above principles and knows how to apply them and will often beat the international based marketing manager who has not yet been taught or had the experience in using one of the marketing principles.

If you still need assistance in understanding how marketing can help your business check out my web-site: www.geewiz.co.nz, and e-mail me with any queries which is free to readers of Marketing Mentor and perhaps I can help you with your marketing strategies.

The other strategy is to buy a book called 'Practical Marketing in NZ' published by Brookers, and available on my web-site for 30 days trial.

Richard P Gee
MARKETING CONSULTANT
INTERACTIVE AUTHOR

www.geewiz.co.nz