

Marketing Services

Professional marketing consulting... helping your business stand out from the crowd

"The aim of marketing is to know and understand the customers so well the product or service fits them and sells itself."

PETER F. DRUCKER (1909-2005)

Forté Management – Business Consulting / Coaching / Training helps you achieve outstanding marketing results starting with detailed analysis of your business, your products and services and your target markets. Then follows diagnosis of the strategic opportunities and challenges, careful planning and finally original creative execution applying the full range of promotional tools. We are qualified database marketing consultants and we help our clients build and maintain more intimate, direct and enduring – and of course - *profitable* relationships with individual customers.

Most people love marketing – all the glamour and glitz and hype. Design a logo, create a brochure, put up a website. And that's where many businesses start. But long before you reach that stage should come what we jokingly call the "boring part" – the analysis, diagnosis, planning and then – and only then – the action.



The purpose of marketing is to make you stand out from the crowd – In a way that is positive and meaningful for your customers



Forté
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Empowering staff, teams & businesses to do their best work every day

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UNDERSTANDING YOUR CUSTOMER

We learnt in basic marketing that the idea was, to paraphrase Peter Drucker, "understand the customer so well that your product or service matches their needs so closely that it sells itself". They didn't tell us though, just how difficult achieving that understanding was going to become. In the early days of marketing, consumers within a market were much more similar than they are now – or at least they were prepared and happy to receive goods and services that were much less tailored to their individual needs than they are now. That worked fine too in our own countries where people were comparatively



similar. But as markets have become both fragmented and globalised at the same time, and each generation has emerged with distinct behaviours, understanding our customers – understanding them properly - understanding that they value different things and value them differently is just the beginning. *Forté Management* has developed, based on its own research and decades of learning and practical experience, tools to understand people, within our own culture and across cultures, at the deepest most fundamental levels. We call it creating the "[Complete Customer Experience](#)" and it helps our clients develop rapier sharp targeted marketing to build profitable, enduring business relationships.

BUILDING LIFETIME CUSTOMER VALUE

Too often we shy away, in this PC world, from the true purpose of marketing. "*The sole purpose of marketing is to sell more to more people, more often and at higher prices. There is no other reason to do it.*" (Sergio Zyman). That quote sums up perfectly what we describe as Lifetime Value Marketing. We are often seduced by the "big bang" approach to marketing, by the thrill of the chase but successful marketing is much more down to earth. It's about holding on to each customer – knowing them as well as possible, and progressively increasing the value of each sale, the frequency of purchase, and the duration of the relationship. Achieve a small increment in each of those and you will be astonished at the impact on your bottom line.

MATCHING THE VALUE PROPOSITIONS

It's hard if not impossible these days for most businesses to create a USP – a unique selling proposition. But at the very least you have to offer a Distinct Selling Proposition – an offer of value that matches as closely as possible your customers' needs – end customers – not the distributors that stand between you and the people who ultimately use your products. You can only do that when you understand the customer and their needs at the deepest level. We would be ignoring our own advice then if we went on to say exactly what we can do for you before we fully understand your needs. Suffice to say, if we may, we will work with you to first understand you and your business, then your customers. We will work with you to create the nearest to perfect as is possible match between your customers' value proposition demand and your value proposition offer - craft that around an effective distribution and communication strategy – and then and only then start on those exciting, glamorous glitzy bits – the creative execution.