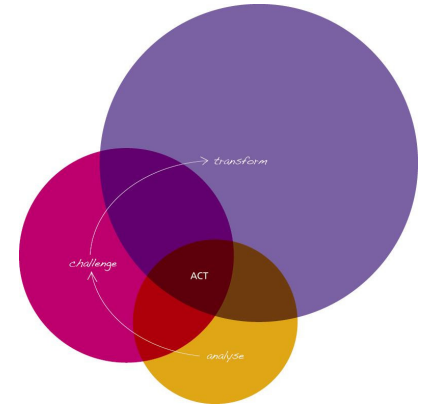


NETWORKING...

Why would you?

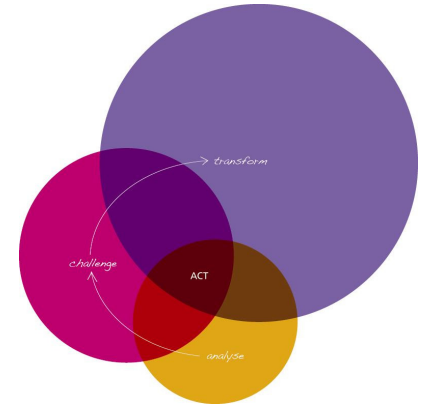
Presented by: Finola Howard
The Marketing Table Limited



A little about us...

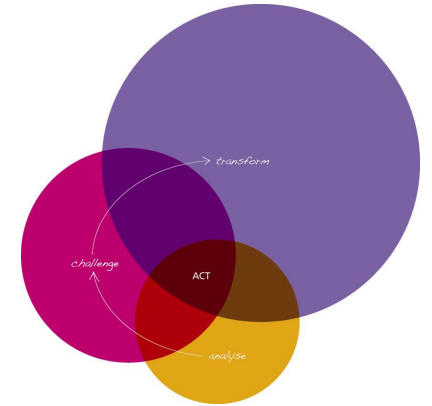
- The Marketing Table is about ...
- seeing the potential in our client's business' and the people behind those businesses...
- showing our clients how they can reach that potential and beyond...
- For us marketing is about realising potential...

So what is Marketing...

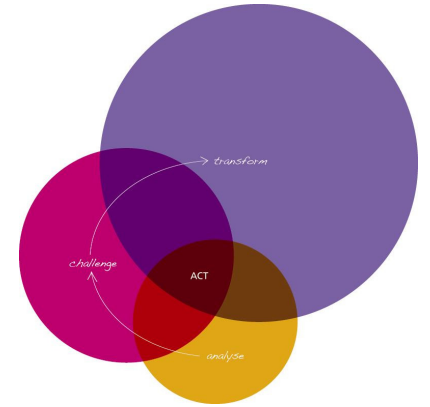


- There are many steps that have to be taken when you want to market something...
- You've got to come up with the idea for the product or service, design it, produce it, price it and then sell it...
- And one of the best ways to sell it is to network...

So Why Network?...

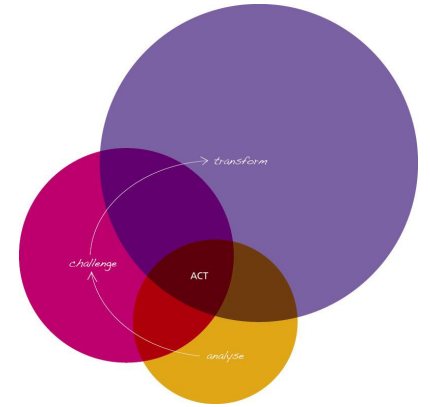


- It's not the usual answer...
- There are two reasons
 1. I find it's a true test of whether you have the right strategy for your business...
 2. It's the most effective way for you to build awareness and “presell” your product / service.

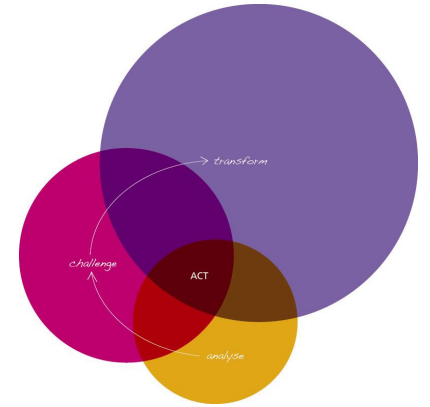


1. The Acid Test for Strategy...

If you can't communicate it in 60 seconds
then you don't have clarity in your business
strategy in the first place...

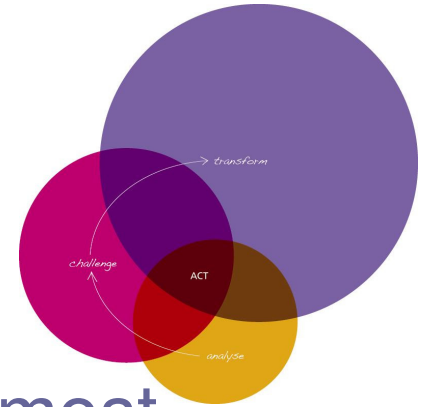


So what does that mean?...



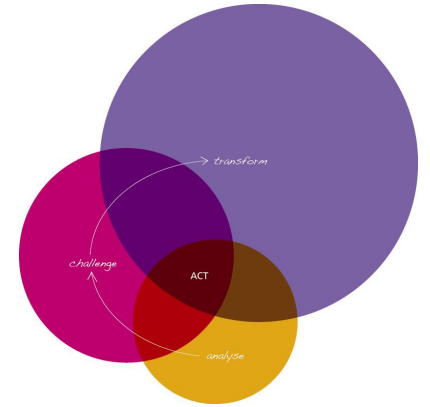
It means...

- Knowing what you want (vision)...
- Knowing who you are (brand & message)...
- Knowing who your audience is (customer)...
- Knowing what you're selling (your product / service)...



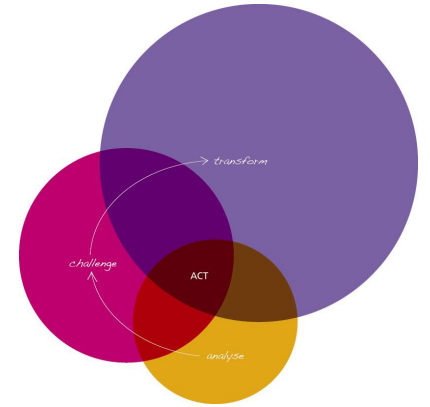
1. Knowing what you want...

- In my experience, this is the area that most SME's are challenged with...
- You have to start with where you want to go with this...
- Consider if you could have anything you wanted for this business of yours what would that be?
- This is more than setting objectives...
- It's about keeping the end in sight...



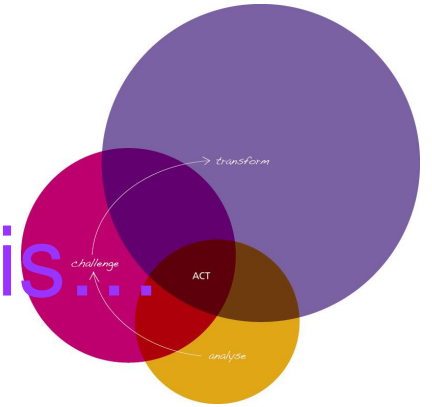
2. Knowing who you are...

- If your business was a person who would they be?
- What are you really good at?...
 - It could be handcrafted wooden stairs, taking away all the wrapping, fast turnaround of design, how you relate to your customers...
 - Brag to yourself for a little.....
- What's the message you want customers to get about you over anyone else?
- What's unique about you?



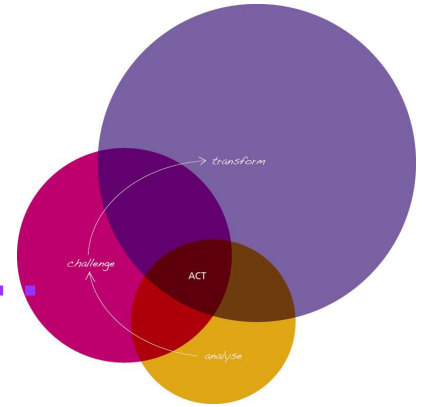
Exercise... Let's Brag a Little...

3. Knowing who your audience is...

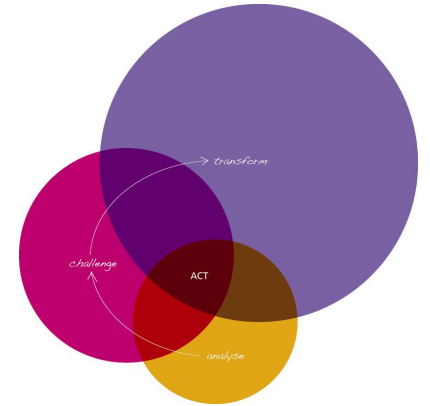


- Who are your most successful customers?
- What do you know about them?...
- What made you connect with these people more than other clients?
- What made them want to do business with you?
- How did you speak with them?
- Where did you speak to them and what did you say?

4. Knowing what you're selling...



- So what are you selling... product / service...
- What's so remarkable about your product / service?
- Does your audience want it?

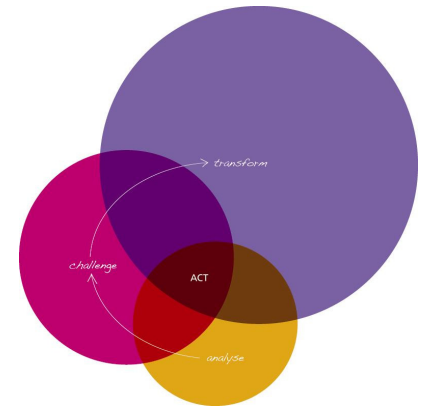


Now bring it all together...

- It's like a jigsaw puzzle and at this point you've put some of the pieces together...
- You know what you're great at...
- You know where you're most successful...
- You know who you work best with...
- Now just bring this together...

The Marketing Table

inspiration for growth...



15th January 2008

Leitrim Business Networking

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