

# Marketing your Small Business <sup>1</sup>



*to Get The Sales*

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*Simple Steps for  
Growing Your Business™*



# About SCORE



- Successful and experienced business owners and executives acting as volunteers
- Free mentoring:
  - One-on-one
  - E-mail
- Seminars and workshops
- Resources for small business:

[www.score.org](http://www.score.org)



Simple Steps for  
Growing Your Business™



# Who What & Where

Do you have a clear idea of

- Who your customers are?
- What are their issues or challenges
- Where are customers located?
- What & where are they researching?
- Who your competition is?
- WHY YOU or YOUR COMPANY?



# Branding & Marketing



Key elements of the “Branding Class”. What do you think of:

- When I say “Costco”
- When I say “Healthy Living”
- When I say “Leunigs”
- When I say “Motel 6
- When I say “Toscanos”

# Why YOU?

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**What do you bring to  
the table so they**

**“WANT YOU”**

**or**

**“WHAT YOU OFFER”**

# Create a Benefit List

Create a **benefit list** of your company's products, services or reasons the customer should buy from you?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

# Power Messages

- Your message has 20-seconds to grab their attention
- Always use “Benefit Statements” talking about “what’s in it for them”
- Stay away from “Fact or Feature Statements” unless you follow up with a “Benefit Statement”
- ALWAYS think about the problems your company solves for the customer.



# POWER MARKETING STATEMENTS

Use statements targeting what they need from you.  
Many companies will list the problems that they solve:

## Examples:

- Are you are frustrated with HIRING
- Does your company struggle with HR issues
- Do you struggle with managing your cash flow
- Is your internet struggling to meet company demands
- Does your WEB site generating adequate sales leads

# WHERE TO MARKET YOUR COMPANY

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- Advertising Channels
- Sales Partnerships
- Workshops
- Business Location
- Email Programs

# Expand Your Marketing Channels

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## Advertising Channels

- Face-to-Face Selling
- Phone Prospecting
- Email Programs
- Direct Mail
- Printed Materials
- Storefront
- WEB Site
- Social Media

## Indirect Marketing

- Wholesaler/Distributor/Dealer
- Value-Added Reseller (VAR)
- Manufacturer's Rep
- Workshops in partnership with other businesses



# On-Line Marketing (Next Class) <sup>12</sup>



# Roundtable Discussion with our Score Team

# ASK AWAY