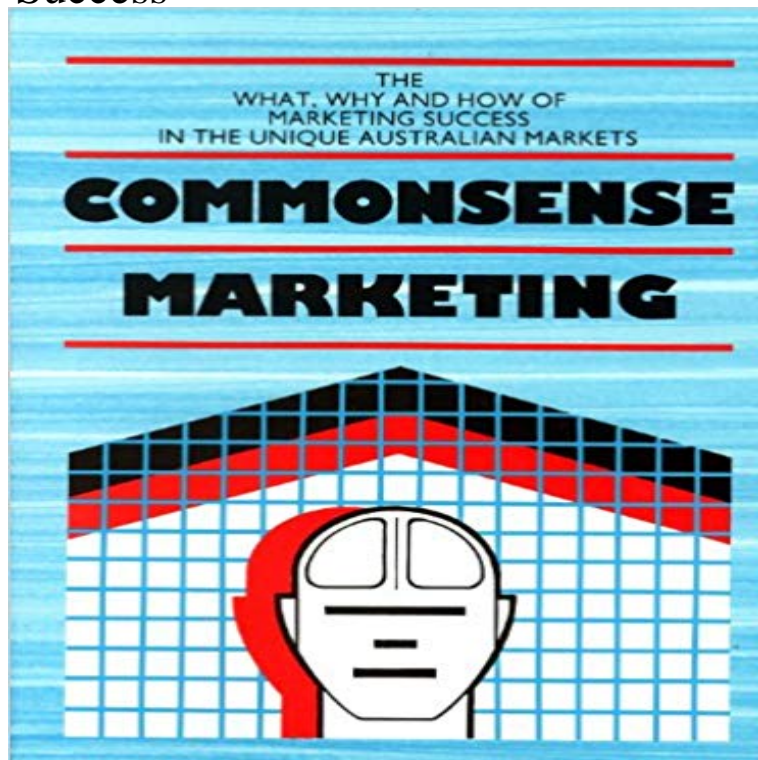


Commonsense Marketing: The What Why and How of Marketing Success



Marketing is essentially by about two things: people and profits. How much profit you generate depends to a large extent on the degree to which you identify, understand and then satisfy the real and perceived wants and needs of the people. The people I'm referring to include four groups. The first, and most important, is yourself. You make the difference. The second group are the sales force. They are the front line troops. The success of every organization depends to a large extent on the level of morale and motivation of the sales force. Support services also play a crucial role. These are many and varied from the executive search or personnel company who perhaps is involved in assisting you obtain the right people to the advertising agency which creates powerful selling messages. In every case it is important that you give and expect a commitment and not just a contribution. Then there are the most important people of all, your consumers. Without plenty of them you don't have an ongoing business. The consumer is No. 1. Selling at a profit is what it's all about.

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