



Veer's Marketing Elevator is Going Up...

Are you on board?

By Dave Ryder, MBA

Managing Director and Founder

Marketing, simply defined, is a means by which you and your company will be recognized in the marketplace by your target audience, thereby increasing sales revenues to achieve short- and long-term objectives. The consultants at Veer Consulting have compiled a brief and efficient check-list for you to consider when developing your own marketing program.

Start by identifying these within your organization:

1. Personal inventory of skills, techniques, and motivations
2. Sales ability of the team
3. On-going and timely training for the team
4. On-going evaluation of your product or service and its current benefits
5. Review of what works and what doesn't
6. Eliminating dead weight – overhead, unnecessary processes, staff who are not pulling their weight
7. Attractive facilities
8. Attractive and informative communication methods
9. Automation and ease of doing business with your company
10. Congruent message with positive and uplifting statements
11. Public appearances
12. Networking
13. Asking for referrals
14. Professional affiliations and certifications
15. Cutting edge development of your product, service, and staff
16. Seminars, events, and visible promotions
17. Public relations efforts
18. Advertising package with various media – print, radio, television, etc.
19. Advertising package that includes attracting the other senses – visuals, sounds, touch, smell, taste – as they are appropriate to your business
20. Sponsorship of events and programs that are relevant to your business
21. Willingness to give back to the community
22. Continuity of your marketing efforts regardless of immediate ROI expectations
23. Budget appropriate for an effective campaign
24. Political implications for your business – legislation can affect your operations
25. Customer interaction and appreciation
26. Effective marketing consultants who are committed to your success

All of these elements directly affect your marketing strategy and should be incorporated into your program. For more information and a review of your marketing and sales strategy, contact Veer Consulting at 602-568-6277 or info@veerconsulting.com. We'll work together to build your future. **If it's time for a new direction, it's time to Veer™.**