

The Seven Steps of Marketing

Step One: Your Given Circumstances. Make sure you know who you are, what you want, what you have, what you are able to do, and what you are willing to do. To successfully plan a journey, you must clearly know where you begin and where you want to end. Otherwise you are just wandering.

Step Two: Identify Potential Customers. Customers are the only thing both necessary and adequate for success. Who are you really trying to sell to? Know the difference between customers and consumers.

Step Three: Create Product Desired or Needed by Customers How can you craft a wine to sell without knowing who is going to buy it? If you know who you are selling to, you can create (or reposition) your products to meet customer needs.

Step Four: Communicate Product Desirability to Potential Customers A communication process aimed at letting them know you have something they want: How are you going to tell them?

Step Five: Customize the Product Offering To meet individual, regional, and/or seasonal customer requirements. We have now entered the “sales” or “tactical implementation” steps.

Step Six: Organize the Presentations Plan and execute sales calls, mailings, telephone calls, etc. Get the orders!

Step Seven: Follow-Up Did everybody get what they need, when they needed it? Is additional effort or information needed? What next?