

Step 3. The surrounding world – your market

What does the map look like? The map of the landscape that is your becoming market. Where to find your potential customers? What are they longing for? What added values are they prepared to pay for? This is what we will try to find out in this third step.

To start we want You to investigate the important trends on the market in general. What trends do You see? In politics, economy, environment, quality, pricesettings, tradeflows a.s.o?

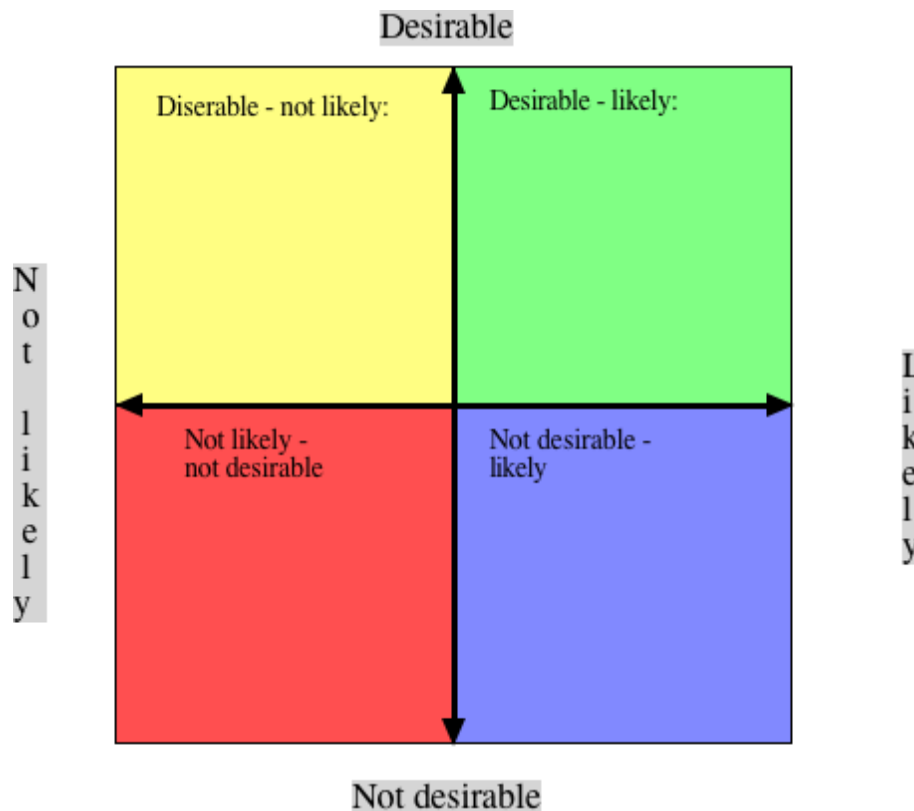
Right them down here and also write them in the diagram below:

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Which of these trends are supportive for Your business idea? Underline them! How can You make it more likely that the desireble trends will support You? Think about that!

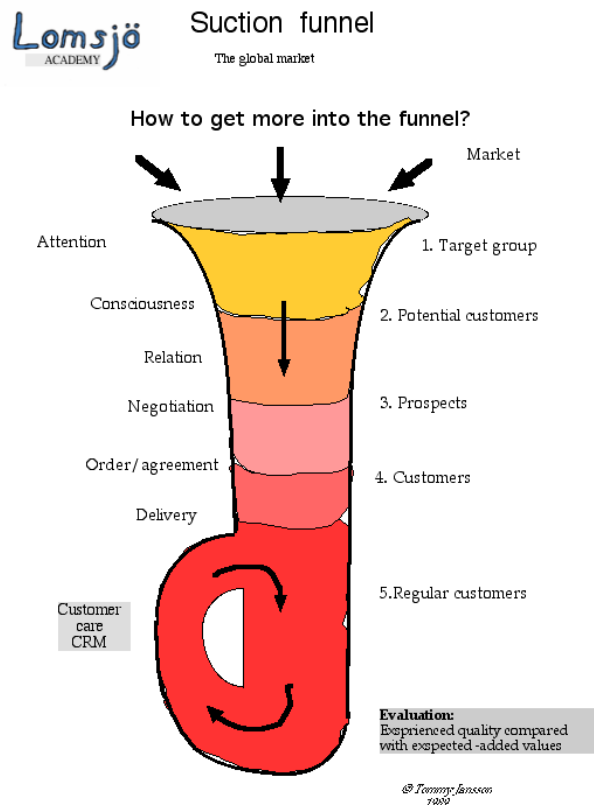
Foresight instead of hindsight!

Have this trends in mind when You continue Your start up process!



How to get what You want!

This program has a nick name: "How to get luck?" Based on the fact that change always favours the well prepared!



The suction funnel is our picture of what the marketing process looks like. From the global market we pick the targetgroups that's interesting and try to convince them to go the steps 1 to 4 and become customers and try us. Give us a shot. If do this very well and deliver a little bit more values than expected we can make them regular customers.

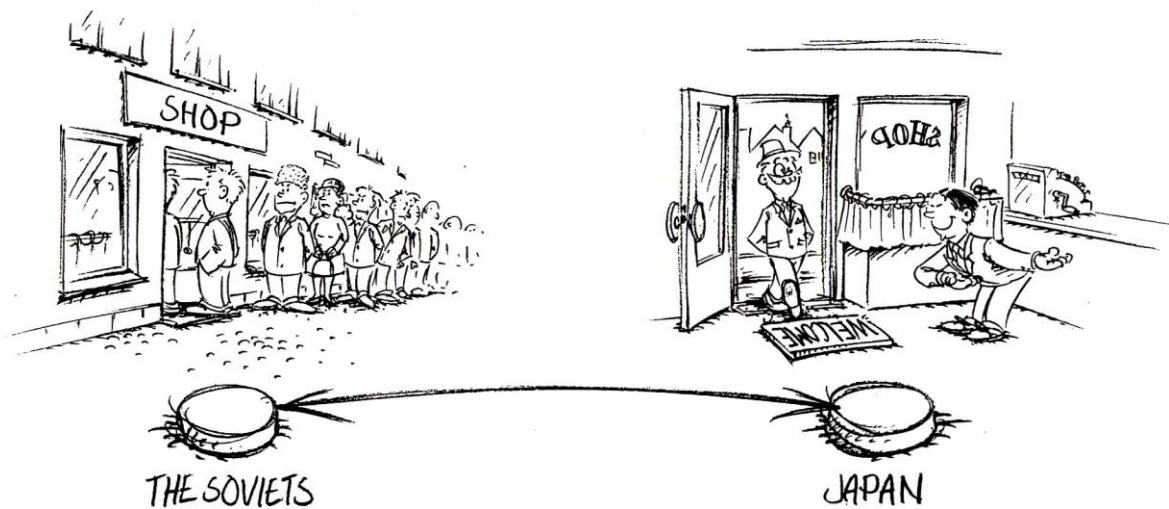
To go on we need to define what we mean with "customer":

*A customer is a **person** with a problem or a need that I can solve and the person is prepared to pay a price for that I can accept.*

Is this definition OK with You? Good! OBS Even when it's business to business – the customer is a person!

The view of a customer is very different in different cultures. In the former Sovjet a customer was called "Production user" but in Japan the customer is called "Friend in our house".

Which means that You – as a customer – will be very different treated in this two cultures! We recommended You to be more to the Japanese side.



Around the customer (the person that makes the decision to buy) there is a number of persons with influence on the decision. They might be interested of other arguments then the customer! Find out about that before You go to a presentation or sales meeting!

Now let's think about Your business for a minute:

1. What usefulness will You deliver to Your customers that they want to pay for?
2. How do they got this demand satisfied today – before You start up?
3. What are unique with Your solution – what are Your advantages?
4. With these three questions – How do You describe the usefulness, the function and the added values with Your business idea? In what line of business are You ?

It's important to get the right position with a start up from the beginning. If You define Yourself wrong You will send the wrong message to the wrong target group and You will get problems.

Example:

When all the new media and TV-channels started up a lot of shops for home electronics Came wrong when they sad: We are selling hard ware equipment: Tv-sets, Hi-Fi nad computers. But their potential customers where looking for entretainment and information. Not furniture! So those who survived are now selling entertainment and information. Both hardvare and software!

Think a little bit more about Your business idea:

What are You going to deliver to Your potential customers? Or the other way around:

What can your customers buy from You? Describe Your business idea from the view of a customer! Often it's a combination of product and service and always based on a need.

1. This is the value for the customer that I will deliver:

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2. What about Your competitors? What kind of product and service do they deliver today that You will try to defeat?

This is the solution that I will try to defeat:

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3. What is unique with Your offer? What are the advantages with Your product/service?

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4. Based on Your answers at 1 – 3 above – how do You describe Your offers:

Customer value

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The function

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The advantages

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The line of business

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So this is my business idea (short and clear):

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About selective perception

If You search You will find! And that's true if You only know what You are looking for! It's important to know the phenomenon selective perception. It means that a person f.i. looking for mushrooms in the forest looks very selective for the colour of mushrooms. What is called tunnelview. If a man looks for an old yellow Volvo he thinks belongs to his wife's lover – he will see a lot of them.

When You have a bright, defined and understandable business idea You will be very selective and pick up useful information everywhere. And so will Your family and friends do. They will look selective for information You need to get.

Most important: look and listen to Your potential customers!



THE DISTINCTIVE FEATURES OF THE
MARKETING MAN - LARGE EYES AND EARS

Partnership in marketing – how to find the right partners

Often it can be a good idea for start-ups to enter the market with a partner. Together You can act more powerful and deliver more complete values to the customers.

This is some advice when looking for partners:

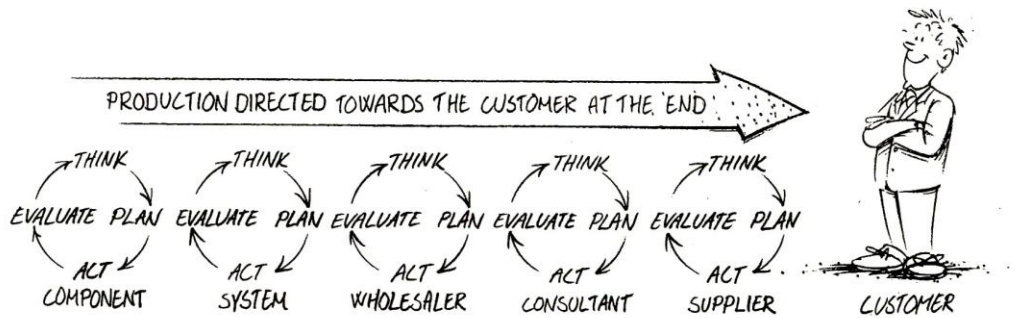
- Find a partner that's a complement to You for the same target groups
- Find a partner that's not competing with You
- Your partners will benefit on Your business and vice versa (symbiotic)
- It's good if Your partners have good networks, contacts and competence

This is the partners I'm looking for:

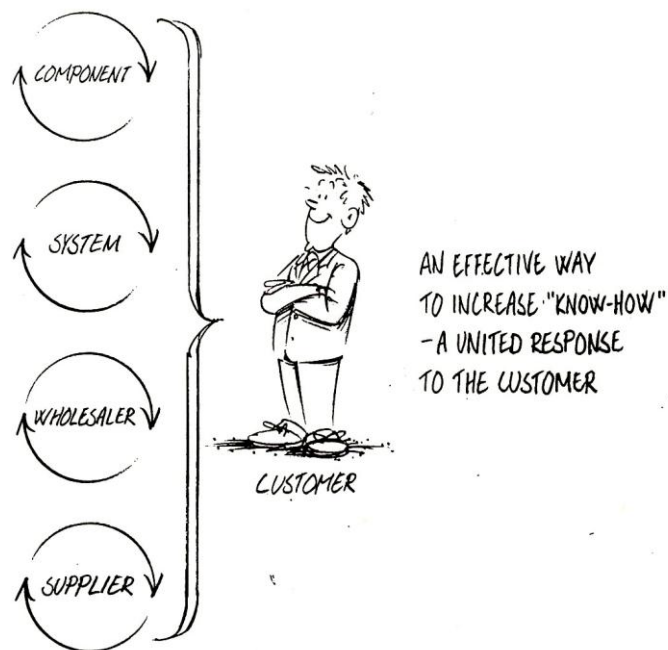
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Partnership for higher customer values

By tradition we have seen business as a chain starting with raw material and ending up at the customers after a number of steps.



The only one in this model having contact with the final customer is the "Supplier". The earlier steps in this chain will not get any (or filtered) feed back from the customer. But there is a way to do this better: The whole production chain can meet the final customer together so that everyone gets the same feed back to help improving. In this model every player in the chain see everyone else as partners with a common customer.



My most important target groups

To be effective in marketing it's important to define the target groups as precise as possible. Most businesses have a number of target groups defined after one or more factors. Each of them need to get a selective message from You when You are selling. Different target groups are reached over different channels. Try to define Your three most important target groups!

My three target groups are:

- 1.
- 2.
- 3.

My special offer to those groups are:

- 1.
- 2.
- 3.

My channels to those groups for marketing is:

- 1.
- 2.
- 3.