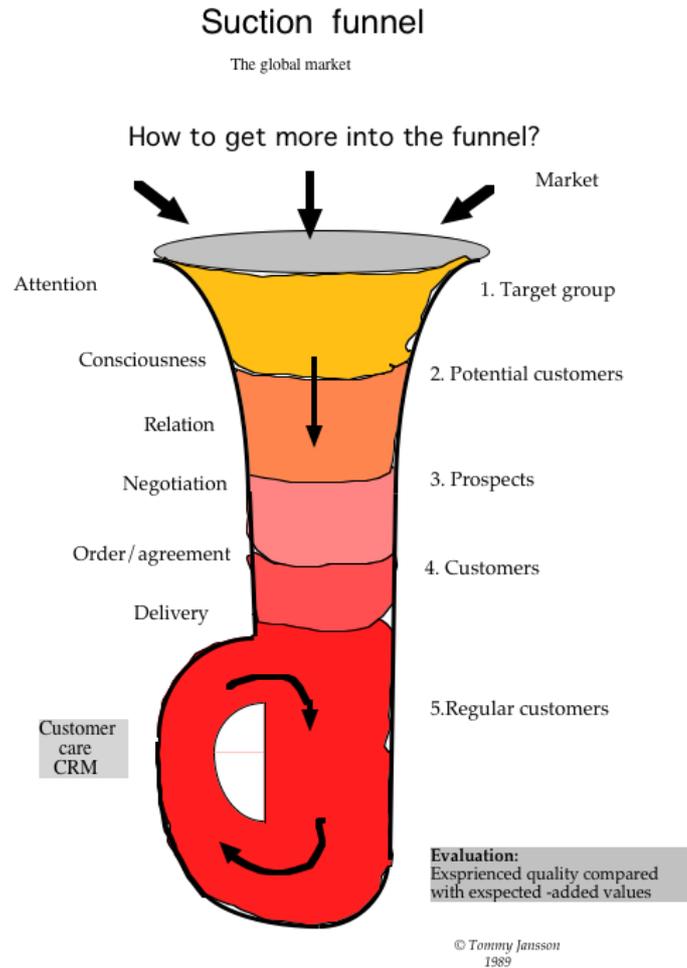


Start up program
Step 7. Marketing – analysis and planning

The most urgent thing to do for the start up is to get customers that's generate a cash flow.

And the very first customer is the most important. He or she will be Your first reference and hopefully Your ambassdor!

In this step we will see how to get customers in a planned and smart way.



In a market plan You describe Your goal for every target group:

- how You will sell to them
- what media You will use
- how much the selling effort will cost
- how much money this will bring

Who's the customer?

As we said in Step 3: the customer is always a person. Even if You're dealing with other companies (B2B) there is always a person that's signing the order/contract. This is important to keep in mind! **The customer is always a person!**

And around this person there are other persons with an impact on the decisionmaker. Depending on what market field You are heading it can be worth an effort to communicate with a number of persons to get an order.

Let's do an analysis of Your new business:

Who is the person that makes the decision to buy from You?

.....

What other persons can have an impact on the decision?

.....

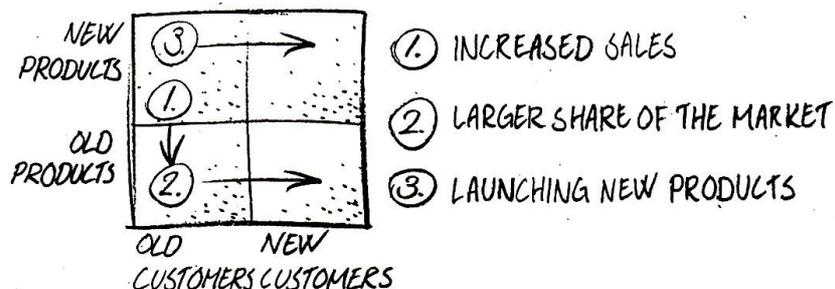
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To get customers - and to keep them

What does it take to get customers? This diagram below shows the combination of old and new products and old and new customers.

- To launch new products to new customers (3) - that's very common for start ups - is not very easy! (=market introduction)
- It's much easier to sell new products to old customers (1) - (more/extra selling)
- To sell old products to new customer (greater market share) can succeed with help from references from old customers

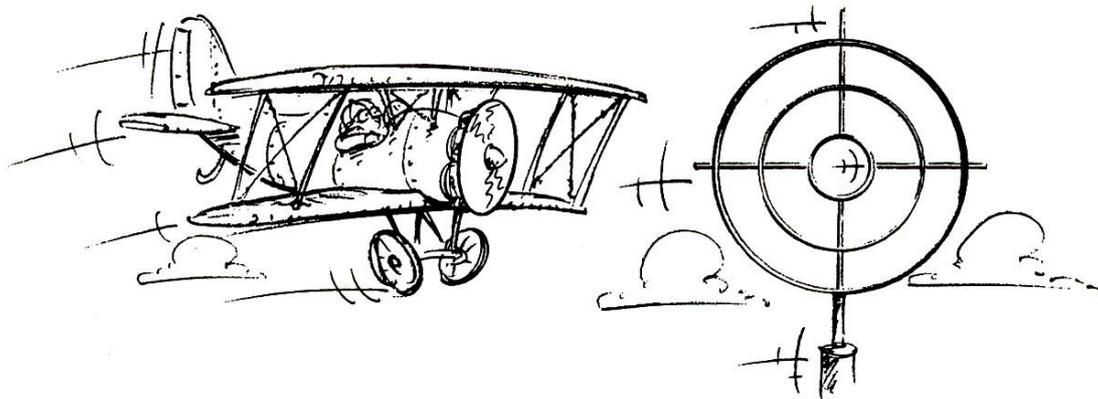


The need for timing



Every solution has its opportunity window in time. If you are too early it's difficult to sell because no one understands your message! Takes a lot of marketing!

If you – on the other hand – is too late – there is already something better on the market. Good timing is not very easy but if you manage – it will help you a lot!



DO YOU WANT TO HIT THE ENEMY AIRCRAFT?

Look at the airplane above! If you want to hit your enemy's plane, you got to send your bullets to the place where it is in half a second's time. That's the big problem with shooting on moving targets! In marketing that means that good timing is to be well prepared so that you can "advertise" in the very right moment!

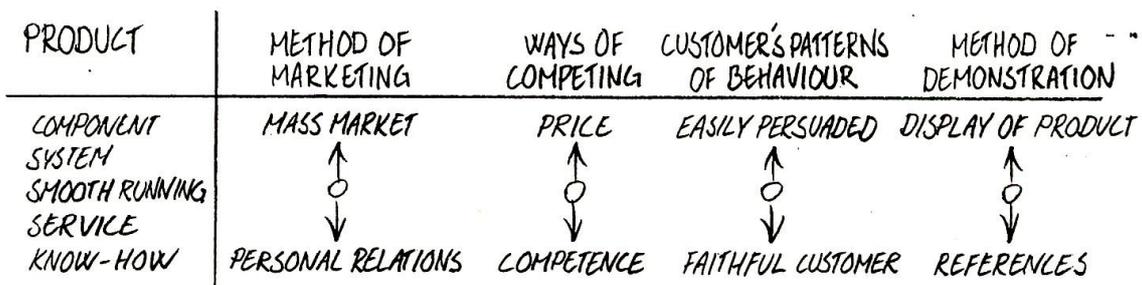
Channels to the market

It's very important to choose the right channels for marketing. And in recent Years there have been introduced a number of new channels based on IT and WWW.

The most important thing with any market channel is to get most hits for every spent dollar. The more specific channel I can find – the better. For most target groups there is special channels via netsites, organizations, papers, exhibitions a.s.o.

A website is a cheap way to communicate with the market. And You can always send Your latest news over the web.

For many target groups social medias such as Facebook and Twitter and a blogg can be very effectiv and cheap.



Now about Your new business: What channels are You planning to use for Your market communication?

I plan to use:

.....

.....

.....

.....

How to get and keep customers

We said it before and say it again: **Take good care of Your customers!** It's very cheap to sell another time to a regular customer compared with getting a new.

In big and old companies the traditional methods (below) is common. When they have a signed order the dialogue with the customers is over.

For You – as a start up – You can use the "care for the customer" attitude from the beginning.

When you have an order let the customer get into the circle of "never ending relation".

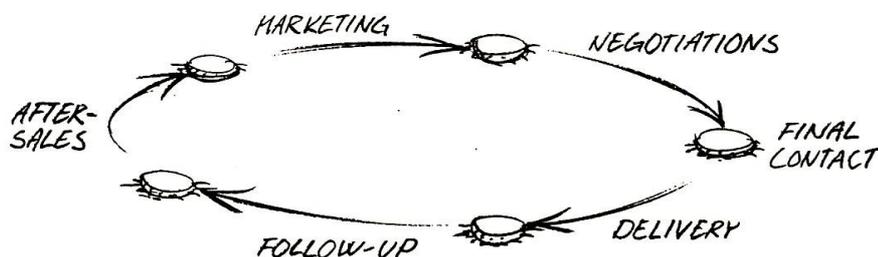
Follow up how satisfied Your customer are and show Your interest! And You can learn a lot!

Then keep in touch with Your customers to make it more likely to get an other order in the near future!

TRADITIONAL METHODS



FAR-SIGHTED "CARE-FOR-THE-CUSTOMER" ATTITUDE

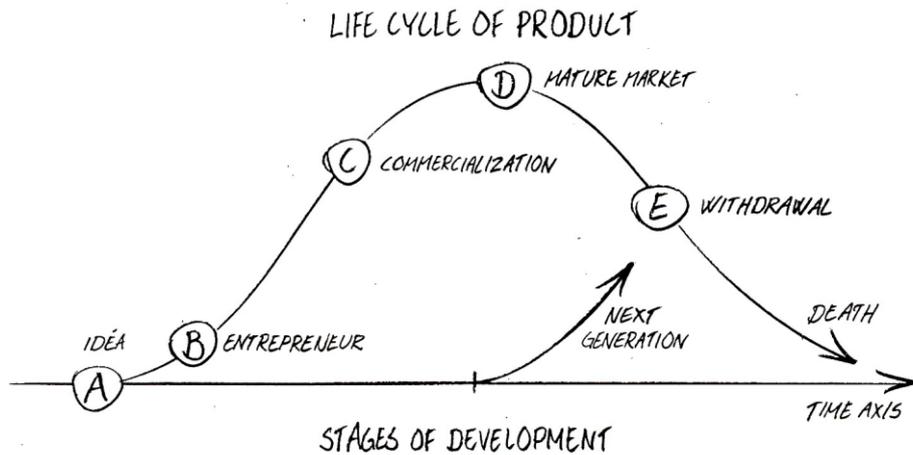


This "closed loop" for customers is the same as You can see on page 1 – "Sucion Funnel".

The big companies try to manage this "loop" with IT-support via a software called "Customer Relation Management -CRM".

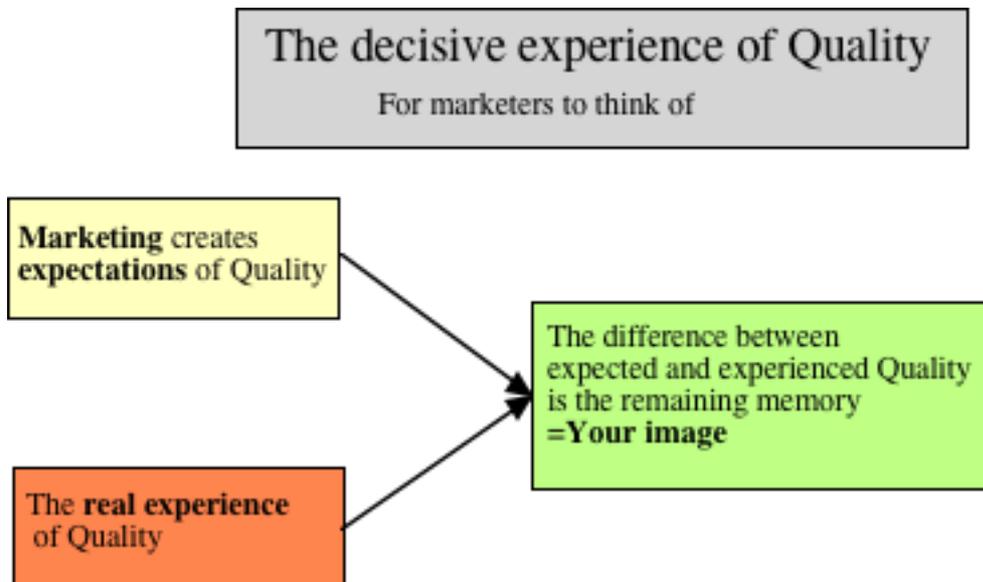
But You – as a start up – have an advantage in a closer relation to Your not to many customers. Use that to compete with!

The life cycle of a product



It's important to have a plan for development of new products all the time. From the first idea it usually takes months and even several Years before the new product is in full production and pay off for the investment. For a company it's important to have some "milk cows" all the time – products that give a good cash flow and supports the development of new products. In some areas – for instance mobilephones – the life cycle of products are decreasing for every new generation.

About Quality



The most important view on quality is the one in the mind of Your customers. And that view is the result of the comparison of expected and experienced values. The expected values are what You promise in Your advertising and the experienced is the real life. **This memory of quality and value will be Your image!**