

**Sales Tip Sheet 4 –6 Deadly Marketing Mistakes****1. Not having a Marketing Plan**

Know the simple 7 steps in creating a marketing plan...

- Understand your market and competition
- Understand your customer
- Pick a niche
- Develop your marketing message
- Determine your marketing medium(s)
- Set sales and marketing goals
- Develop your marketing brand

**2. Not Differentiating Your Business from Your Competition**

- Develop your Unique Selling Proposition (USP)
- Live up to your USP
- Integrate your USP into everything you do

**3. Not having a Systematic Referral Generating Programme**

- Start (or join) a referral group. Research shows the importance of referrals; up to 45% of most service businesses are chosen by customers based on the recommendations of others. A recent Dun and Bradstreet survey found referrals to be one of the two most popular small-business marketing methods (the other one is advertising). Basically, there are two sources for referrals, your current customers (people who have done business with you) and other influential people. You should have an active referral system for both types of people.

**4. Neglecting to Communicate and Market to Your Current Customers**

- There's gold in your customer base waiting to be mined, but to get the gold, you have to know where to mine. Find those missing opportunities!
- Focus on your best customers –the old adage that 20 % of your customers bring you 80% of your revenues still applies
- The Lost 20%: The average number of customers that stop doing business with you is about 20% annually. To achieve just a 10% increase in sales you have to add 30% more customers! These statistics are startling considering the average business spends six times more to attract new customers than it does to keep old ones. What is customer attrition costing your business?
- Be a full-service provider –offer complementary products without all the hassle

**5. Make Money with OPC ('Other People's Customers')**

- Consider 'joint venture marketing' with other businesses that sell related products

**6. Not Realising you are in the Business of MARKETING your Products and Services**

- What is the principal objective of your business?
- Look to differentiate your business by offering high-value services. Ask yourself if you are adding value right now, equal to the price your customer is paying?