

# **Welcome**

## **How To Find Customers**

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Presented by:

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# DEMAND

- What is demand?



- How do you know there is demand?
- What's the best evidence of demand?

# Benefit

- **What is the number one benefit of using a small business?**



- **Convenience**
- **Saving People Time**

# Competition



- What's good about competition?
- What's the bad news about competition?

# Competitive Analysis

- **Do you have competition?**

- **Did you work for the competition?**



- **Have you visited your competition?**

- **What did you find out?**



# What Did You Find Out?

- Does the location work?
- ?
- ?
- ?
- ?
- ?
- ?



# Competitive Advantage

- Innovation
- Technology
- Quality
- Location
- Pricing
- Operation
- Customer Service
- Marketing



# Marketing Plan

# Message



# Branding



# Customer Profile

- Gender
- Age
- Education
- Household Income
- Children
- House
- Apartment
- Ethnicity



# Tools

- Print
- Broadcast
- Email
- Web Site
- Social Media
- Networking
- Promotions
- Guerilla



# Networking

- Small Business Center
- Chamber of Commerce
- Clubs
- Volunteering
- Groups
- \_\_\_\_\_
- \_\_\_\_\_



# Market Knowledge

- Trends
- Keeping Abreast of Competition
- Customer Feedback
- Updating Inventory
- Rotating Inventory
- Testing





# Segmentation



Layers of Customers

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More things to sell = More customers to buy!

# Landscaper

Cuts grass



**Questions?**

**Thanks!**

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