



**Stop What You're Doing and Listen:
Your customers can help you navigate sustainable growth**

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Navigating Your Journey to Sustainable Growth

- **Start** by Listening to Your Customers (the Market)
- **Build** your Custom Marketing Machine
- **Arrive** at Sustainable Growth - Examples



Start by Listening to Your Customers



- Many companies consistently mis-market or under market.
- Too many companies focus on what they are good at rather than what is vitally important to their prospects and customers.
- This makes their marketing much less effective, failing to achieve a significant marketing ROI.

A key hidden risk

Understand what you can control

Market Risk

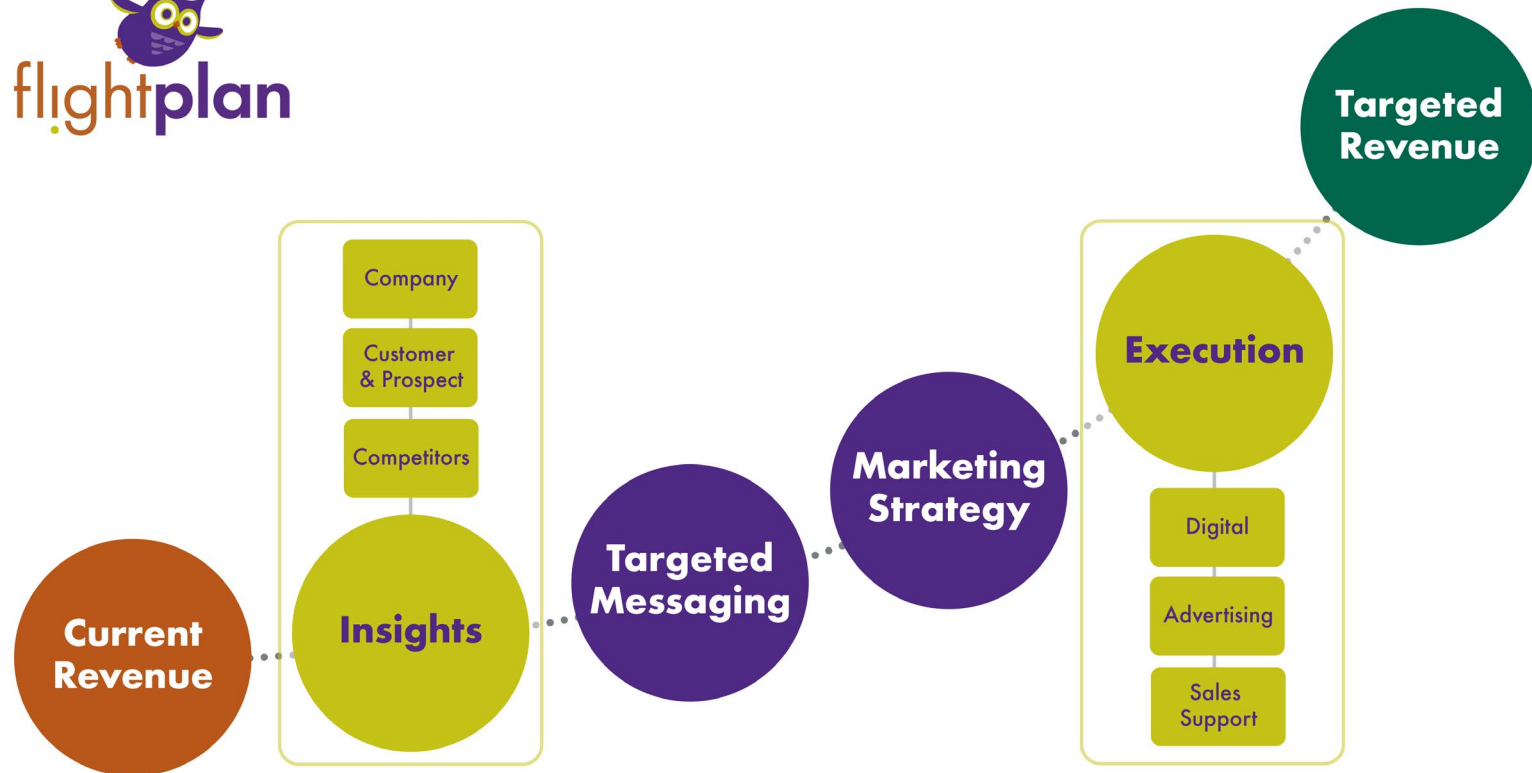
(Systemic/Exogenous)

Specific Risk

Two predictable
types of risk



Focus on low-risk opportunities first



A visual map of the marketing process

What is most important to your customers?

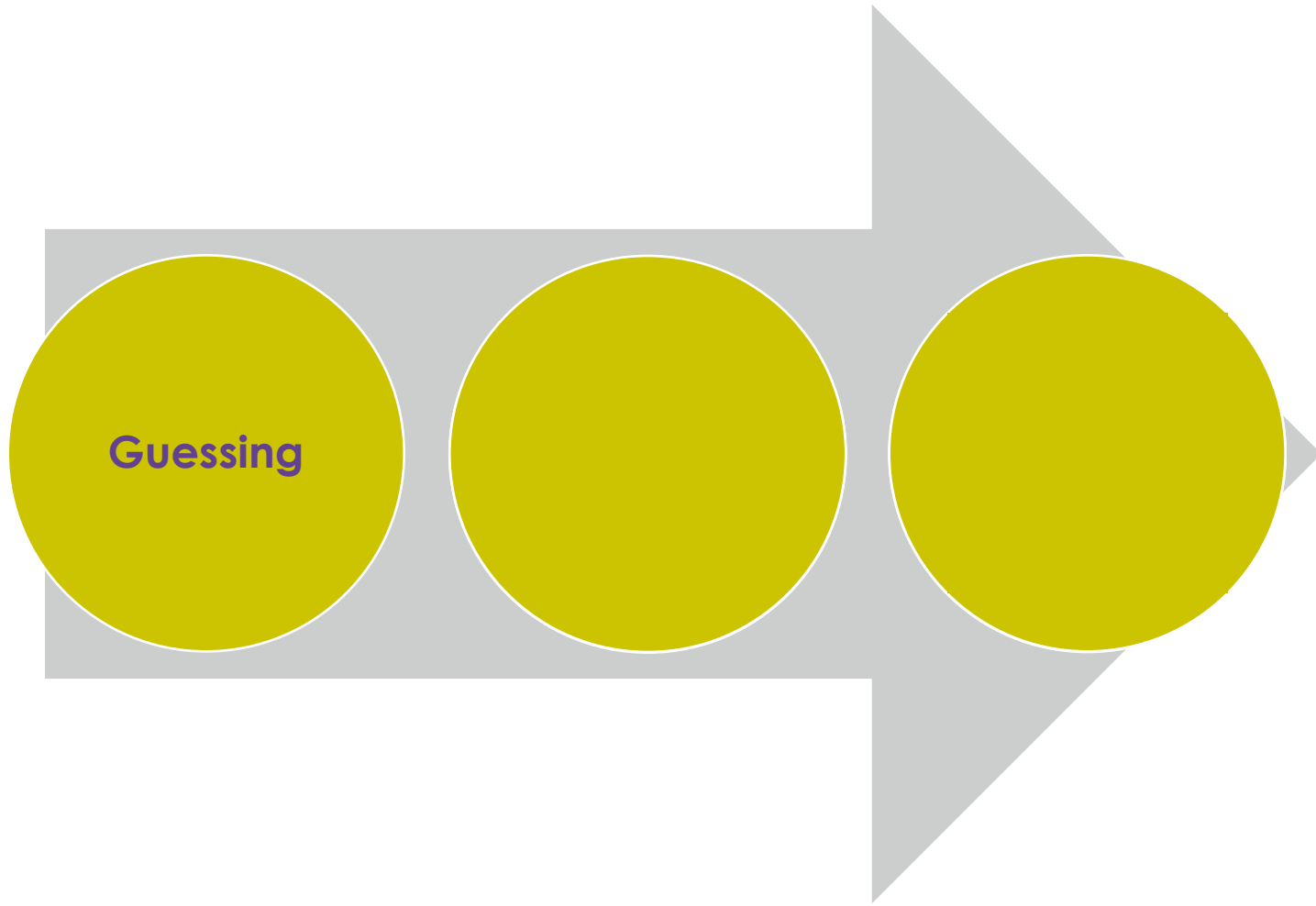


Do you know?

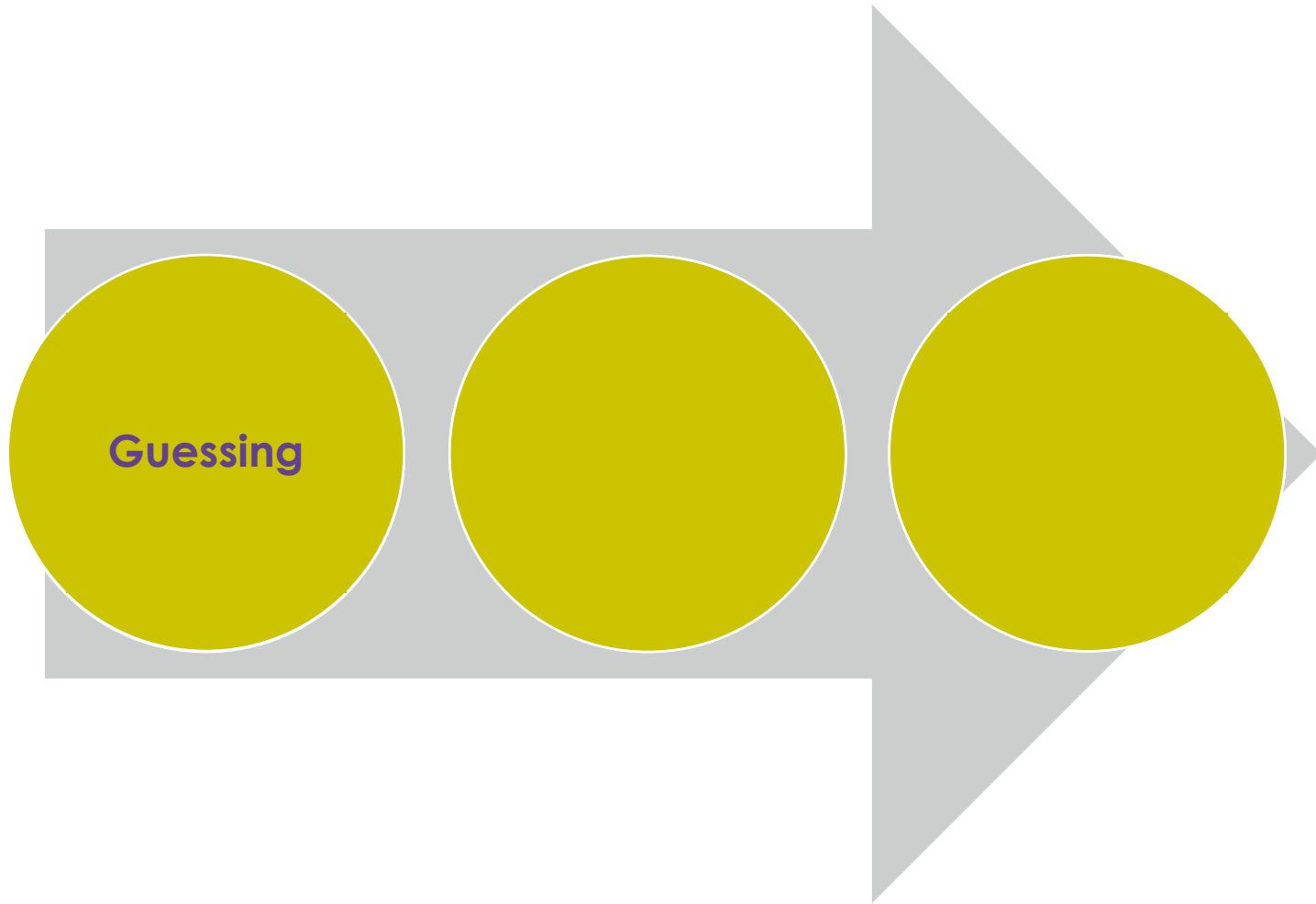
Start by listening to your customers



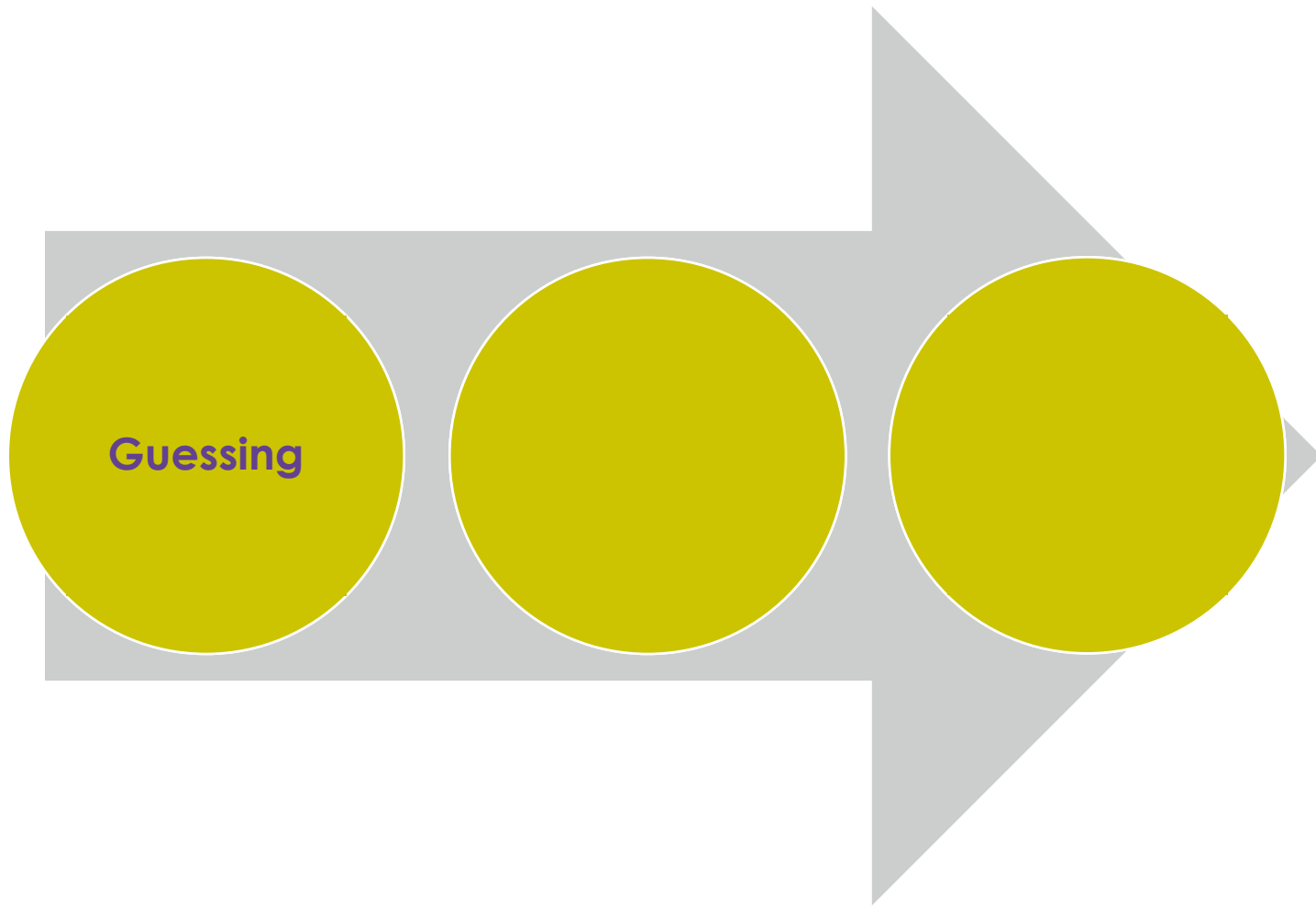
Step One



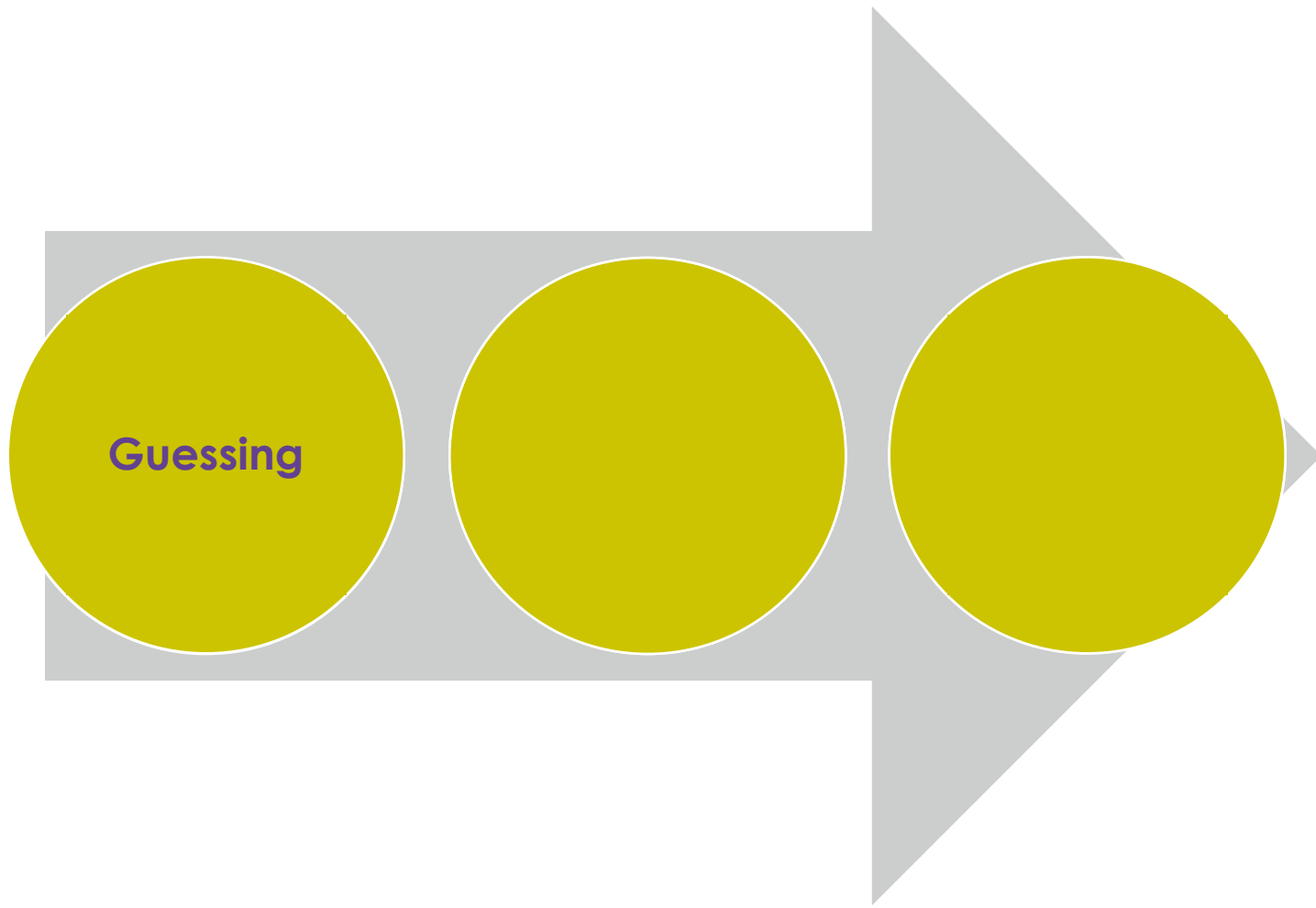
Guessing is risky
and can be
expensive



Guessing is risky
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expensive

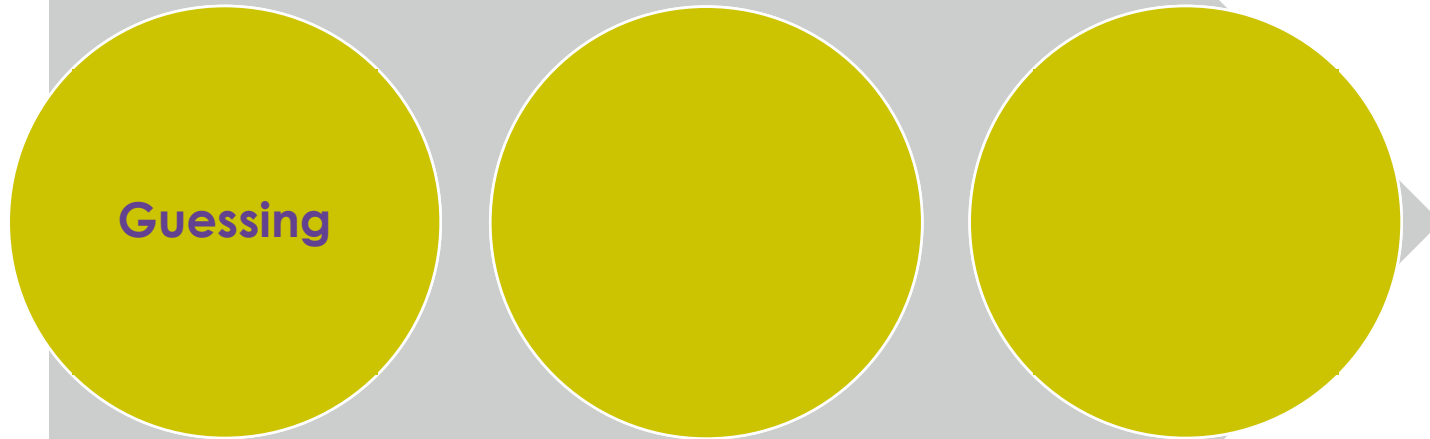


Guessing is risky
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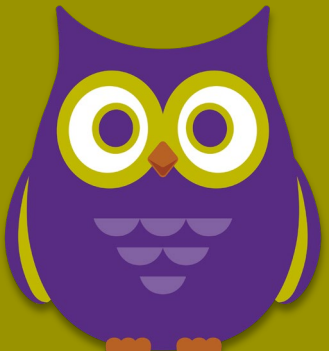
Guessing is risky
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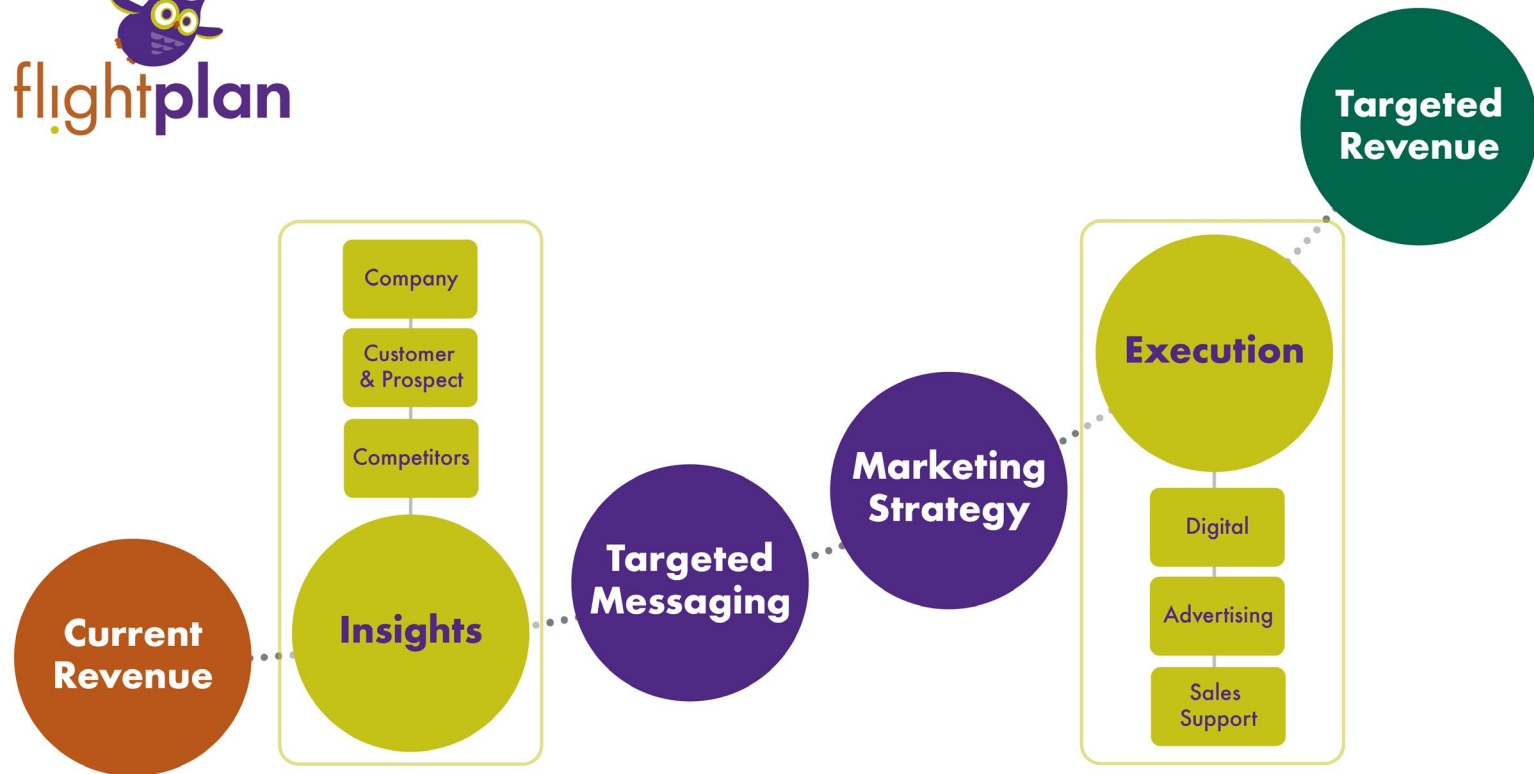
Quit Guessing



Guessing is risky
and can be
expensive

(How to) **Build** Your Marketing Machine





A proven way to
build Your
marketing
machine

- Ask your customers what is important and how do we perform?
- Listen to their answers to gain insights.

Good marketing is responsive to customer perception



Gather insights

Avoid the temptation
to navel-gaze

We're
good at this



Uniques
developed inside
have little upside

Take the guesswork out



Customer will tell you what is important. But you have to ask.

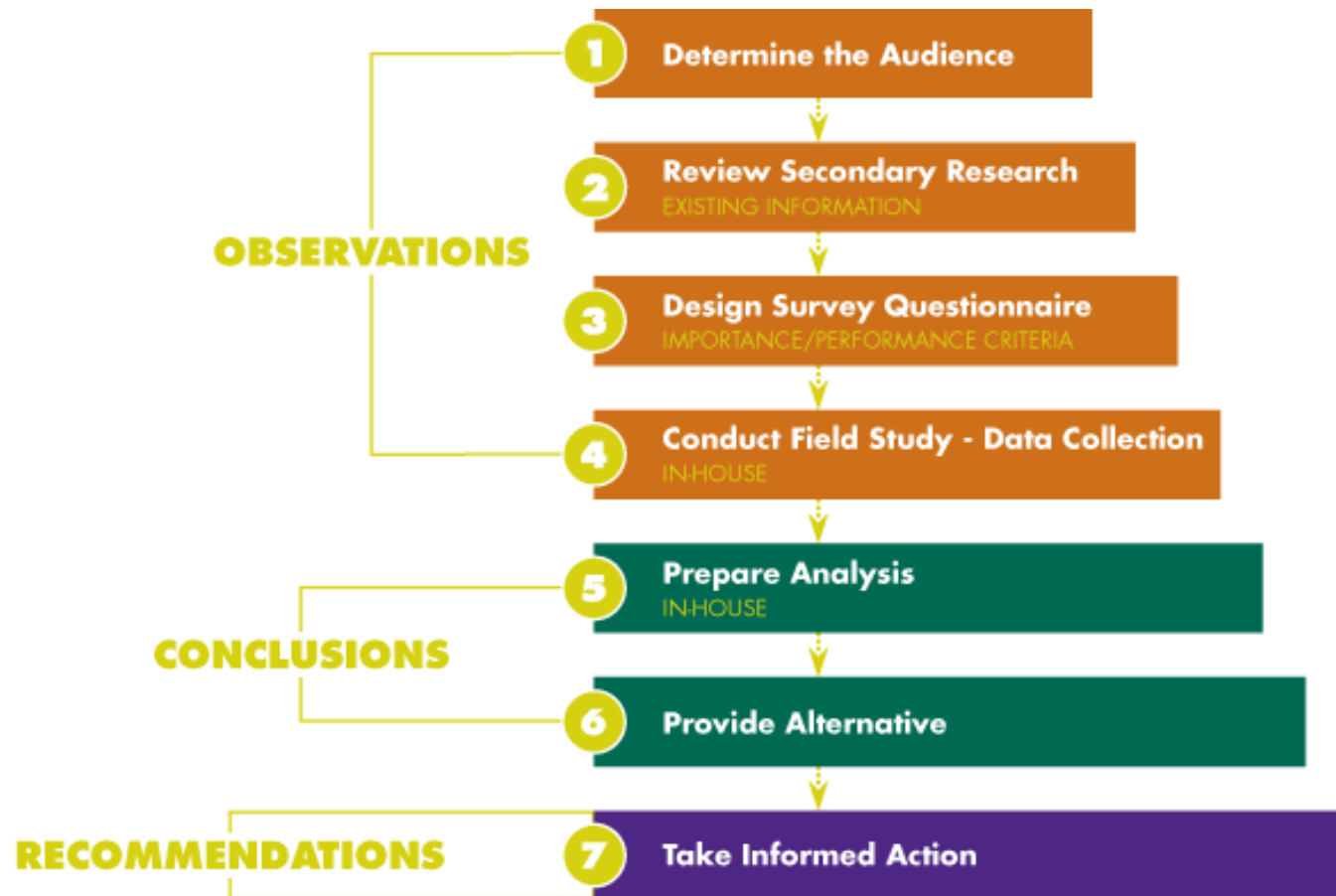
- Buyers define what's important - not sellers
- Objectively uncover the core promises that resonate

2 Critical Points

Focus on what's important, not what you think you're good at

Confirm your performance on the most important factors

How audience research informs actions



- What do customers believe about: the category, your products and your competitors' products?
- Where is the opportunity for you to build Leadership Equity?

Discover the
differentiators

- Use secondary research to reveal the issues
- Identify no more than 10-12 factors to evaluate
- Ask current customers & prospects on each factor
- Employ Top 2 and Bottom 2 scoring

What is important?



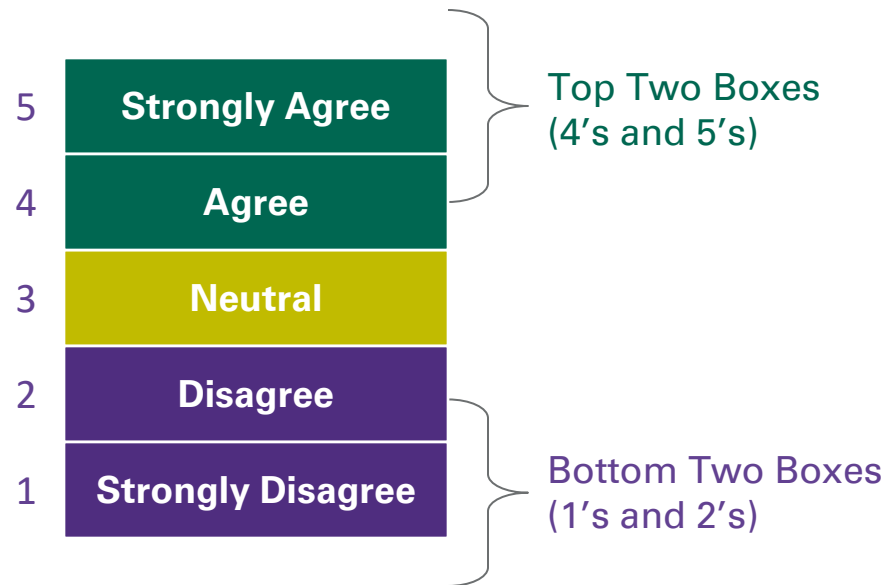
- On-time delivery
- Technical expertise
- Durability
- Reliability
- Customer service
- Easy to work with
- Price or value

Importance Factors - Illustration

- Ask customers about your performance against the very same importance factors
- Employ Top 2 and Bottom 2 scoring

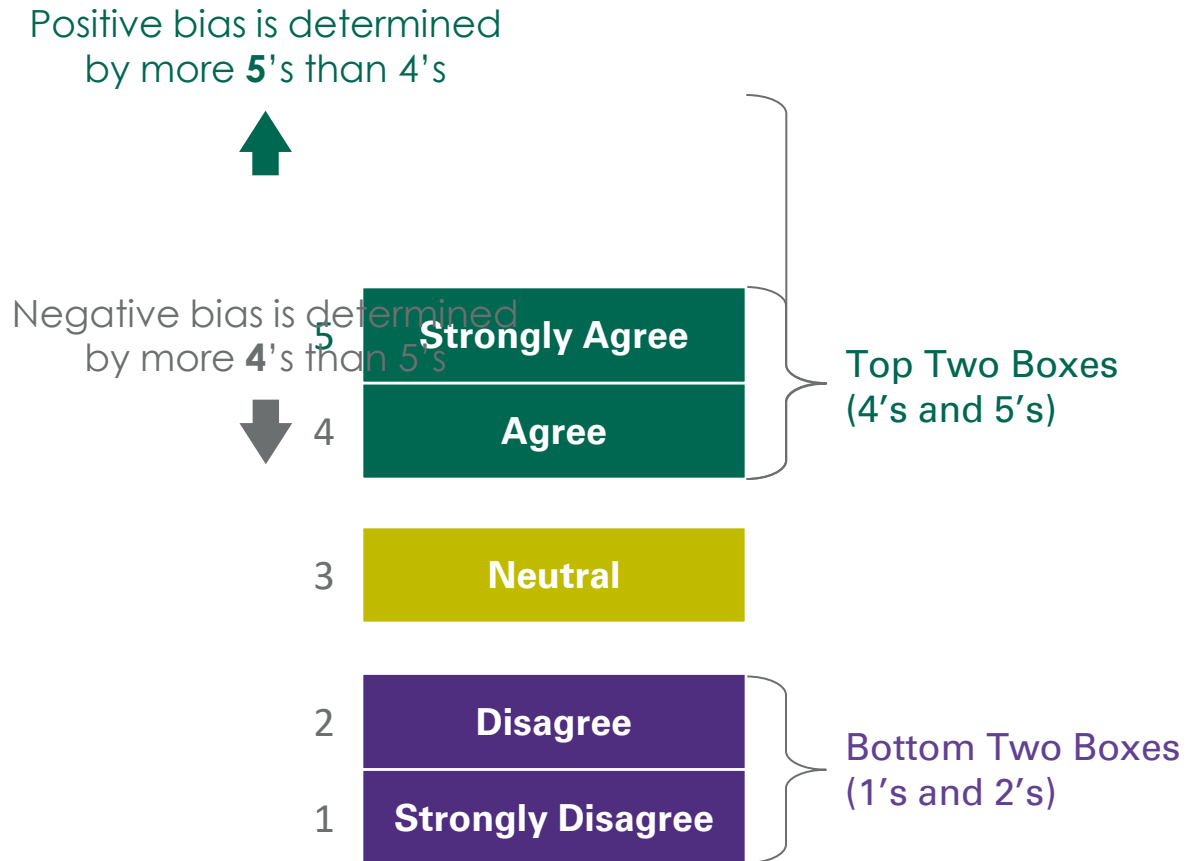
How is our
Performance?

We use 5 to 1 scoring to create 3 more-useful buckets



Controlling for
Neutrality is Key

How to measure enthusiasm bias



- Single most important factor
- Specific product questions
- Open ended questions
- Enthusiasm

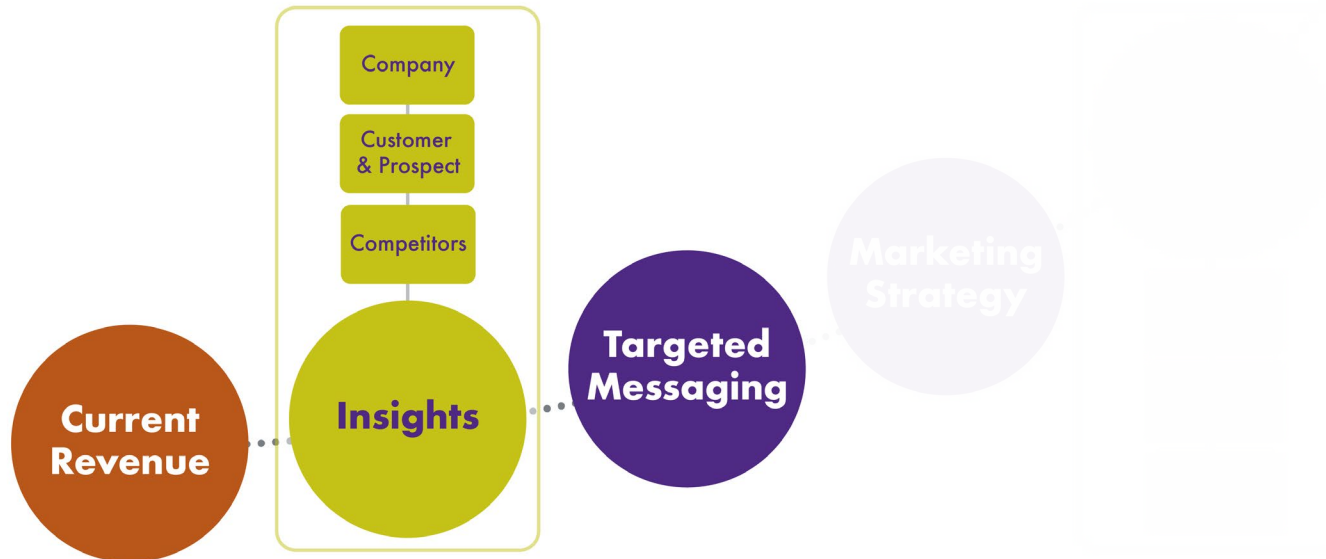
Build survey to
validate responses

1. Know what is important to your customers and prospects
2. Know how you perform against those same importance factors
3. Promise to deliver what is important

Win While Limiting
Risk

Messaging Drives Your Marketing Machine





Messaging Drives
Your Marketing
Strategy



EMOTIONAL

Identity Brand

Icon Brand

LITERAL

SYMBOLIC

Power Brand

Explorer Brand

PERFORMANCE



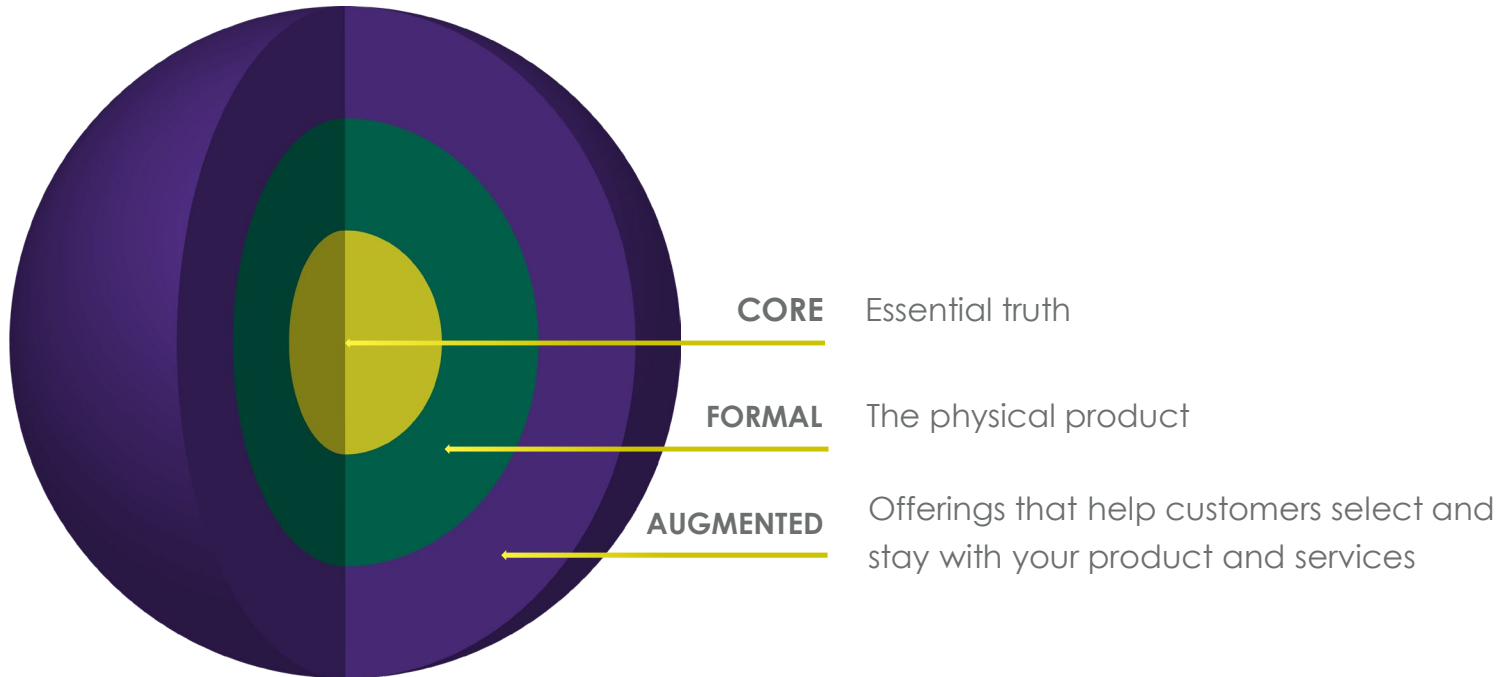
Know Your Brand Type

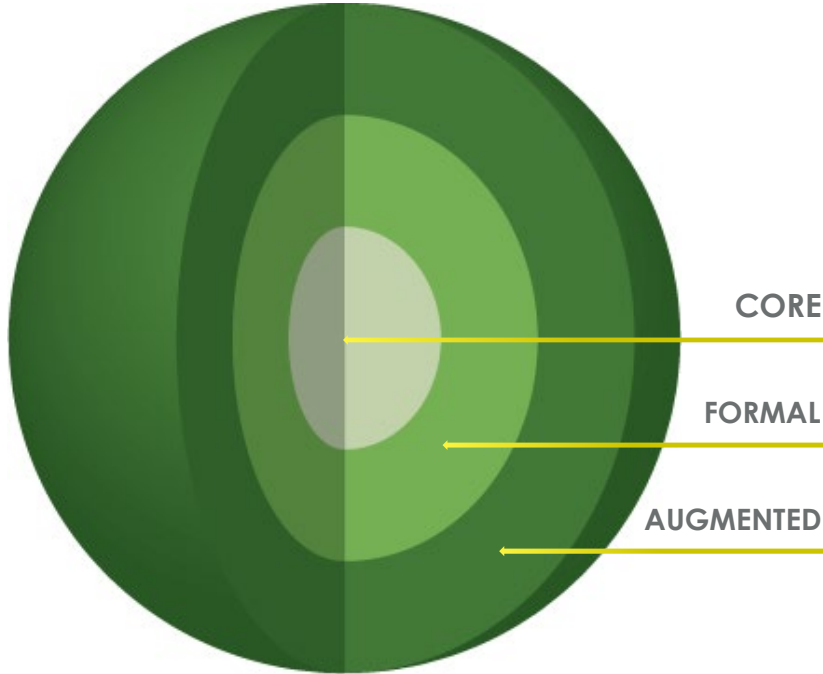
How to Connect

	TARGET	POSITION	RATIONAL CONNECTION	EMOTIONAL CONNECTION	EXECUTIONAL TENDENCY
Power	Benefit Driven	Best Delivers The Core Benefit	Accomplishes Task	Assurance	Problem/Solution: Demos; Product As Hero
Explorer	Innovators; Early Adopters	Be Your Best	Better Performance	Achievement	Exciting, Confident, Novel Approaches
Identity	Lifestyle Segmented	Express Who You Are	Meets Customized Needs	Self Validation	User Imagery; Reflects Segment Style
Icon	Universal; Core Target Plus a Large Halo	Enter Our World	Can't Go Wrong	Idealization	Story Telling; Big Production, World, Emotional, Use of Symbols, Reinforcement



Three Levels of Product





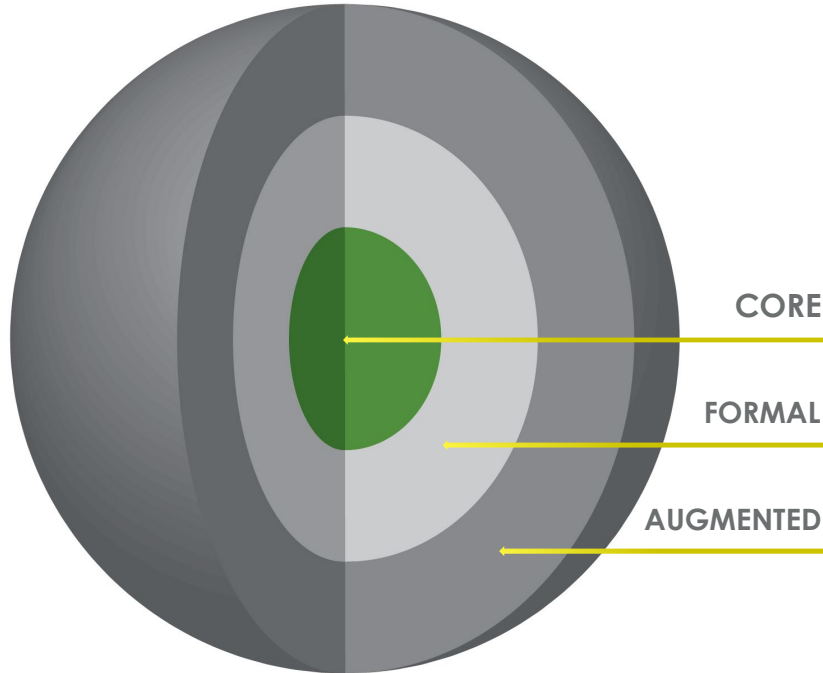
CORE A **trusted** partner to OEMs for manufacturing services

FORMAL **Accurate and reliable** complex machined parts from 1-18" in diameter

AUGMENTED On-time delivery
Collaborative and easy to work with
Mission-critical parts capabilities
Sophisticated inventory management
PPAP
Short lead times

Complex parts
streamlined™

palmer HAMILTON



CORE

Transforming spaces into dynamic, flexible environments

FORMAL

Innovative quality, durable K-12 furniture

AUGMENTED

Easy to work with
Responsive service
Comprehensive warranty
Innovative design services

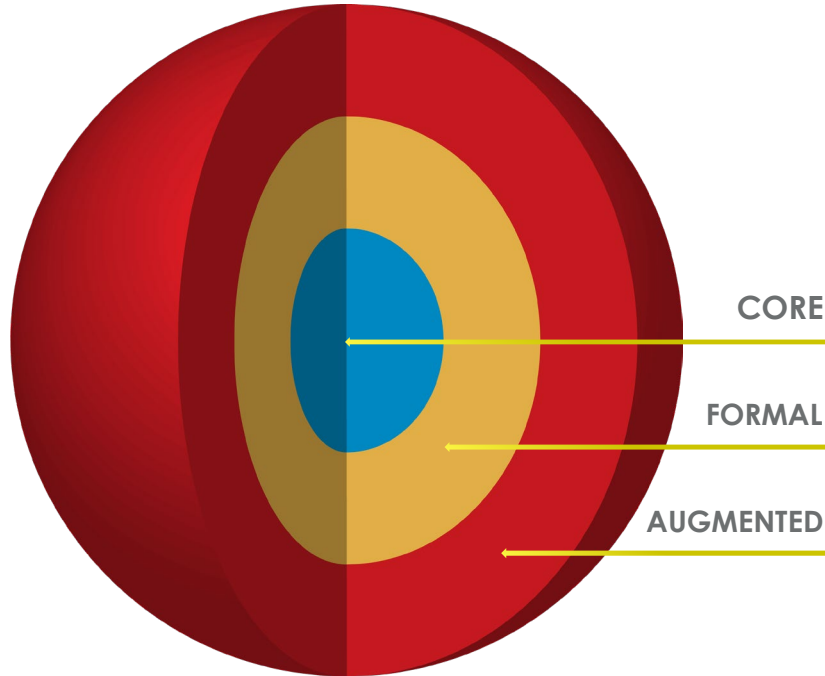
Opportunities:

- Speedy quotes
- Reliable delivery dates
- Competitive lead times

Do more with your
space™

BEND-TECH™

Versatile by Design™



CORE

Bend-Tech's combination of software and CNC plasma cutter are versatile by design

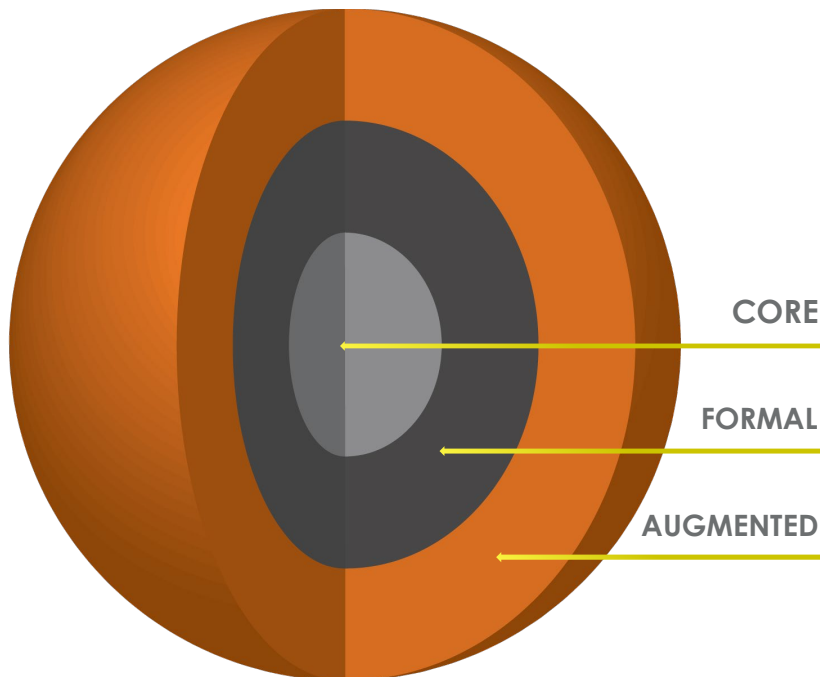
FORMAL

Versatile CNC tool that cuts, marks, engraves, and aligns tubes and pipes

AUGMENTED

- Automation support
- Training, including on-site
- Ease of installation
- Integrated software
- Financing availability
- Solid warranty

Versatile by
Design™

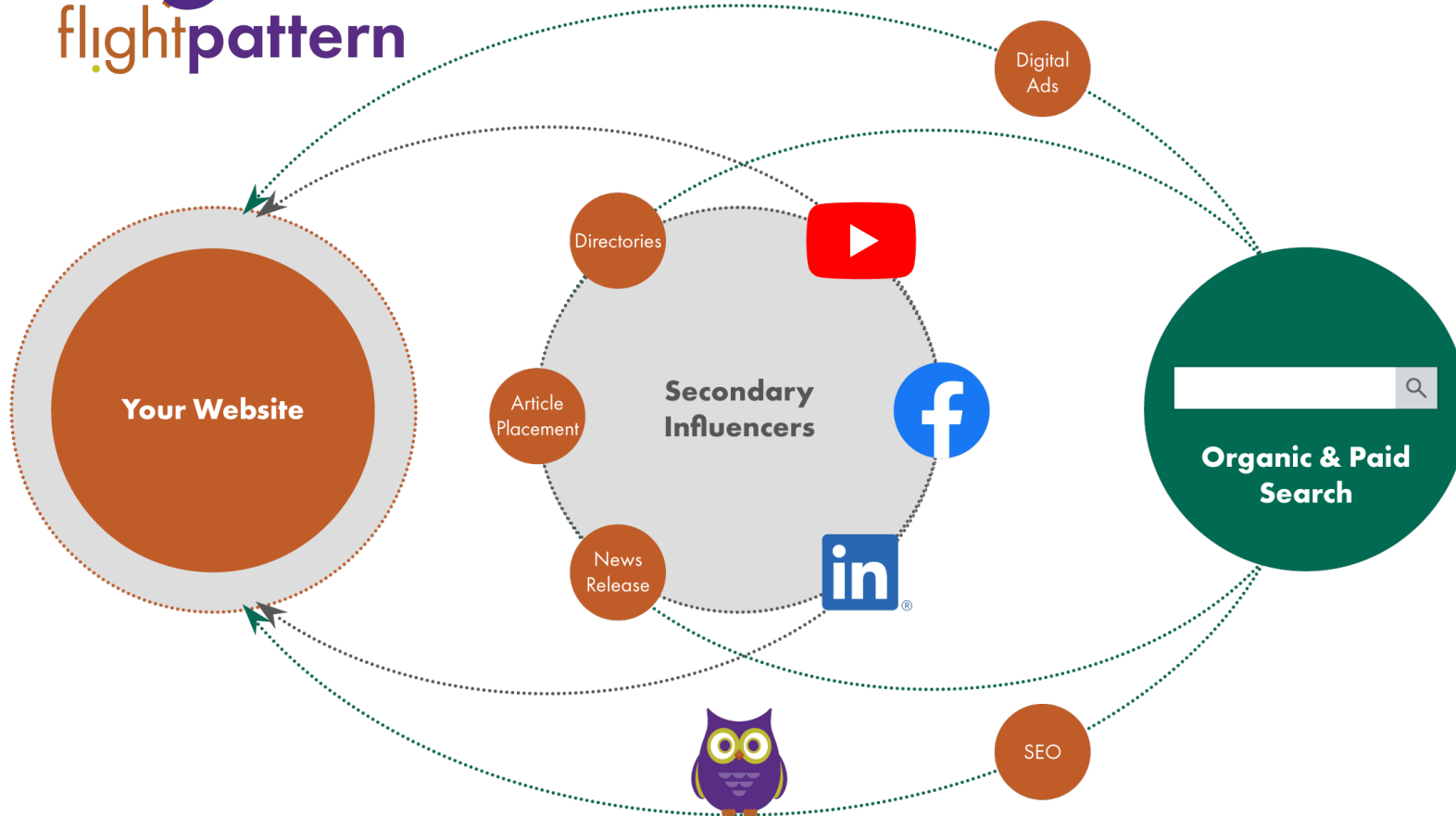


- CORE** Highly reliable fraud prevention & compliance technology that is easy to use
- FORMAL** ID authentication & identity management software solutions
- AUGMENTED** Efficient/rapid deployment,
Seamlessly works with existing IT structures
Faster transaction times,
Dedicated customer service,
Most frequently updated library
Hardware agnostic

Be certain.™

Arrive at Sustainable **Growth**

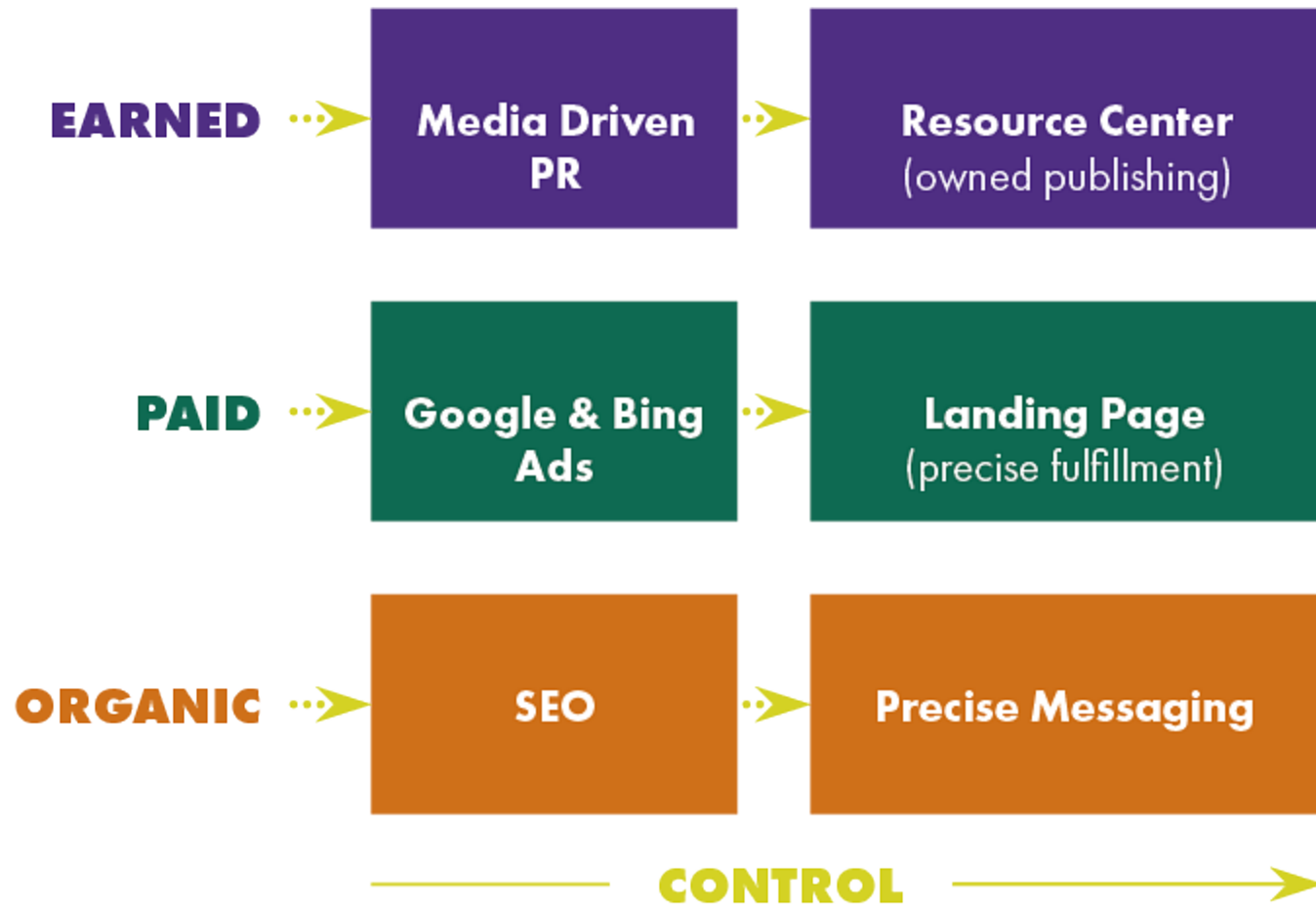




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Strategy Charts Your Course

Three Ways to Strategically Engage Prospects Online



Results



Versatile by Design™



Real-time Watch List Management

Is your customer a VIP or a villain?



Q&A