



Excerpt from

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"Minding Your Ps and Qs to Business Success."

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Welcome to Minding your P's (and Qs) to Business Success!

by Sharon Saylor

<http://www.impressionengineers.com/>

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Minding your P's and Q's to business success!

Remember your P's and Qs for great brands. P is such an interesting letter—just look at all the great words that explain the marketing mix!

These are all variables that you can control. They are interdependent and taken together, form a brand marketing mix.

Your objective is to come up with a mix of Ps and Qs balanced in such a way that it will clearly differentiate you from the competition.

Your Ps—

Price: Target higher-value customers. It's easier to fish in a small barrel with bigger fish than in an ocean with a tiny net.

Place: Where and how you sell. Have a professional website just as you would if you had a brick and mortar store.

Product: Define your product. What's special about it? The body of your brand/product is the price, quality, availability, selection, functionality, and management processes.

Promotion: Communicate the value. Customize marketing. Develop affiliates or networks. Offer discounts or coupons. Value, value, value.

Position: Unique and meaningful spot in the mind of the consumer.

Promise: Few stronger feelings exist than the need to fit in, to belong, to make sense of life and for life to have meaning. The soul of your brand is your company promise to its customers—its mission, vision, values, culture, message and leadership.

Perception: The way your product is viewed in the mind of the consumer. Perception and impressions are vital. Perception is closely related to presentation and position.

Presentation: Increase credibility with proper presentation. Remember, the logo, color, font, look and feel are the face of your brand.

Persistence: Consistency is important to gain trust, confidence and credibility.

Piggybacking: Once a brand is established, launch new products by “piggybacking” on the established good name of your brand.

Passion: Give ‘em a reason to love your company and product! The magic ingredient in brand development is the creation of this promise and the consistency with which you fulfill that promise. Know the decisions for or against your brand are not always rational. Some of the tightest bonds are formed on non-rational emotions.

Pride: Take pride in everything you do. It is a direct reflection on your company and product.

Your Qs—

Quantity: Keep careful records of orders from vendors and orders sold. Always do a manual count of products delivered from vendors. One way to lose money fast is to not keep careful track of inventory.

Quality: Another fast way to lose customers is to not deliver the quality that you promised them. The old saying “Quality Counts!” is worth remembering.

Question: Ask your customers or prospective customers what they want. Use surveys.

Query: Be sure and question yourself and your perceptions from time to time.

Quest: “The act of seeking or pursuing something” Go for your passion. Live it!

Quincunx: What an interesting word. “An arrangement of 5 objects.” Use odd numbers when developing bullet points, a list etc. Research shows people like odd numbers over even numbers.

Quiet: Take time to listen. Active listening is a skill that requires patience and practice. It requires being alert and in a state where you truly want to understand.

Quip: A brief witty remark, usually delivered offhand. Customers enjoy acceptable humor and teasing, especially self-deprecating humor.

Querulous: Last but not least—my favorite! Given to frequent complaining or fretting. Let’s all avoid being querulous!

Remember—make your first impression your best impression. You usually only get one chance...

Impression Engineers (<http://www.impressionengineers.com/>) is passionate about creating excellent web marketing and sales products that help your company grow. We know how to make your image look as good as you are! Our “engineers” have a long history in communication, sales, Internet marketing, quality design, powerful sales copy, “back-end” support and site hosting.

Imagine...Right now you could be well on your way to having a site that represents the real you.

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- What will you do when you are selling more product than you thought possible?

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Please let us know if you found “Minding your Ps and Qs to Business Success!” useful.

About the Author

As co-owner of Impression Engineers, Sharon Sayler, works as counsel and coach to executives who want more. As an award-winning copywriter and designer, she has launched marketing projects for clients such as the Portland Trailblazers and the Clinton White House. She holds an MBA, is a communications consultant and trainer, a certified hypno-therapist and master practitioner of NLP and Thought Pattern Management. Sharon uses her skills to inspire confidence in clients through personal example and proven communication and marketing techniques.