

The best way to predict the future is to create it.
Peter Drucker



**Position & Market Your Product(s) to Fully Leverage
your Identified Market Segment(s) &
Optimize Sales Objectives**

CycleLogic

So much to consider

- What does positioning your product mean?
- Why is it important to position your product?
- How is it different from promoting your product?
- What is involved?
 - Packaging
 - Pricing
 - Location/availability
 - Promotion

Understanding of terminology

- Marketing and Sales = the same thing, right?
- Positioning vs. Marketing?

Four-Part Process

Logical and mostly sequential

- Product Analysis
- Customer Identification
- Market Analysis
 - Competitor analysis
 - Affiliation Opportunities
 - Product positioning map
- Program Development
 - Marketing
 - Sales

Product Analysis

“If it’s compost, what is it?”

- Know everything about your product/products
 - Laboratory analysis
 - Chemical characteristics
 - Physical attributes/properties
 - Mechanical (Objective, quantifiable) – particle size, color, density, porosity
 - Aesthetic (Subjective) – odor, visual appeal, dusty, gummy

Product Analysis

- MSDS – Required? Very helpful exercise, regardless.
- How it handles, packages, stores/shelf life
- Recognize the implications as they relate to your potential/yet to be identified customer
 - What are the specific attributes

Customer Identification

“It’s 10 O’clock: Do you know where your customers are?”

- Industrial (B2B) or Consumer customer?
 - Secondary research is generalized, not
 - Can search targeted industry
- Demographic/Psychographic research & understanding –Consumer Markets
 - Web search zip code & “demographics”
 - www.movoto.com real estate co. with very good demographic analyses

Customer Identification

- Secondary Research
 - Research is generalized
 - For B2B, not region specific – usually about industry in general
 - Can research targeted industry
 - National Gardening Association
<http://www.gardenresearch.com/>
 - ANLA
 - Mulch & Soil Council
 - First Search <http://www.FirstSearch.com>
 - Fertilizer industry – The Fertilizer Institute www.tfi.org
 - US Department of Labor <http://www.dol.gov/>
 - Bureau of Labor Statistics <http://www.bls.gov/>

Customer Identification

- Primary Research
 - Surveys
 - Focus Groups
 - Seminar Feedback

Budgeting for Success

MARKETING Budget (as percent of revenue):

% of Revenue	% of Companies
No Budget	1.1%
0-2%	28.6%
3-5%	33%
6-10%	21.1%
11-15%	8.6%
16-20%	4.3%
20+%	3.2%

Budgeting for Success

SALES Budget (as percent of revenue):

% of Revenue	% of Companies
No Budget	4%
0-2%	14.5%
3-5%	23.4%
6-10%	27.6%
11-15%	13.5%
16-20%	8.4%
20+%	8.5%

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