



## **MAY 2008 - LEADERSHIP LETTER #27**

### ***Marketing as it Relates to Strategy and Organization Development***

**Hello All ...**

The topic of this letter is **MARKETING** as it Relates to Strategy and Organization Development.

Many executives and leaders have a narrow understanding of marketing; consider it to be selling (which it isn't) or promotion and so on.

Well, it **is** promotion, but it's also much more, including:

- identifying target clients
- valuing and pricing
- consistent branding
- packaging and presentation
- engaging clients (how-to)
- follow-up service
- even invoicing is marketing!

I hope you enjoy these thoughts on marketing, learned from many wise clients over the years.

Don't forget that this and all past **Leadership Letters** can now be found on our website at [www.henseyassociates.com](http://www.henseyassociates.com).

All the best,

***Mel***

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# MARKETING AS IT RELATES TO STRATEGY AND ORGANIZATION DEVELOPMENT ... FOR BOTH PRODUCT AND SERVICES ENTERPRISES

It's been said that "Marketing" is our whole enterprise as seen through the eyes of the customer or client, who wants to be helped rather than "sold" on our offerings:

<p><b>1. WHO ARE WE? Assess</b> the firm's basic business, resources, aims, etc., including:</p> <ul style="list-style-type: none"> <li>• Our industry</li> <li>• Our hedgehog (<i>Good to Great</i>)</li> <li>• Our business model</li> <li>• Critical success factors</li> <li>• Our core competencies</li> <li>• Our core values</li> <li>• Our <b>target</b> clients/customers</li> <li>• Products and services</li> <li>• Our competitive edge(s)</li> </ul>	<p><b>2. VOICE OF THE CUSTOMER/CLIENT: Gain</b> a clear understanding of the "voice of the customer" for our best/target clients/customers, including:</p> <ul style="list-style-type: none"> <li>• Typical expectations</li> <li>• Unique expectations</li> <li>• Regulatory requirements</li> <li>• Typical disappointments</li> <li>• Needs they don't know they have</li> <li>• Approaches to value and pricing</li> <li>• Expectations for delivery and service</li> </ul>
<p><b>4. DEVELOP BUSINESS OPPORTUNITIES: Present</b> the firm's offerings consistently and credibly, in customer/client-focused approaches and language, including:</p> <ul style="list-style-type: none"> <li>• Branding</li> <li>• Advertising</li> <li>• Engaging customers/clients</li> <li>• Consulting (vs. selling)</li> <li>• Proposals and specs</li> <li>• Product/service delivery</li> <li>• Follow-up service</li> <li>• Invoicing is also marketing!</li> <li>• Customer/client feedback and maintenance</li> <li>• Recycle 1 through 4</li> </ul>	<p><b>3. POSITION FOR SUCCESS: Develop</b> the firm's offerings to meet the expectations of targeted customers/clients, including:</p> <ul style="list-style-type: none"> <li>• Developments and improvements</li> <li>• New products and services</li> <li>• Consistent branding</li> <li>• Customer/client selection</li> <li>• Strategy for engagement</li> <li>• Features and pricing</li> <li>• Packaging and presentation</li> <li>• Delivery and service plan</li> <li>• Warranties and risk management</li> </ul>

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