



SURPRISE | arizona

Doing Business In Surprise
Chapter 3

November 2005

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Chapter 3: Marketing Your Business

DESIGNING PRINTED MATERIALS

Pick one business to use on one business card. Don't mix businesses of different types. No one will take you seriously. Others will wonder what you're really good at.

Within this chapter:

- A [sample marketing plan outline](#)

Have stationery and business cards printed. When you can afford it, develop a custom logo. It can be as simple as the typeface you choose for your company name. Your logo should tastefully and consistently appear on everything your company produces. When designing your business cards, the order of importance should be phone numbers, what you do, your name, company name, address, fax number and then E-mail address. Make sure your phone number is large and easy to read.

MARKETING YOUR BUSINESS

Be able to accurately describe your business in 20 words, preferably less. Always include your "specialty" in your description. Write it out if you have to, then commit it to memory. You'll be glad you did when you introduce yourself at networking events.

Market your business constantly. It will make you look successful, even when you're not yet.

You'll need to be ready to sell your business to a lot of people in order to achieve success. According to "Sales by the Numbers:"

Individuals need about 6 or 7 exposures to a product or service before they are ready to make a "buy" decision.

You will usually need to demonstrate or explain your product or service to 5 people in order to make 1 sale.

To get 1 person to listen to your "pitch" you will need to approach 40 people. In other words, you usually need to reach 200 people to make one sale.

You must be committed to networking and advertising for the long run. Know that results don't come overnight. The same is true with advertising. Just because you don't get a response the first, second or third time you run

Marketing Your Business

Additional Resources

Further resources can be found online at the Small Business

Administration's Online Women's BusinessCenter at <http://>

www.onlinewbc.gov/docs/market/ - a stop for training and information on a wide variety of marketing, public relations and advertising topics.

your ad doesn't mean no one noticed. It only means that they don't need your product or service right now. They may set it aside for future reference or remember you when someone needs a referral.

Ask potential customers for their business! Ask your current clients or customers for referrals. Ask your customers what type of services they would like you to provide and how to make what you offer more attractive to them. Become highly skilled at listening. Your customers will tell you what direction your business should take. Your customers will also become your best sales force, and referrals are the backbone of most successful companies.

You may have chosen your business because it seemed fun, but you must also make a living.

Minimize the number of jobs you "discount" for family and friends. Remember that your time is money.

Join a professional association such as the Northwest Valley Chamber of Commerce, leads or networking groups, or other organizations that will help you promote your business. One way to find info on leads clubs is to go to <http://www.azcentral.com> and then search for "business calendar." Another is the Self-Employment Loan Fund's Professional Entrepreneurs' Group in Phoenix at their Small Business Development Center. Call 602.340.8834 or web page <http://www.selfloanfund.org/>.

In his article "Avoid These 6 Marketing Mistakes," Scott Clark cautions that...no matter what the size of your business, marketing mistakes can doom your sales performance. Great looking ads, fancy logos or flashy Web sites are worthless if they don't generate new business. Although some marketing mistakes are very subtle, a half-dozen of them contribute to a significant number of business failures each year. Make sure you avoid this sextet of manholes.

Lack of a unique selling position: Do you want your business to be a market leader as opposed to a follower? Then you must be able to define what makes your company unique through your customers' eyes. Paint a clear picture identifying why they should want to do business with you rather than with well-established competitors.

Marketing Your Business

Focusing on features rather than customer needs: Consumers want to solve needs, not buy products. Think of your customers as holding a sign that reads, “What will it do for me?” If you answer that question, you could close the sale.

Making it difficult to do business with you: When potential customers contact your business, are they greeted in a prompt and friendly manner? Are members of your sales staff sufficiently knowledgeable to provide the answers customers want? Is it easy for customers to work with your business?

Put yourself in your customers’ shoes to spot weak points within your business that may need shoring up. You, not your customers, should shoulder any effort or struggle required to close a sale.

Not eliminating customer risk: Customers wanting something and willing to part with their hard-earned money are two different issues. You can make their buying decision easier if you can eliminate any perceived risk. If you are in the service business, offer them a free consultation. If you sell products, offer them a money-back guarantee.

Not maintaining and utilizing a current customer database: Your customer list is pure gold. Keep cultivating it. Send them birthday cards or congratulatory notes whenever appropriate. Ask for referrals (and offer subsequent discounts if the referrals result in new orders).

Not using emphasis in print advertisements: Ads filled with words are a waste of money. Most consumers glance at print advertisements for only a couple of seconds. If you don’t grab them in that instant, their eyes will wander elsewhere. Use emphasis techniques for your key points (bold headlines, color, bullet lists, etc.) to capture their attention quickly and make them want to read on. Steer clear of these manholes, and you will have started to develop a customer-focused foundation for your company.

Scott Clark is a business consultant and columnist based in Cedar Rapids, Iowa. He can be reached at www.saclark.com

Marketing Plan Outline

MARKETING ANALYSIS:

- What industry are you in?
- How big is it now? How big will it be in five years?
- What are its chief characteristics? (How do you describe it in a few words and where is it in the life cycle?)
- Who are (or will be) the major customer(s)?
- What are (or will be) the major applications(s) of your product or service? (How will it be used?)
- What are the major trends in the industry that might affect your business?

TARGET MARKET:

- Who are your potential customers?
- How will you identify them?
- What are their needs or wants that your product or service will fill?
- What is the extent those needs or wants are currently being met?
- How will you communicate with them? (How will they know about your product or service?)

YOUR COMPETITION

- Who are (or will be) your major competitors?
- Why are they successful? What are they doing right?
- What is the approximate market share commanded by each major competitor in your field?
- What are the trends shown by the competition in your field?
- What are the available substitutes for your products or service?
- How important are they in the total market you intend to serve?
- Why do you expect your target market to leave your competitors and available substitutes to buy from you?

Marketing Plan Outline

- What is (or will be) your distinctive difference -- the one thing that will separate you from all competitors and substitutes?

THE MARKETING MIX

Product:

- Describe in detail your product or service.
- Describe its history, its position in the industry, and any future trends.
- For what purposes are your products or services used?
- What are the important features of your product or service?
- Are any of these proprietary features?
- Are your proprietary features legally protected?
- What are the benefits to the customer of your product or service?
- What stage of the product life cycle will your product or service be in?
- What is the product classification of your product or service?
- What are your plans for future development of your product or service?
- What are your plans for a follow-up product or service to replace this one?
- What are policies regarding service and warranties?

Price:

- What is the pricing history of your product or service?
- by distribution method, or
- by geographic area or territory, or
- by any other relevant classification?
- What are the current pricing trends?
- What do you expect for the future?

Marketing Plan Outline

- What is your pricing strategy? Why did you select it?
- Introduction; to gain acceptance in the marketplace
- To maintain or to increase market share

Profit impact

- How do your nearest competitors set their price?
- What will you do in response to price changes by your competitors?

Distribution (Place) (Channels and Methods):

- Through what channels are your products and services currently sold?
- What functions do these channels perform?
- How effectively do these channels cover the potential market?
- What geographical area do you plan to serve?
- How will you physically move products from one location to another?
- How will you monitor and control your inventory?
- How will you know when to reorder stock?

Promotion:

- What exactly are your advertising plans? (How do you intend to make your target market aware of your firm and its offerings?)
- What is your advertising budget?
- What are your plans for generating publicity about your business or its products or services?
- How will you sell your product or service? Describe your sales force in detail. List who will sell, their background and training, and so on.
- Will you use any sales promotion techniques? Describe them, why you selected them, and what you expect them to do for your sales.

APPENDIX A: Useful Contacts and Websites

Office of Economic Development—City of Surprise

12425 W. Bell Rd., Bldg. D-100
Surprise, AZ 85374
Phone: (623) 875-4273
Fax: (623)875-5049
Web site: www.surpriseaz.com
E-mail: econdev@surpriseaz.com

Determining where to start is not always easy. If you aren't sure who to contact or what steps to take, Surprise's Economic Development Department is a great place to begin.

The Economic Development staff will be happy to assist you in determining a path to start your business, expand an existing business, or find a new location. The Economic Development Department offers business firms an ombudsmen service to assist with the City's development process, increase understanding of regulations and assess project needs. Staff can also provide introductions to other departments or additional resources.

The Economic Development Department has services designed for both new and existing businesses—from small entrepreneurial operations to Fortune 500 firms. Services include confidential consultations, assistance with site selection, introduction to private and public sector development and real estate representatives and providing demographic information to assist potential new business owners.

Surprise's Office of Economic Development actively promotes and preserves the economic strength of the city to ensure that Surprise is the preferred location for new, existing and expanding organizations.

Northwest Valley Chamber of Commerce

12801 W. Bell Rd., Suite 14
Surprise, AZ 85374
Phone: (623) 583-0692
Fax: (623) 583-0694
Web Site: www.northwestvalley.com
E-mail: chamber@northwestvalley.com

The Northwest Valley Chamber of Commerce is a private, not-for-profit business organization providing a wealth of information for any size business. For more than 42 years, the Northwest Valley Chamber of Commerce has been a leading advocate for businesses. The Chamber also acts as an ombudsman for resolution of public policy issues that affect the business community at a local, county or state level.

As one of the largest Chambers in metropolitan Phoenix, members are given many opportunities to market their businesses and to enhance their business skills through individual counseling, group workshops and networking activities. The chamber also hosts monthly seminars and events to assist our members.

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Maricopa County Regional Library - Surprise

16089 N. Bullard Ave.
Surprise, AZ 85374
Phone: 623-544-6371

Web Site: maricopa.gov/library

The Surprise Library is a great business resource and contains various business materials, government and legal documents and “how to” publications on such topics as how to start a business, how to get a loan and how to write a business plan. The Northwest Regional Library is located in the Surprise Recreation Complex in the City of Surprise. This 23,000 sq. ft. facility is the District’s newest “state of the art” Regional Library with a collection of over 40,000 items in all formats and offers over 60 Internet-accessible computers throughout the building. It is a model of the latest technology in the library and information field in terms of customer service with self-checkout, self-check in and Smart Library Cards.

Arizona Department of Commerce

1700 W. Washington St., Suite 600 Phoenix, AZ 85007
Phone: (602) 771-1100 Toll free: (800) 528-8421 Fax: (602) 771-1209
Web site: www.azcommerce.com E-mail: webmaster@azcommerce.com

The Arizona Business Assistance Center, a division of the Arizona Department of Commerce, provides a variety of resources to assist anyone interested in starting, expanding or relocating a business in the state. The Arizona Business Assistance Center has three components and are located at the Arizona Department of Commerce.

Arizona Business Connection

Web site: <http://www.commerce.state.az.us> “Small Business Services” page; then go to “Arizona Business Connection - [Walks you through what you need to know to start or expand your business](#)”.

Phone: (602) 771-1196 Toll free: (800) 542-5684

The Arizona Business Connection’s Web site provides regulation and licensing information for starting a business. At this Web site, you may also create a customized information package to print at your convenience. This office also produces the free publications, Guide to Establishing and Operating a Business, Small Business Book and Entrepreneur’s Encyclopedia, available at the Chamber of Commerce and Regional Library. To obtain copies of these publications, visit the Library or call (623) 544-6371 or drop by the Northwest Valley Chamber of Commerce at 12801 West Bell Rd., Ste. 14, Surprise, AZ 85374. Phone (623) 583-0692

Fax (623) 583-0694. Web page chamber@northwestvalley.com

APPENDIX A: Useful Contacts and Websites

Office of Minority/Women-Owned Business Enterprise Services

Phone: 602-262-6790

<http://www.azcommerce.com/mwbedir/>

The Office of Minority/Women-Owned Business Enterprise Services acts as a resource and advocate for women and minorities who own businesses by helping them market their products and services to state agencies and other companies. The office publishes a directory of women and minority-owned businesses that is distributed to state agencies, local corporations and financial institutions.

Small Business Advocate—Governor's Council on Small Business

1700 West Washington, Suite 220 Phoenix, AZ 85007

Email: gcsb@azcommerce.com

Telephone: 602-771-1173

Fax: 602-771-1209

The Small Business Advocate maintains ongoing communication between the Governor's Office and small business. The advocacy office works with chambers of commerce and other groups to develop policies and programs relevant to small business, supports state legislation that benefits the business community, and interacts with state agencies to improve relationships between state departments and the small business community.

Arizona Secretary of State's Trademark and Trade Name Office

Phoenix Customer Service Center

14 N. 18th Ave just across street from the Capitol Executive Tower

Mailing Address 1700 West Washington, 7th Floor Phoenix, Az 85007-2888

Phone (602) 542-6187 or 800.458.5842

Web site www.azsos.gov/business_services/trademarksandtradenames.htm

Email trades@azsos.gov

Arizona Corporation Commission

1300 W. Washington Street Phoenix, AZ 85007 (602) 542-3230

www.cc.state.az.us

<http://www.cc.state.az.us/corp/filings/forms/packets.htm>

Maricopa County Recorder

Main Office (Downtown) 111 S. Third Ave., Phoenix AZ 85003

Phone: 602-506-3535

Southeast Office (Mesa) 222 E. Javelina, Mesa AZ 85210

Phone: 602-506-3535

<http://recorder.maricopa.gov>

Arizona Department of Revenue (ADOR)

2902 W. Agua Fria Freeway Phoenix, AZ 85027

Phone: (602) 255-2060 Forms by Phone: (602) 542-4260

Web site: www.revenue.state.az.us Forms by Fax: (602) 542-3756

“Business Basics: A Guide to Taxes for Arizona Businesses,” is found online at <http://www.revenue.state.az.us/brochure/622.pdf>



SURPRISE
ARIZONA

Beyond Expectations

**City of Surprise
Economic Development
Department**

12425 West Bell Road
Building B

Phone: 623.875.4273

Fax: 623.875.5049

E-mail: econdev@surpriseaz.com

City of Surprise

Small Business Assistance Program (SBAP)

Interested in starting your own business? We'll help you get your business started and serve as an on-going resource. We'll work with you as long as you need help.

Through the SBAP, Surprise offers one-on-one coaching and counseling to existing and would-be entrepreneurs, helping them establish business plans and access private and public resources. Our Economic Development staff is complemented by a network of volunteers with business expertise. Go to www.surpriseaz.com—Economic Development Department—or call 623.875.4273 for more information.



12801 West Bell Rd., Ste. 14,
Surprise, AZ 85374

Phone: 623.583-0692

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Email: chamber@northwestvalley.com

Welcome Business Partners!

The Northwest Valley Chamber of Commerce encourages you to become a business partner with the Chamber and become active in one of the most vibrant business organizations in metropolitan Phoenix.

The Chamber is adept at providing assistance with marketing your product or service, finance options for your business, leads, seminars and workshops, several networking options as well as events to showcase your products.

Chamber members are at the very heart of the region's success. Through their commitment to the community, they create a partnership between local businesses and residents. Chamber members provide more than membership dues. They are volunteers, leaders and advocates for optimum quality of life in the Northwest Valley.

Long before there were thousands of rooftops in the area, there was the Chamber of Commerce. Early business owners recognized the potential of the Northwest Valley and banded together to create a thriving economy and a great place to live. We thank the early pioneers in the region. They created the strong base for the growth and accomplishment that was to follow years later.

Join us; won't you? We're always looking for people who share our values and goals: pursuing all of the good things in life, right here in the Northwest Valley. Stop by the Chamber office any weekday and learn a lot about local life.