

Satisfying Customers



The Parrot Sketch

Monty Python's Flying Circus

"If you ask me, the fire has the most potential, but it's the smoke that has people talking."

Authentic marketing is not the art of selling what you make but **knowing what to make**. It is the art of **identifying and understanding** customer **needs** and creating solutions that deliver **satisfaction** to the customers, profits to the producers and benefits for the stakeholders.
- Philip Kotler

Marketing



Idea



Launch

Revenue
Profit /
Satisfaction/
Loyalty

Research

(Webvan)

Pilot

Recalibration

Develop

Pricing

Branding &
Positioning

Marcom

/ PR (Nike, Anderson)

Sales /
Programs (eBay)

Training

Support / Relationship
Management

(BofA / Wells Fargo)

Some concluding thoughts...

You can say the right thing about a product and nobody will listen.

You've got to **say it in a way that people will feel in their gut.**

Because if they don't feel it, nothing will happen.

- William Bernbach

Marketing must find a way to integrate the customer into the company--to create and sustain a relationship.

It's not a function-- **it's a way of doing business.**

- Regis McKenna

What we call results are beginnings.

- Ralph Waldo Emerson

Marketing is not an event, but a **process** . . . It has a beginning, a middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely.

- Jay Conrad Levinson