



MarketAbility
The Marketing Centre
Seestrasse 103
CH-8820 Wädenswil
Zürich
Schweiz

Tel: 41 1 783 8777
Fax: 41 1 783 8778
E-mail: info@marketability.org
Web: www.marketability.org

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Marketing is an integral part of business thinking in most major organisations today. But what is marketing? Advertising, direct mail, branding? These are often what come to the mind of the non-marketer, because these are the outputs of marketing which impact our lives daily.

Actually, there is a lot more to marketing than this. Let's start with a definition of what I call marketing in practice:

The effective deployment of resources and competencies (of an organisation) by delivering superior value to target customers at a profit.

Some key words and their relevance:

PROFIT is crucial to the survival of any commercial organisation – without profit a company cannot invest in its future growth, cannot develop new products and services, cannot provide employment

SUPERIOR VALUE is a critical factor in the success of an organisation in the market-place, only through a clear and strong differentiation from competition can a company survive long-term in a market.

TARGET CUSTOMERS by identifying key target customers who really value what a company can offer and do well, companies are able to focus their resources where they can have the greatest impact and the greatest chance of success.

Marketing is about all of these things. Marketing Excellence is about doing these things well – doing them better than the competition.

Marketing demands a blend of analytical strengths and creativity, which is not found in any other profession. At MarketAbility we offer a unique blend of marketing consultancy and training tailored to the specific needs of our clients and designed to deliver practical marketing skills into their organisation, whilst helping them to deal with their marketing issues and challenges.

Practical Marketing for Value Growth
WE DO while others only talk



MarketAbility offers this consultancy at different levels:

Coaching and consultancy of individual business or marketing teams to tackle specific marketing challenges and topics

Mentoring of individual managers and executives on marketing and business management challenges and issues.

Practical Marketing delivered in a series of "hands-on" **workshops**



Our clients range from local Swiss companies to major multi-nationals.

Our practitioners travel the world to deliver marketing excellence to clients in all parts of Europe, the Americas, Asia and Oceania.

Sometimes our clients visit us at the Marketing Centre in Wädenswil, where our spacious offices (in a former bank building) allow us to run workshops for up to 20 people in ideal learning surroundings with a relaxed atmosphere.



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Our success is seen in the results of our customers:

At the insistence of our practitioner, client's business pursued a market-based pricing strategy and gained a price of \$1.32/lb instead of \$0.96/lb on a large volume. MarketAbility added value \$1,500,000

Following a MarketAbility workshop, client's business manager used the newly created Customer Value Proposition at a key account to save the business he had been told (by the customer) he would lose. MarketAbility added value \$ several million

Using the newly developed Market Plan from a series of MarketAbility workshops client's business retained accounts against lower priced competition and focused on target segments to grow business. MarketAbility added value Euro > 1 million

Marketing needs to be taught in the practical business environment by practising experts if it is to have a real impact on the success of a business.



A good learning environment also demands a certain amount of relaxation and fun.

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It is quite surprising to me that many industrial companies continue to place non-marketers into marketing jobs, thinking that it is really nothing more than business common sense. After more than 30 years in marketing (after a formal marketing training), I have to disagree with that view.

For more information on the depth and breadth of marketing, why not visit the MarketAbility website: www.marketability.org or contact Phil Allen at

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Ask for our movie on CDROM to discover how we change organisations to a marketing way of thinking

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