

SYNERGY CLASSROOM ARCHITECTING THE VISION: GOING FROM A HOBBY TO A BUSINESS

THE MARKETING PLAN:

As a restaurant owner, convenience store owner, business start-up or maybe an expansion into new horizons, you know the importance of a marketing plan...or do you? In my career, I've come across so many businesses large and small, chains and independents who do not have a marketing plan.

Maybe there's a sales plan, but a marketing plan, in most cases no. Those that do are short-sighted or conflict with their vision, and lies the problem. Let me explain. Marketing, as I see it, is the architecture of your vision so whatever your business know your vision. What do you want done and to whom? On a piece of paper place your vision at the top of the page. At the bottom of the page write the words "course of action" then draw a direct line from them to your vision.

Now, as if you are laying stepping stones for a walkway, draw a few lines that lead to your vision and that is how to start your plan. Then fill in the lines with what you have to do to fulfill the vision. You may not know all the steps or the research involved to develop an

accurate, practical, and substantial course of action and may need some outside experienced resources. Nonetheless, start with the vision, fine tune the steps to initiate your pathway to develop your marketing plan and the subsequent action items to fulfill goals.

Start this introduction process with your current customer base and invite them to share their organization profile with you. They want to know more about you just as you want to know more about them.

So, say hello, make a new friend and get more involved in your community and turn personal acquaintances into business opportunities.

Note: This does take work, but the results and rewards are worth every second of time you invest.

These books may also help:



Our Classroom topics are a hub of go-to-market questions we have found through our experiences where both operators and manufacturers seeking solutions.