

## **MARKETING THROUGH CHANGE: MAKING THE BEST OF YOUR SERVICE**

### *Notes from a presentation by Helen Coote*

Definition - Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

Marketing is vital for the organisation's survival - it entails promotion, publicity, targeting specific customer "segments" and making the customers aware of the value of the product or service offered, and therefore seeing off the competition.

The client needs to see you/your organisation as preferred supplier of service. Marketing is how we persuade them of this.

The customer is the most important part of your service and, at the bottom line, keeps you in a job. He/she should feel good about doing business with you. The customer is not an interruption, but the reason you are there. You need to know about them by identifying "customer groups" or "market segments" (to use the jargon).

Market research helps you to identify

- Who they are?

- What they want?

- What benefits they are looking for from your service?

- What expectations they have of your service?

You can then target customers who are important to you, and match what you do with their needs.

So what is your role in all this?

You have to be aware of the larger organisation you are working in and get out-and-about and talk to people. Listen to customers and act on what they say.

Marketing does not say

"This is what we have got - how can we sell it?"

but

"These are our customer's needs - how do we meet them?"

## **MARKETING THROUGH CHANGE: MAKING THE BEST OF YOURSELF**

### *Notes from a presentation by Bridget Batchelor*

I thought the afternoon was fun although there was too much chat about lipstick for many people's taste. It was all about personal image, the importance of personal appearance and body language in the kind of impression you make.

First impressions are often quite lasting, and depend very little on what you actually have to say. They estimate that 7% of the impression you make is related to have you say, 38% is related to the way you say it, and 55% is down to body language and appearance.

We talked about what sort of image we wanted to have - that of a helpful, approachable, dependable, important and knowledgeable professional person.

People who make a strong positive impression have

- animated expression
- "open" gestures
- confident voice
- appropriate clothes

Bridget also talked about colour. (I have been "done" by a colour consultant, so this was familiar to me). Depending on your skin tone, different colours can make you look great, or like a corpse. There are 4 different colour types - Spring, Summer, Autumn and Winter. (I am a "Winter" who suits reds, purples, dark blues, bottle green, black and white and look like a corpse in beige, khaki, browns and orange).

I actually found this very useful to have done as it stopped me buying things in styles I liked but which really didn't suit me.

Like it or not, clothes are important in presenting a professional image. Ties are mandatory for men. Women should be wearing jackets, shoes with slight heel and no toes showing, touches of jewelry ( I was amazed at the effect a little gold necklace had) and make-up.

Cardies and comfy sandals are out if you are dressing to impress.

## **MAKING A MARK: PROMOTING YOURSELF AND YOUR SERVICE - EVALUATION OF LfN SPRING STUDY DAY**

*Janice White*

Yes, be assured, the return of those questionnaires dutifully distributed at the beginning of the study day is eagerly awaited, and they *are* read, collated, discussed and acted upon if necessary.

Evaluation of the June study day produced the following results:

All delegates were members of LfN, except one who was a substitute for a member. Interestingly enough for these times, half of the respondents came from Universities. Many had clear ideas of what they hoped to gain from the day - perhaps reflecting the currency of the topic - hoping to gain new ideas for marketing/improving/promoting their service (and themselves).

Publicity and venue were in the main well regarded, averaging 8/10 (well, who could grumble about being just off Oxford Street?) and the cost was felt to represent very good value. Catering received comments ranging from excellent, to not enough variety and "more forks needed", but still managed 7/10.