

Marketing Essentials to Land the Big Fish



Brenda Ng
The Trio Group, Inc.

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Goal

Essential best practices for targeting large corporations that work for any business, regardless of size.



Agenda

- Three Steps
- Examples
- Try It!





Step 1: Put yourself in Customer's Shoes

WHO?

Your Target

NEED?

Your Solution

TIMING?

Ad hoc, routine, predictable

PATH? Education or information needed to
make a decision



Step 2: Develop a Value Proposition

A value proposition is a brief statement that **explains what benefit you provide for who and how you uniquely do it well.**



A Value Proposition powers all touch points



Target

For cost conscious families

Problem

Who are looking for name brands at a value

Solution/
Benefit

Wal-Mart provides guaranteed low prices
That keep you from having to make sacrifices

Uniqueness

Because only Walmart has the scale to command the lowest costs on a superior selection of products so that this savings can be passed on to you



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Target

For multinational consumer companies

Problem

Who don't have the time or capabilities

Solution/
Benefit

The Trio Group provides proven consumer insights and strategy

That is an "insurance policy" for your high-profile new product or marketing strategy

Uniqueness

Because only The Trio Group "gets it" because I've been in your shoes in similar large companies



Let's Try It!

Target

For insert the target customer description

Problem

Who insert target's need or problem we are addressing

Solution/
Benefit

My Company provides insert brief description or name of the solution

That insert benefits to the customer

Uniqueness

Because only My Company highlight what is unique about the value proposition versus existing competitors





Step 3: Prioritize endorsements that will sway future fish

BRANDS

OF CUSTOMERS

REVIEWS

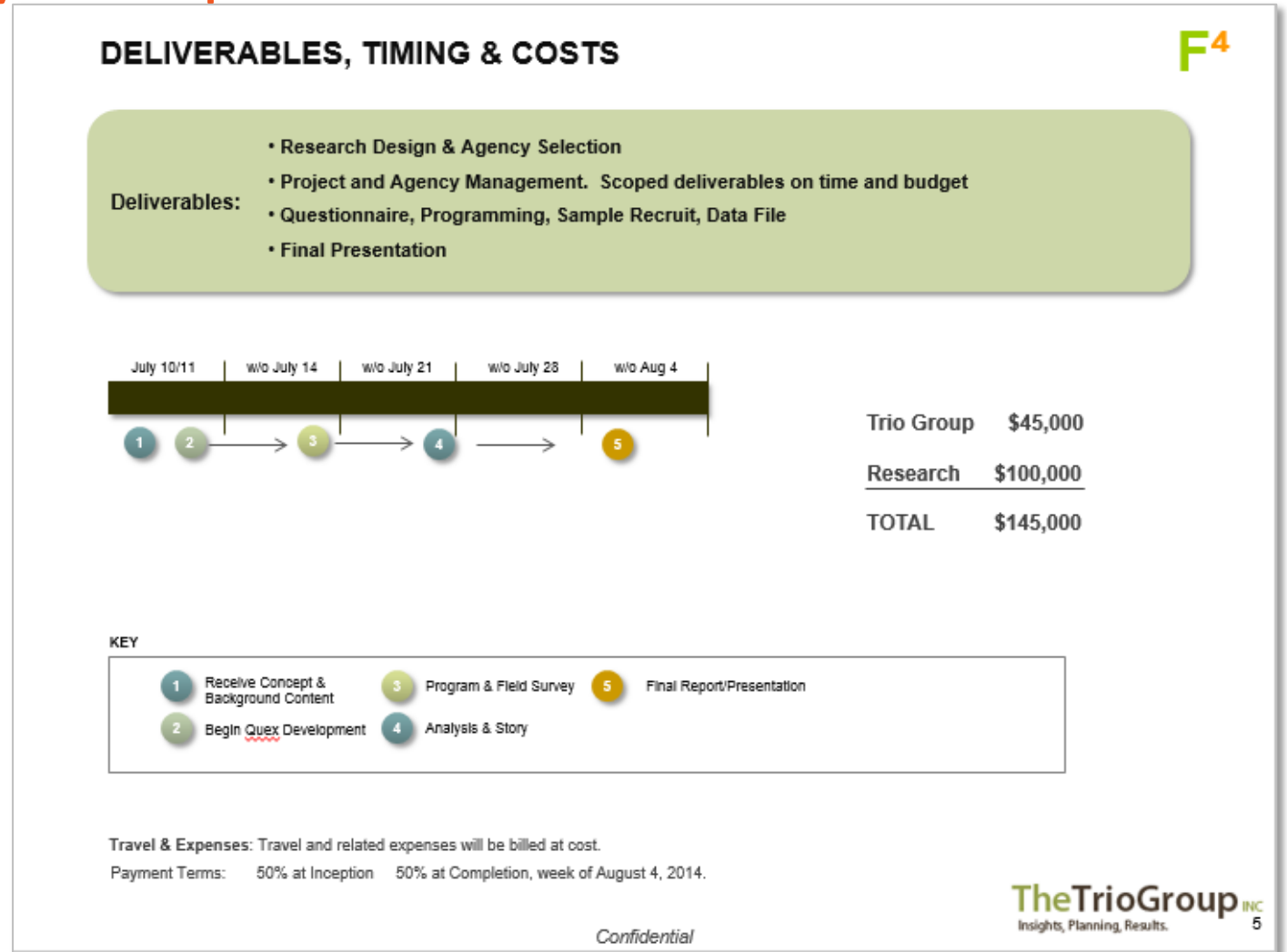
WORD OF MOUTH or REFERRALS



Bonus Essential | Concise, one page Executive Summary in every Proposal

Benefits to customer:

- Saves Time
- Easy to reference and compare
- Provides a taste of clarity of future deliverables
- Easy to show boss for approval





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Brenda Ng
bng@thetriogroup.com