

THE  
WINNINGER  
*Strategies*

**CREATING  
DISTINCTIVE  
VALUE**

BUILDING  
YOUR  
BUSINESS  
FROM THE  
OUTSIDE IN



“Marketing strategies must be an outside-in approach in the 21st century!”

– Thomas J. Waininger, CPAE  
“AMERICA’S MARKET STRATEGIST”



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## How you’ll benefit from this seminar event...

- develop a market-oriented environment that brings you closer to your consumer
- understand the importance of value-added effect
- develop the steps of a marketing plan
- learn to identify positive and potentially negative market effects
- combine promotion marketing and merchandising most effectively
- respond to a mature or saturated market
- develop market strategies that identify new or overlooked markets
- convert a product-driven marketing effort to (value)-driven marketing
- respond effectively to price competition
- get control of your advertising

The business you’re in is not determined by you but rather by the need or want that is satisfied when the customer buys your product or service. To be effective at marketing, you must see yourself from the customer’s point of view. A product or service is a cluster of value satisfactions. Before you have a value-driven marketing approach, you must identify these values.

## Niche Marketing is...

a series of interconnected activities that brings together products and services with the market (consumer) who needs and wants them.

- *what does the customer want or need?*
- *why do they want or need it?*
- *how will it benefit them the most?*
- *what other choices do they have?*
- *what will motivate them to take advantage of your product or service?*
- *what possible niches or gaps exist for your product or service?*
- *how best can you communicate with your market?*
- *what is sharp angle marketing and how will it get you the most “bang” for the buck?*

**Wise business leaders understand that marketing must permeate the entire company.**