

How streetwise marketing will make your business prosper

GOOD IDEAS BACKED UP BY QUALITY IMPLEMENTATION IS THE ETHOS BEHIND A SPECIALIZED MARKETING COMPANY WHICH ENJOYS SEEING ITS SMALL AND MEDIUM-SIZE BUSINESS CLIENTS THRIVE.

We develop marketing strategies that don't cost a fortune and then make sure that these strategies are put in place," says Founder of **The Outstanding Results Company, Dmitri Stern.**

Dmitri is no stranger to the importance of action. He migrated to New Zealand in 1995 and since then has applied himself wholeheartedly to learning about the New Zealand way of doing business, and developed two successful companies; he knows what it takes to turn vision into reality.

"No matter how brilliant an idea is, it must be acted upon to bring you prosperity," he says.

Dmitri and his team concentrate on turning good ideas into measurable marketing strategies.

The Outstanding Results Company - also known as **ORCO** - straddles the line between marketing consultant and business mentor, by providing real-world advice and plans - what Dmitri likes to call 'streetwise' marketing.

That includes a fact-finding expedition into your business marketing activity, establishing opportunities for improvement, the development of goals and strategies, and a support initiative to ensure that you carry out the agreed plan.

Dmitri outlines three basic processes that have worked well within his own businesses, and for many of his entrepreneurial clients:

The first is lead generation. Finding a certain type of prospect in a certain way. Then the very first sale converts the prospect into a customer. Once they receive a significant amount of value from you, they become long-term, loyal clients.

Carving the path from unidentified prospect through to devoted patron takes plenty of time and persistence, but the efforts are well worthwhile.

"Develop a plan and follow it, then

reap the rewards of what you sow," enthuses Dmitri.

Ensuring that the strategy is based on measurable objectives and results is important - whether you want to increase the number of clients visiting your business, improve your conversion rate, margin or value per customer.

"The primary objective is marketing plan and strategy that works and produces results," says Dmitri.

For example, if a customer has 1,000 clients and wants to increase that number by 20%, he or she needs 200 additional customers. ORCO might design a direct mail marketing campaign, a joint venture, or an outstanding experience marketing event, providing a time frame and waypoints for achieving the stated goal. In that way, costs are quantified, and the approach is targeted

Dmitri himself is a man with plenty of ideas. His first New Zealand business, Soft Light Limited, was technology-based. Now he is putting his commercial skills to good use by helping others to succeed in the same way that he did - through careful planning and diligence.

Dmitri says the main prerequisite for success is an entrepreneur's mindset. "We are literally what we think, that's why our mindset is very important," he explains. Next is the commitment to succeed.

'Analysis Paralysis' - or the pattern of putting plans on hold whilst acquiring never-ending pieces of knowledge - is all too common.

"Most of my clients already know everything about their business and how to promote it, yet they not successful in their definition. The missing piece is the system."

The Outstanding Results Company is skilled at providing the system.

"Your attitude plus a good system achieve success," Dmitri enthuses. ■



SEVEN SINS OF MARKETING

Understanding the Seven Deadly Sins that Marketers Make, Dmitri says, can be the difference between a business that prospers and one that doesn't:

1. Not sticking with the promotions and the ads that work;
2. Cutting a new path when someone else has already built a highway;
3. Writing jingles and clever slogans instead of giving lots of reasons why someone should buy your product...
4. To view the complete list of the Seven Deadly Sins that Marketers Make, visit www.orco.co.nz

TO FIND OUT MORE, PLEASE CONTACT:

PH: +64 9 4789852

TOLL FREE: 0800 GROWTH

FAX: +64 9 4780577

MOB:+64 21 804415

ALSO VISIT www.orco.co.nz TO

DOWNLOAD ARTICLES AND UPDATES

ABOUT ACHIEVING BUSINESS SUCCESS!