

12/29/09 - To Win, Be "In the Know"



"Understand that what is important is what's important to the customer. That's what we all get paid for in the last analysis: how does the customer buy, and why."

Peter Drucker, quoted in:

The Essential Drucker: In One Volume the Best of Sixty Years of Peter Drucker's Essential Writings on Management

Carefully crafted messages alone won't sell your product or service. You must target your message for your best audience and via the most effective venues. While doing this you must continuously refine your position against relevant competitors in the marketplace.

To leverage your message to the greatest degree possible:

- really **know** your target market
- **anchor your approach** to market on an accurate competitive understanding, and
- carefully **select and design** your primary approach to enter your chosen market.

Think about your prospective market(s) within a framework of key questions and "points to ponder".

Jot down some thoughts that you can discuss with trusted advisers.

Very few (read: none) companies fail because they knew their markets too well.

Very few (read: almost none) companies succeed without making knowing their customers their top priority.