

mei-ster:
Suffix denoting
a professional
practitioner

ProfitMeister

MAXIMIZING YOUR MARKETING MONEY

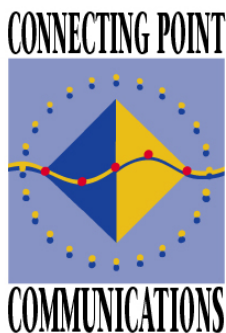
VOL. 7, #4

Marketeers of the World, Unite!

Five characteristics define winners—*Marketeers*—in business, marketing and life

“What we do today ensures growth tomorrow; your focus and groundwork help me build successes.”

Arian Gonzales
Cervantes Food Products
www.cervantessalsa.com



P.O. Box 3523
Albuquerque, NM
87190
505-280-9772

My mentor and heroine, Dorothy, managed a women’s retail store. From weekly projections to window merchandising displays, from advertising to hiring and training, she performed each job in the store. As CEO, she described her first focus this way: “Every contact with the public is marketing; the process of figuring it out and executing is ‘marketeeing’.”

Marketeeing defined

Long before it was popular, Dorothy made up a word that described the efforts she encountered in creating buzz. While the word marketeeing does not yet exist in any dictionary I could find, it pops up in blogs, chat rooms and newsletters on the Internet. Like Dorothy, a *marketeeer* lives five defining characteristics, including leadership, future focus, kaizen, flawless basics, and action.

In today’s environment, an amazing amount of brand clutter assaults the senses 24/7. From cell phones to YouTube, iPods to blogs we are redefining how we get and share information. Marketeeers forge forward with their eyes focused on the project at hand. They change, rather than reacting to change when it happens.

Leadership

Without question, marketeeers lead, bringing a quiet sense of confidence to their work and projects. The leader honors individuality in himself and seldom follows

the crowd. Ideas and opinions roll nonstop from leaders, while the rest of the world seems to scramble to keep up.

In the process of differentiating their business from the competition, the leader defines niche at a new level. Specificity marks phrases used to describe products: nothing-to-throw-away packaging or five-generation-European cabinet making craftsmanship. The leader finds a USP – unique selling proposition – that is distinctly different and then sets about passionately communicating that to the world.

The foundation of any marketeeing effort involves people; marketeeers solicit the opinions and ideas of their people, in the process creating buy-in. One such business leader, Howard Schultz, founder and chairman of Starbucks, reflects a marketeeing persona in that he continues to work at the personalizing of Starbucks, in spite of its ongoing expansion. Schultz challenges conventional in almost every way, including the forthright manner in which he deals with the public details of Starbucks’ shortcomings.

Future Focus

Marketeeers operate with a future focus, forcing a big picture vision that distills to daily actions. In one organization, for example, the director requested that each department manager submit a list of five potential alliances; the senior management group then discussed all choices and made a group decision to move forward with the alliance best for the organization.

“Innovation—the heart of the knowledge economy—is fundamentally social.

Malcolm Gladwell



©Mary Ellen Merrigan

Connecting Point
Communications
P.O. Box 3523
Albuquerque, NM
87190-3523
505-280-9772

www.ProfitMeister.com

Future focus means living in a proactive stance, setting the agenda rather than reacting to it. While most entrepreneurs possess such orientation, the marketing difference is in the follow-through. Leaders strengthen lines of communication, spelling out the consequences, answering questions and encouraging discussion.

Change causes little resistance within the marketing organization because marketers operate with insatiable curiosity. One service business I know offers canceled appointments to a waiting list at significant discounts. That's embracing change. Solutions like these turn problems into profits and challenge each of us to future focus our business.

Kaizen

Marketers practice kaizen, the definition of which translates to 'continuous improvement.' Kaizen originated after World War II in the 1950s from the Japanese words "Kai," meaning school and "Zen" meaning wisdom. Studying and learning become ongoing practices for marketers who read continuously and attentively – from books and newsletters to magazines and blogs. Information and its assimilation require effort. Knowing that the volume of information available today doubles every four years, the marketer reads to stay at the forefront of his field.

Web marketing represents one constantly changing area. Whether it's the challenge of search engine optimization or keyword emphasis, the marketer persists in finding the answers or the right expert who can help with the effort; that's kaizen.

Flawless Basics

Every marketer pays attention to and executes the everyday pieces of business. Structures and processes become the foundation of success. For example, marketers deal with human resource issues with a

flexible attitude. Marketers plan for flexible. Their resilience shows when crisis dictates a change in pricing or policies.

Marketers know the numbers and can nearly always predict breakeven, profits, or specific costs. Contrast that with the business owner who doesn't review Profit & Loss (P & L) numbers at all. With an eye on numbers, marketers can respond quickly to cash flow crunches, even anticipating and making plans to avert them.

Action

Finally, marketers live in the world of action. They work quickly, decisively and with boldness to capitalize on whatever comes their way. No analysis-paralysis for the marketer; that attribute alone may separate them from the fearful also-ran. Management guru Tom Peters who wrote *In Search of Excellence* says that successful people have a "bias for action." Brian Tracy, motivational expert, suggests that action keeps ideas flowing and allows you to experience a sense of control. What do your actions say about you?

Conclusion

You've met marketers—people with a purpose, with a focus on the horizon and a multitude of projects in the air. They lead, they learn, they execute the basics flawlessly and they are typically in continuous action. Confidence exudes. Urgency matters. The marketer prevails.

I make no secret of the fact that my heroine is a marketer; I'm proud of the lessons that Dorothy has left me and I'm busy using them to define my business from the viewpoint of the marketer.

To learn more

If you liked this issue of ProfitMeister, email: MaryEllen@ProfitMeister.com and ask for the "Detect a Marketeer" tipsheet.