

HICKMAN

Consulting Partners, LLC

*ElderPro*

**The Competition Is Rising –  
Are You In The Game?**

Mary Ellen Hickman • Falls Church, Virginia • July 15, 2015

# Introductions



Icon created by [Carlos Sarmiento](#) from the Noun Project

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# Introduction: Mary Ellen

- 20 years in marketing + brand management
  - Fortune 100 companies
  - Small businesses
- Experience includes
  - Advertising development, consumer research, business analysis, revenue forecasting
  - New business and brand launch, marketing consulting in US and overseas
  - Founding 3 small businesses
- MBA from top-tier school
- Adjunct professor of marketing



# Hickman Consulting Partners = Growth



# **Our Challenge: Competition**

A photograph of a golfer in white pants and a white shoe, captured from the waist down, standing on a green. The golfer is holding a golf club, and a white golf ball is positioned on the grass in the foreground. The background shows a clear blue sky and distant hills.

**The solution: focus.**

# 7 Steps To Success

1. Put A Stake In The Ground
2. Choose Your Best Customers
3. Set The Right Price
4. Find The Source
5. Pick Your Tactics
6. Tell Your Story
7. Make Your Case



# 1. Put A Stake In The Ground



Define what you do best.

# 2. Choose Your Best Customers

- Who **needs** your services
- Who **values** your services
  - Who is willing to pay
  - Who is willing to pay YOUR price
- Who is **able to pay**
- Who is **easy to persuade**
- Who is **easy to work with**



# Can't Decide?

	Needs	Values	Can Pay	Persuade	Easy	TOTAL
Customer Type A						
Customer Type B						
Customer Type C						
Customer Type D						
Customer Type E						

# 3. Set The Right Price

- Doublecheck competitors' rates
- Calculate value
  - To customer
  - vs. competition
- Check costs



# Stop Discounting!

Price discounting is  
not a tool to close sales.





**\$5.99**



**\$17.99**

## 4. Find The Source

- Where do your best customers congregate?
- Where did they go for information?
- What types of professionals refer the best customers to you?

# 5. Pick Your Tactics



# What Works?

- Advertising: TV, radio, print, online
- PR
- Events
- Email
- Direct mail
- SEO
- Social media: Facebook, Twitter, LinkedIn, Google +, YouTube and more

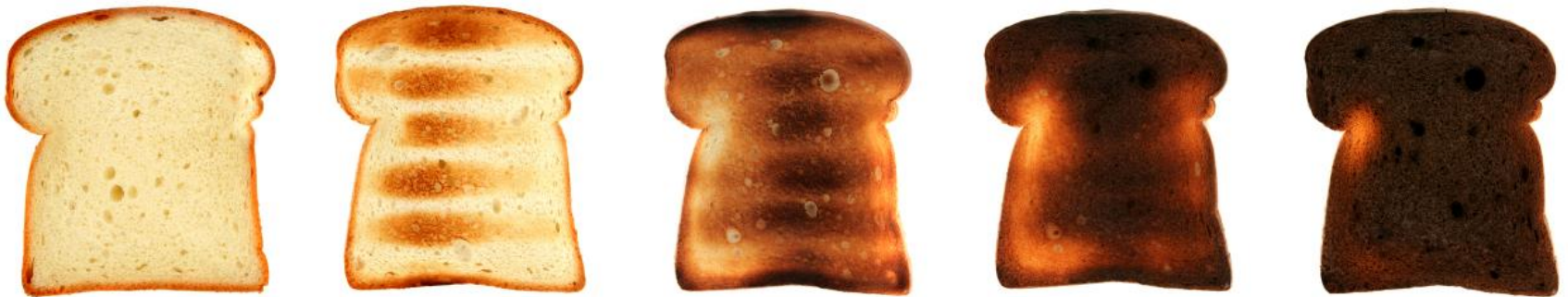
**Prioritize ruthlessly.**



# 6. Tell Your Story



# What's Your Point Of Difference?



# 7. Make Your Case

- Quantify value
  - Dollars you can save or protect
  - Time you can save
  - Quality of care you promise
  - Quality of life you can provide
  - Peace of mind you can give
- Who really wants to buy the cheapest services available?

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# Questions?



## Hickman Consulting Partners

Marketing Strategy For Growth

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Resources:

