

Mike Anderson is constantly on the lookout for consumer trends, industry insights and emerging issues that can be harnessed. Mike's ability to look at the world differently allows him to translate complex marketing research into actionable information, harvest the opportunities that lie within industry trends, and help develop effective, common-sense marketing strategies. Elm Street Economics is a workshop designed to help companies re-connect with their customers, find a road through the recent "great recession," and then accelerate their economic recovery. Mike will also be doing a conference break-out session.

Mike Anderson is Vice President Consumer Insights & Communication at The Center for Sales Strategy (also known as CSS). The firm is based in Tampa, Florida, and serves clients throughout the U.S., Canada and Australia. He is the editor and a primary contributor for the Elm Street Economics consumer trends blog — <http://elmstreettrends.blogspot.com>.

Mike's job is to study the behavior of companies and consumers... and look for trends which are likely to affect the delicate relationship between the two. Then, he develops training programs, marketing strategies and promotional tactics to help clients profit from those trends.

Mike has worked in marketing and since 1977. He has been a member of the advisory board for New York-based Scarborough Research, and has delivered the keynote address for several of their national conferences.

Mike and his wife, Julie, have been married for over 30 years and live near Minneapolis. Mike is also an award-winning nature photographer and member of the International League of Conservation Writers.



Mike Anderson
VP Consumer Insights & Communication
The Center for Sales Strategy
10367 41st Place NE
Saint Michael, MN 55376
763.208.3726
MikeAnderson@CSScenter.com
www.ElmStreetTrends.com

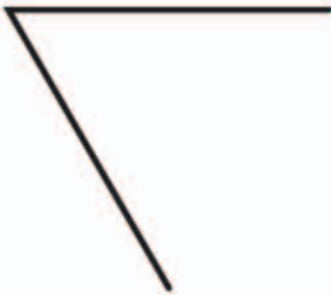


WithIt

Women's Leadership Development Network

Situational Awareness

How many triangles can you see?



Helping companies reconnect with customers and cash-in on consumer trends.



WithIt

Women's Leadership Development Network

Elm St. Economics

Observations & Implications

Trends:	Observations: <i>What do these trends look like in your company or category?</i>	Implications: <i>In what ways might you respond to or capitalize on these trends?</i>
More Cautious Use of Credit		
The Age of Discretionary Spending		
Re-imagining the Future		
Less Conspicuous Consumption		
Comparing Apples to Oranges		
The Fuel Economy		
Time Sensitivity		
Consumer Control		
Social Responsibility		
Self-Health and Well-Being		

Visit the Elm Street Economics consumer trends blog at ElmStreetTrends.com.



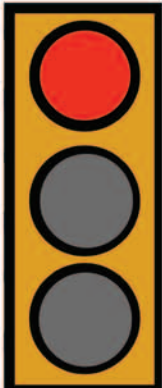
WithIt

Women's Leadership Development Network



**Think about your ideal prospects and their current “consumer mindset.”
Then, think about your current promotional strategy.**

(If you don't have one underway at the moment, think about your most recent campaign.)

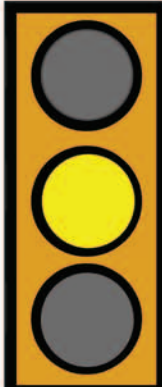


Is there anything about your current marketing that could actually be hurting you?

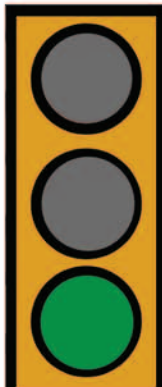
(This is a tough question. Focus on the consumer's point of view.)

Are your competitors doing anything that could be an unintended “turn-off” to consumers?

(Do any of their mistakes represent an opportunity for your company?)



Are there any parts of your marketing effort that you're unsure about? (You're not sure if they're hurting you... but you're not sure if they're helping you, either.)



What aspects of your company, products, or services do customers get really excited about? In what ways do you add value to the consumer's life?

(If this is big deal to the customer, is it also a focal point in your marketing efforts?)

**IMPORTANT: We're not just talking about media here.
We're talking about all of your messaging... all the signals you send to the consumer.**




WithIt

Women's Leadership Development Network

Elm St. Economics

The Marketing Strategy Model

<p>Remember: It is critical to follow these steps in the correct order!</p>		<p>Capture some notes about what this step looks like in your business:</p>
<p>Step 1: Targeting</p> <p><i>"Who you want."</i></p>	<p>Your ideal customers; the heavy users of your product or service. People who have the motive and the means to buy LOTS of what you sell. Remember that you could have a number of Target Segments (when you sell different things to different people) or Sub-Targets (when you sell the same product to lots of different people who buy for different reasons).</p>	
<p>Step 2: Benefits Sought</p> <p><i>"What they want."</i></p>	<p>Nobody buys a drill; what people really buy are <i>lots of little holes</i>. What are the motivations that people have for buying your product or service? How will they use it? How did you get on their consideration list? On what factors will they base their decision?</p>	
<p>Step 3: Competitive Perceptions</p> <p><i>"Who else can give them what they want?"</i></p>	<p>Aside from your company, which of your competitors might be on the consumer's consideration list? Who—besides you—could satisfy the benefit you've just described? What alternative providers does the consumer have? And how do you stack-up to those competitors... in terms of the way you deliver on the benefits your consumer seeks?</p>	
<p>Step 4: Positioning</p> <p><i>"What they want most that you deliver best."</i></p>	<p>Positioning is the significant difference with which you are associated, by which you are remembered, and for which you are valued. But your position must be more than a slogan or cliché; it must be significant, unique and credible.</p>	
<p>Step 5: Advertising and Promotion</p> <p><i>"Why they should want to business with you... and now."</i></p>	<p>An effective campaign plan is "Tactegic"... meaning it should be both Strategic and Tactical. Your strategy tells the consumer "Why they should buy." Your tactics should tell them "Why buy NOW." A tactic can enhance, ignore or undermine your overall strategy... so be careful about the tactics you deploy!</p>	
<p>Caution:</p> 	<p>Effective use of the Marketing Strategy Model requires input that is informed by research. How can you determine which people (Targets) are the heaviest users of the product or service you sell? In what ways can you get those people to tell you which benefits are the most important to them... and how you stack-up in comparison to other vendors they're considering? The Marketing Strategy Model can be learned in minutes, but it takes years to master. Rely on a trained facilitator to help you use this tool, and people who have experience building effective marketing solutions.</p>	

Visit the Elm Street Economics consumer trends blog at ElmStreetTrends.com.

© 2009 – 2011 The Center for Sales Strategy, Inc. All rights reserved.



WithIt

Women's Leadership Development Network



Helping companies reconnect with customers and cash-in on consumer trends.

	What I think I know:	What I wish I knew:
Step 1: Targeting	Age: Gender: Career type: Household income: Personal income: Family composition: Other attributes:	<p><i>Are your answers on the left based on empirical knowledge, or just a hunch? Has your Target (or have your Targets) changed over the past few years?</i></p>
Step 2: Benefits Sought	(In order of importance.) 1. _____ 2. _____ 3. _____ 4. _____ 5. _____	<p><i>Make sure you prioritize the most important benefits from the consumer's point of view, not yours. Again, are your responses based on recent research?</i></p>
Step 3: Competitive Perceptions	Where else might your customer go to satisfy the most important benefits on their list (stores or brands)? 1. _____ 2. _____ 3. _____ 4. _____	

Visit the Elm Street Economics consumer trends blog at **ElmStreetTrends.com**.

© 2009 – 2011 The Center for Sales Strategy, Inc. All rights reserved.