



**NORTHGATE**  
**MARKETING**

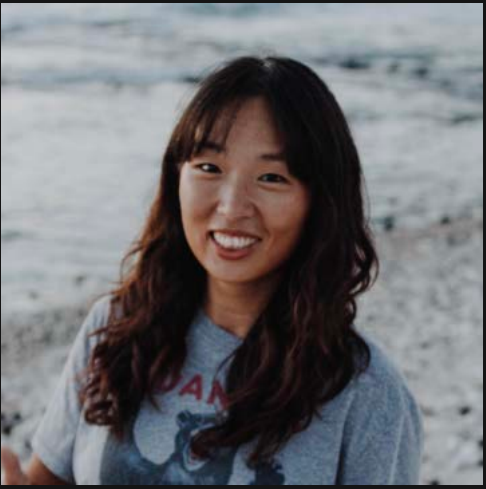
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**PRODUCT, GROWTH &  
SCALABILITY**

# ABOUT ME







## EVALUATING YOUR PRODUCT – ASKING THE RIGHT QUESTIONS

- ▶ Why should someone purchase my product/service instead of my competitors product/service?
- ▶ What are the key differentiators of my product/service compared to others?
- ▶ Are these differentiators relevant enough for potential clients to consider my product/service over another product.
- ▶ Who is my target demographic and why would they be loyal to my product/service?



## GET THE RIGHT ANSWERS

- ▶ Solicit the opinion of non-invested, neutral, indifferent parties to evaluate your product/service
- ▶ You want their brutal, honest opinion
- ▶ Narrow down your niche demographics

## CONSUMER PSYCHOLOGY

- ▶ First Impressions: ie Kid in a Candy Shop
- ▶ Is your branding on point? (Logo, colors, image, website, product design, interior design, product layout and placement)
- ▶ Familiarity
- ▶ Quality
- ▶ Price
- ▶ Convenience/Accessibility

## THE GOOD – BETTER – BEST APPROACH (GBB)

- ▶ G-B-B's benefits come from three approaches:
- ▶ Offensive plays aimed at generating new growth and revenue
- ▶ Defensive plays meant to counter or forestall moves by competitors
- ▶ Behavioral plays that draw on principles of consumer psychology



# DOVE

- Familiar Brand
- Middle Road
- Affordable
- Practical (48 hour protection)

**\$4.89**

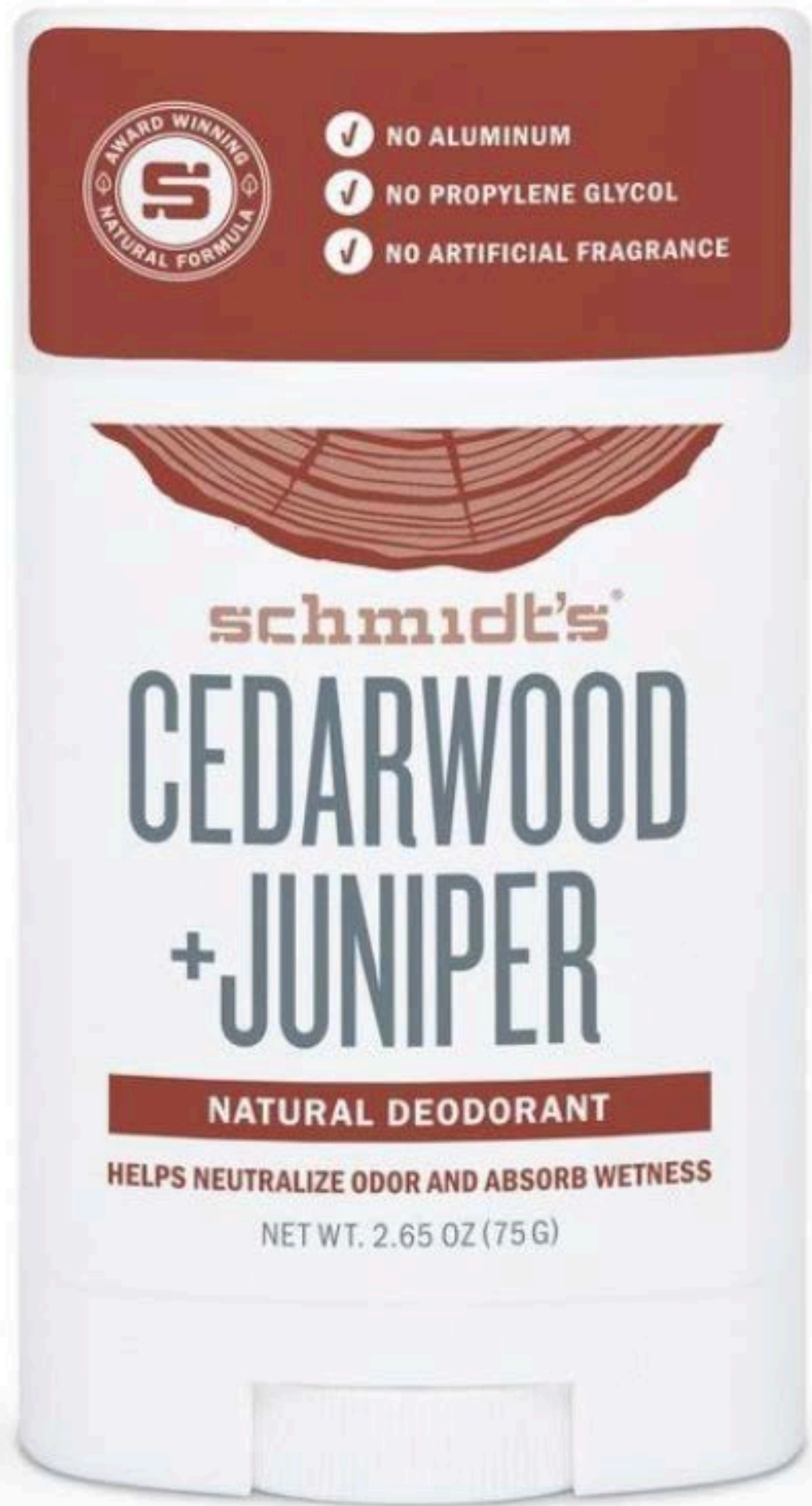




# OLD SPICE

- Familiar Brand
- Masculine
- Smells Amazing
- Your Grandfather's Deodorant

**\$4.99**



# SCHMIDT'S

- Aluminum Free
- No Artificial Fragrance
- Masculine
- Neutral

**\$7.99**



# OLD SPICE

- Aluminum Free
- Alcohol Free
- Masculine
- More Upscale

Was \$10.00 Now \$7.99



# GROWTH

- ▶ Growth refers to increasing revenue as a result of being in business. It can also refer to other aspects of the enterprise that are growing.
- ▶ Asking the right questions again
- ▶ How big are you wanting to grow your business?
- ▶ Local, city-wide, statewide, nationwide
- ▶ Why did you start your business?
- ▶ What do you hope to achieve in the next 10 years?

## GROWTH VS SCALABILITY

- ▶ It takes financial and human resources to sustain growth
- ▶ Growing means you are adding resources at the same rate that you're adding revenue. This model occurs constantly in professional services business models - you gain a client, hire more people to serve the client, and add revenue at the same exact rate at which you've added more costs. While you've technically "grown" you haven't scaled.

## GROWTH VS SCALABILITY

- ▶ Scaling is adding revenue at an exponential rate while only adding resources at an incremental rate.
- ▶ In order to find scalable aspects in your business model, you must first locate the aspects of your business that can be replicated quickly and cost effectively.
- ▶ Software companies are prime examples
- ▶ There is no magic formula. It is case by case every business.





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