

**PROOF:**

**MARTIAL  
ARTS  
MARKET-  
ING  
WORKS**

**MahoneyMarketing**

*The Business Development Experts*

## **Business turnarounds achieved through use of the Unique Mahoney Martial Arts Marketing Process.**

- 1. Bausch & Lomb** – sold a line of me-too **scientific instruments** through two of America’s largest **Scientific Supply Distributors**, however sales had been in a steady decline. As Marketing Communications Manager, I recognized that dealer-sales motivation & loyalty was the key. We instituted a low-cost, high-attention-getting motivational program and sales jumped substantially, along with enthusiasm for our products. This resulted in my promotion to National Sales Manager.
- 2. Bausch & Lomb** – we also sold a me-too line of **QC measuring devices** through a number of **industrial distributors** nation-wide. Our distributor situation was about equal to our competitors, as were our sales. Using readily available **manufacturing industry** data, I analyzed our dealer coverage across the US, and discovered that in many areas we had fewer dealer salespeople than we needed to achieve superior market coverage. We undertook a program to correct this, and in 18 months our sales, as well as market share had increased by over 30%.
- 3. ABC Broadcasting** – Hired as Publisher for the Magazines Division, I took over a digest-sized **Manufacturing Magazine** that had superior circulation, but had been losing market share for several years. Reasoning that advertisers preferred to showcase their ads in a full-sized magazine, I up-sized the book, while retaining our circulation advantage. In 18 short months we more than doubled revenue and market share. 80% of the added revenue fell right to the bottom line.
- 4. ABC Broadcasting** – After this success, I was given “**Industrial Finishing**” magazine to turn around. By studying the market, I saw that the coatings segment had 4X as much advertising as the Finishing market did. By adding only 15% more circulation to our book, I recognized we would be equally competitive with the **Coatings** books, as well, and could serve the whole industry with just one book. Two years later we virtually owned the market, and today it is the only surviving book in the industry.
- 5. GELTEC** – A **start-up company** I joined was trying to break into the scientific-lens market, which was saturated with established low-cost competitors. I noticed that as the size of **precision glass components** became more miniaturized, the prices escalated substantially. Because of the nature of our process, small size was in our favor. I changed market direction and orders skyrocketed almost overnight.
- 6. LS Starrett** – A long-time manufacturer of top-quality, **precision measuring devices**, they decided they wanted to expand into the **hardware market** – which they were ill-equipped to do. I was brought on as Marketing Director, and quickly learned that the market was segmented into:
  - 1. Light Users** – almost 80% of the market that accounted for just 20% of sales

2. **Serious -DIY-ers** – about 20% of the market that accounted for 20% of sales
3. **Contractors** – about 2% of the market that did over half of the buying

I quickly keyed on the **Contractors** market because of the ideal fit we had with our products. The field, however, was enamored with selling to the “big boxes,” so we did not enjoy the results we should have.

7. **Stamats Communications** – While at Starrett, I recognized that there was no professional magazine that was serving the giant **Commercial Building** segment of the market. I developed a plan for the magazine, and was hired by Stamats Communications to become Publisher of an existing magazine that served **building owners**, but had been losing market share to an upstart competitor. After correcting that problem, I was asked to launch the new “Commercial Building” magazine. The first issue was published in October, 1999.
8. **Commercial Building Council in Columbia** – Three years ago, I founded Mahoney Marketing, a Consulting firm, which specializes in all areas of Business Development – Marketing Communications; Sales; Sales Training; Inquiry Generation, Prospect Development and Management – plus Market Analysis, Strategy & Planning.

Concomitant with that, I undertook to create a Commercial Building Council here in Columbia – a first-ever organization of its type in the nation. I got the idea when I noticed that the Commercial-building industry – unlike most other industries – had no organization to bring the several disparate elements – **Architects, Consulting Engineers, General Contractors, the many different Specialty Contractors, and the Building Owners & Management Firms** – together. This, in itself, presented a major marketing problem that’s too involved to describe here. So I’ll forego the description for a future discussion. However, it has a happy ending: The CB Council is successfully formed and is now part of the Greater Columbia Chamber of Commerce. I hope to see it become a nation-wide organization.

9. **Charlotte Observer** – MahoneyMarketing was contacted by the Publisher of **Real Estate Record**, a subsidiary publication of the **Observer**, to help them increase ad sales. A study of the market it was serving quickly showed that there were many “secondary” markets that would be interested in advertising to the readers of **RER**, who were the local businesses, both large and small, as well as the Owners and Operators of many of the major Commercial Buildings in Greater Charlotte.

MahoneyMarketing identified these secondary prospects, which included Moving Companies, Suppliers of products and materials used in Building Construction & Maintenance, Office Equipment & Furniture, Network Providers, etc. These prospects were approached, and a number became advertisers in **RER**.

10. **American Ceramics Society**, located in Columbus, Ohio, engaged Mahoney Marketing to strengthen their readership among the highly important emerging

market for Advanced Ceramics, which included the critically important areas of Hydrogen Fuels, Biomaterials and nanotechnology, in general.

After researching the market, MahoneyMarketing developed a plan and executed the strategies and programs that greatly strengthened the Society's position, and led to a substantial increase in customers for their Association magazine, their Trade Shows, and the many other services they offer.

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## **Services:**

- **Market Research/Analysis/Strategy/Planning**
- **Mission Statements/Sales Promotion Materials**
- **Advertising/Publicity/Direct Mail**
- **Websites that turn prospects into customers**
- **Sales Training/Motivational Programs**
- **Sales & Marketing Seminars**
- **Inquiry Qualification/Prospect Development**
- **Dealer Sales a Specialty**
- **Magazines/Publications: Positioning & Sales**

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