

# MARTIAL ARTS MARKET- ING:

***“Know and understand your key markets & key prospects so well, your product/service fully suits them and virtually sells itself.”***

**MahoneyMarketing**  
***The Business Development Experts***

# A:

## Identify those few, key major segments that account for most all market sales.

- 1. Break down market sales by major user groups:** *(Invariably, there will be a small group of heavy users who account for most sales.)*
- 2. Make sure you have included all related influences in your analysis:** *(Dealers & Distributors can be a key segment, and are often overlooked.)*
- 3. Also consider other professionals in the field who can influence the sale:** *(EG: In the Commercial Building industry, Architects and Consulting Engineers are often key influences.)*
- 4. Assess and factor in the growth potential of the various customer groups:** *(In the Ceramics Industry, for example, there are two distinct segments: Traditional Ceramics, which is in steep decline in the US, and Advanced Ceramics which is very high growth.)*

# B:

## Determine that unique position that gives you dominance.

- 5. Determine the likely responsiveness of these key segments to your major strengths:** *(How well does your product or service meet the special needs of the users in these key segments?? How well does it stack up against the competition in these key segments??)*
- 6. Prioritize these key segments according to their suitability for your business situation:** *(Do you have demonstrable advantages that will allow you to compete in your chosen marketplace?? Will your advantages allow you to compete successfully in the markets where the heavy users reside?? Do you have the resources that will allow you to compete in that arena??)*
- 7. Bear in mind that a minor advantage in a benefit that is very important to your prospects will likely generate more sales than a major advantage in a benefit that is less important to your prospects:** *(Walmart dominates its category with prices that are slightly lower than any of their competitors, even though quality and selection are largely the same, and customer service is not as good.)*

# **MahoneyMarketing**

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## **Mission:**

**Help organizations significantly increase revenues and profitability by introducing sound, proven principles into their Sales & Marketing operations.**

## **Services:**

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

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