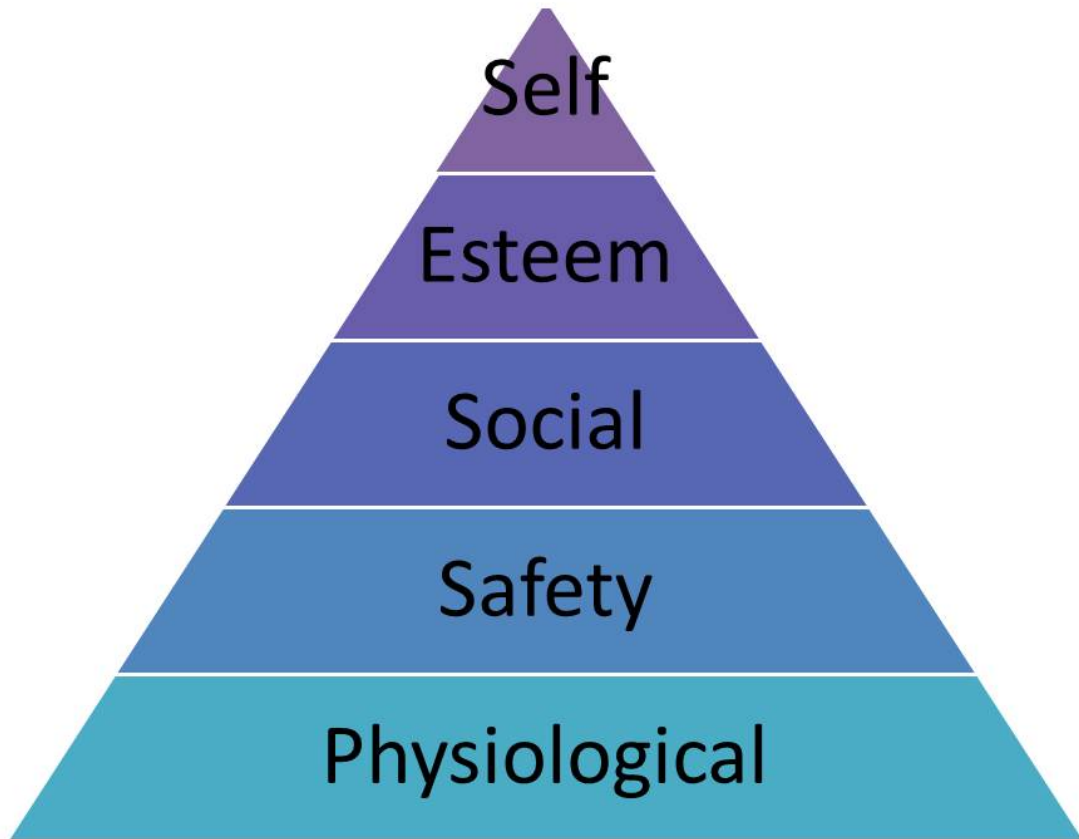


Module 06 Know Your Customer
Unit 02 Consumer Behaviour
Hierarchy of Needs



Maslow's Hierarchy of Needs.

Module 06 Know Your Customer
Unit 02 Consumer Behaviour
Big Differences

B2C Buying Decision	B2B Buying Decision
Impulsive	Methodical
Simple	Complex
May/May-not be budgeted	Budgeted
Low risk	High risk
Individual decision	Coordinated decision with many people
May/May-not include research	Analytical, cost benefit analysis

Comparison of B2C and B2B Buying Decisions.

Module 06 Know Your Customer
Unit 03 The Buying Process
Evolving Buying and Selling

Seven Steps of Selling	Transformative Factors	Evolved Selling Process
Prospecting	Telemarketing Internet selling Organizational prospecting	Customer retention and deletion
Preapproach	Laptop account data Support staff	Database and knowledge management
Approach	Build a foundation	Nurturing the relationship
Presentation	PowerPoint/multimedia Listening Team selling Multiple calls Value-added Buying centers	Marketing the product
Overcoming Objections	Predetermining needs	Problem solving
Close	Identifying mutual goals	Adding value/satisfying needs
Follow-Up	Increased effectiveness of communication through technology	Customer relationship maintenance

The Evolution of the Selling Process.

Module 06 Know Your Customer
Unit 04 Your Personal FAB
Stories Paint Pictures

Brand Positioning Point	Feature	Advantage	Benefit
Marketing Experience	Internship at an advertising agency	I worked on accounts developing Twitter conversations with target customers	I can engage customers directly and learn about shopping preferences using social networking
Customer Service Experience	Worked at Olive Garden	I interacted with customers and provided excellent customer service under pressure	I understand how to handle multiple tasks under pressure
Leadership Experience	President of Young Entrepreneurs Club	I developed a forum for investors to hear pitches from student entrepreneurs	I understand the process it takes to turn ideas into profitable businesses

FAB in Action.

Module 06 Know Your Customer
Unit 04 Your Personal FAB
Portfolio Tips

Project Name:	Rold Gold Pretzels Integrated Marketing Communication Plan Semester Project for MKT 2335
Project Objective:	Create an integrated marketing communication plan that will reverse the negative sales and market share trends
Project Strategy:	Reposition Rold Gold pretzels as the cool, must-have treat for college students
Project Results:	The three-person agency team presented the plan and won the class competition as judged by four advertising executives