



# Marketing Mindset

## Today's Trends With Analysis

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*Print this E-zine and use checklists as points of discussion and to help plan your marketing strategies.*

Dear *Marketing Mindset* Reader,

**Have you noticed lately that you are not getting timely callbacks or feedback from clients?** You know you provide excellent products and services. As a dedicated professional, you know you have the ability to solve your clients' challenges. So why are your clients not calling back to discuss benefits and solutions? In today's business climate, the answer may be that they are spreading themselves thin at work and can only find time to handle items of the highest priority. Therefore, even if you are a credible brand, your information will be filed away unless your clients have an urgent need for your solution. Read on for tips to achieve "top-of-mind" status with clients as you enhance their degree of engagement with your products and services. Then join the conversation on the *Cut to the Core* blog to share your insights.

Wishing You Marketing Success,  
**Maria Pinochet**, Publisher and Author



**Current Trend**

## Today's Trend – You Must Position Your Brand as a "Top-of-Mind" Brand

Today's workers are multitasking at almost all levels of almost every organization. That means your clients are tasked with achieving more with less and feel the pressure of that expectation on a daily basis. No wonder you do not always get prompt callbacks or feedback! Your solutions need to be more than just best-in-class solutions; they need to be timely. In order to offer a relevant presentation and to time your approach appropriately, you must work to create and maintain client engagement. If you do, your brand will be "top of mind" at just the time your client needs your products or services.



**If you maintain high levels of engagement with your clients, they will know you are invested in them as well as in your own company. Therefore, you and your products and services will be "top of mind" when they need your expert solutions.**



Qualifying Question

## Your Core Evaluation Point

Can you improve the degree of engagement your clients have with your brand?

Yes  No

If Yes, Relevance to your Marketing Strategy:  High  Medium  Low

Priority for your Planning:  Short-Term  Mid-Term  Long-Term



Checklist

## Track Your Three Key Action Items: Show, Shape, Share

**1. Show *care and concern*.** Demonstrate an understanding of the challenges your clients face in their roles (e.g., unrealistic deadlines, overwhelming workloads...) Reveal a knowledge of the organizational factors—offsite workers, tight timelines, tedious purchase approvals and necessary reviews—that have an impact on your clients.

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**2. Shape *client communications*.** Frame and develop issues that are timely and relevant to the client's current challenges. Crystallize the salient points and guide the conversation toward best-choice solutions while you provide resources to support implementation strategies.

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**3. Share *successes*.** Participate in events, such as webinars and other online events, that are meaningful to your clients. Experience with your clients, as often as you can, milestone events such as the launch of a new product.

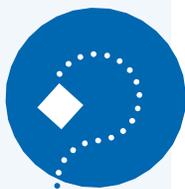
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## COMMUNICATION OF YOUR VALUE-ADDED SOLUTION: Increase Degree of Client Engagement

Take the extra step needed to show your commitment to a client's success. Openly share successes and concerns critical to the client's mission. Create and maintain two-way pathways of communication and build on the connections that will cement a client's investment with your firm and your brand.



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