**Marketing**

Entrekskills: Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Write at least 3 pieces of advice given in Chapter 8 that describe how businesses should view customers.

a.

b.

c.

1. Complete the grid below. Circle the quadrant you want your product to be in.

High value to customer

Unique Commonplace

product product

Low value to customer

1. Put your answers to section 4’s questions here. Base your answers on the franchise you chose to profile in our last unit.
2. Who is served by the product?
3. What does that market need?
4. What benefits to that market does your product offer?
5. What makes your product different from those of your competitors?
6. Write a POSITIONING STATEMENT for your idea:
7. Write down your 3 favorite taglines from those you browse through on Entreskills.

a.

b.

c.

1. Define the following
2. Prestige pricing:
3. Price skimming:
4. Penetration pricing:
5. Loss-leader pricing:
6. Value-based pricing:
7. Cost-based pricing:
8. Why can’t boxes be shipped a long time in advance of when it is needed by the customer?
9. Complete this formula for goal setting success:

**Goal = + +**

1. What’s the difference between **advertising** and **direct marketing**?
2. According to Entreskills, sales people shouldn’t try to sell a product to a customer but rather…..
3. Describe 2 ways that a business can generate positive publicity.



1. Identify at least 2 special promotions your business could use as suggested by Entreskills.
2. According to Entreskills, what is the Ultimate Marketing Method?
3. How did Loretta Kaminsky get QVC to sell her product?