

*Welcome to a Short Journey To:  
Marketing Excellence*

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# *Why Marketing Excellence?*

- Manufacturing Excellence will ensure the Quality of the Products
- But, Marketing Excellence will ensure the “Penetration” in the Market
- Also, to *Earn Good Revenue* in terms of the Attractiveness of the Product & therefore its Acceptability in the Market

# *What Marketing got to do with Competition?*

- Competition Laws prohibit excessive “*Monopoly*” in the market,
- Good Marketing Strategy, like “*Going beyond the Competition*” helps the market penetration
- Marketing Excellence → the penetration becomes “*deep & sharpened*”

# *The Marketing Model:* **(The 5C Model)**

- **Culture** (at all *Levels*)
- **Communication** (with a *Clarity*)
- **Creating** (with a *Purpose*)
- **Consolidation** (of different *Goals*)
- **Customers** (Satisfaction)

## *The Culture:* **(At 2 Levels)**

- **Visible**: Your behaviour & attitude are visible to the customers & others who deal with your organization.
- **Invisible**: Some of the things you do are not directly visible to the customers or others, e.g. your care for customers

## *Salient Features of Culture:*

- It operates at every level within an organization
- It creates a cause for friction when two cultures come into contact.
- It is an ingredient to help deliver value to the customers
- It must be aligned to the strategy and managed when change is required.
- It influences the behaviour & strategy formulation.
- It reinforces behaviour which should be appropriate to the “Needs” of the product & service delivery

# *Gains from Culture:*

- If a customer complains about a defective product → it should be immediately replaced → without any arguments.

*(This customer will give repeat orders)*

- If a customer complains about non-receipt of some important information that needs approval by a very Sr. Executive → Then, make it very clear to them → instead of prolonging arguments or hide some facts.

*(This gives a lot of confidence for future deals)*

# *The Communication:*

- Many people communicate many things to several target audience → check whether there is “**CLARITY**”.

*(The Message → Your instructions should be clear point-by-point – not more than 4-5 point).*

- Many people communicate more or less with *clarity* → but that does not seem to have an impact on either employees or customers.

*(The Message → You should refine or even try to redefine some of the “terms” in your statements)*



## *Some Elements of Communication:*

- Thought Process of Communication
- Contents of Communication
- Style of Communication

## *Results of Good Communication:*

- Visibility of the products increases,
- Confusion (if any) on the products is reduced,
- Company's image becomes better
- Sales go on increasing,

# *The Creativity:*

- When we do Business Management, we come across many problems → To solve these problems, we need creative solutions.
- There is a “specific way”, we could solve our problems through our creative insights.
- It does not matter – whether we are conscious or not – about the “way” we solve our problems

# *Consolidation of Goals:*

- Famous dictum: *All is well that ends well*
- After we have achieved certain amount of excellence, we find that we are not able to keep our gains intact – that is not consolidation.
- There is no point in achieving “excellence”, and then not maintain it
- As the “goals” are translated into some gains → i.e. Market Share, Sales Volume, Profit Margin, etc. – why not consolidate our gains.....
- Assume an important role in our day-to-day business activity – i.e. “Consolidation Activity”

# *Customer Satisfaction:*

- After we have achieved excellence in all the previous 4 C's → Have we really achieved excellence? The Answer → No.
- Unit of Value in today's market is "Customer Satisfaction".
- All the efforts made to satisfy customers have to be seriously reviewed & refined – so that the customers can be continuously satisfied → increasing the "Customer Equity"
- Appoint "Customer Engineer" & give a strong "Customer Orientation".

## *The Conclusions* →

# Adopting 5C Model of Business Management, if rigorously followed, will give “Good Returns”

# When the company achieves excellence with a very high level of “Customer Satisfaction” → it is possible to go beyond the reach of “competition”

THANK YOU  
*for*  
*Your Comprehension*