

Taken from JABE's Marketing Master Class - How to Stand out from the Crowd

How to succeed at Marketing

Raymond van Niekerk - Global Head of Marketing, Investec plc

What is marketing?

- Marketing is about creating preference and a predisposition to purchase.

How to succeed in marketing?

- The client comes second; the people that come first are your own staff. If you are not dealing with your staff properly they won't be dealing with their clients properly.

Indicators of success (from a marketing perspective):

- People feel as though they are missing out if they are not doing business with you
- Fresh / innovative thinkers must want to work with you
- Your client's are your best advocates
- Your staff want to recommend / promote you all the time

Key elements of good marketing?

- Base marketing on the truth
- Stay true to your organisation's values and base your marketing on that
- Make choices - decide where to focus your efforts
- Define yourself up front, it saves time in the long run
- Learn to live with being rejected, not everyone will like you!
- Treat people with love - you will only stand out, and in turn be chosen, if you are liked
- 'Break china for your client' - go the extra mile

Marketing & Brand Values

Tony Angel - Partner, Linklaters

1. Reputation is everything

- If someone in your organisation acts badly, it reflects on the whole organisation
- ERIC (External Reputation Internal Culture) - the organisation's values have to be reflected by everyone in that organisation
- Be less tolerant of people within your organisation who do not subscribe to your values

2. Ensure your marketing mirrors your strategic plan

- Clearly define the type of work you wish to do and then target clients
- Be prepared to say 'No' (even to existing clients)
- Do not confuse your role as a specialist with your role as an ambassador for your firm

3. Focus on the client at all times

- Marketing is all about creating trust and developing relationships
- Focus on what the client needs rather than what you can offer them
- When times are tough, it is a very productive to focus on relationship building

Julia Chain - Founder, The Kite Consultancy

Advice for Small Businesses

- Treat everyone as a possible client - positive relationships may turn into business
- Offer your clients advice and support, even if it is outside your remit, this helps build trust



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Rabbi Dovid Roberts

If I am not to myself, who will be? And when I am [only] to myself, who am I? And if not now, when? אם אין אני לי, מי לי; וכשאני לעצמי, מה אני; ואם לא עכשיו, אימתי

Pirkei Avot 1 :14

A three stage process:

1. If I am not to myself, who will be?

Introspection / self-validation - work out who you are, what are your values

2. And when I am [only] to myself, who am I?

Decide how you are going to make your mark

3. And if not now, when?

Decide what you are going to do and then do it, move forward.

It's all about the truth and sincerity (see sources below)

Distance yourself from falsehood

מְדַבֵּר שֶׁקֶר תִּרְחַק
Exodus 23:7

The Chatam Sofer comments (Talmud Bavli; Ketuvot 17)

This extends to a statement which is true per se, but might be understood the wrong way.

True words are established forever, for when a man's words are true and forthright even if others come to argue and deny the truth, nevertheless the truth remains.

The Maharal, Path of Truth, 1

You shall do what is fair and good in the eyes of Gd

וְעָשִׂיתָ הַיָּשָׁר וְהַטּוֹב בְּעֵינֵי יְדֹנָד
Exodus 23:7

Do not place a stumbling block before a blind person...

וְלִפְנֵי עוֹר לֹא תִתֵּן מִכְשָׁל
Leviticus 19:14

Rashi ad loc based on Toras Cohanim comments:

Do not give unsuitable advice to someone who is blind in a matter. Do not say: "Sell your field and buy yourself an ass", while you look for an opportunity to take it [the field] from him. לפני הסומא בדבר לא תתן עצה שאינה הוגנת לו, ואל תאמר: מכור שדך וקח לך חמור, ואתה עוקף עליו ונוטלה הימנו