



Building Competitive Advantage for Service Companies

- Market Positioning
- Strategic Communications
- Customer Attraction/Retention

Why Traditional Marketing Doesn't Deliver

One of the great errors of old-fashioned marketing is its over-reliance on mass messages. Simple awareness building and "getting your name out there" do not cut it in today's highly competitive, relationship-driven environment. What is needed are marketing strategies to create a meaningful difference among clients and customers whose loyalties are becoming increasingly harder to win. At the same time, this means focusing not only on attracting business, but on keeping and growing existing clients or customers.

Whether you service other businesses or consumers, how you make an impact has never been more important or more difficult due to:

Increasing competition
Message "clutter"

Declining customer loyalty
More demanding customers

The firms and companies we service are proactively meeting new challenges and managing change in their industries. In some cases, we are creating market presence for the first time. In others, we are strengthening or redefining a firm's or company's market posture to create new competitive advantages. Our clients are primarily established firms and companies that are:

Losing competitive ground or facing new competition
Repositioning due to changes in customer preferences and demand
Reposturing due to merger, acquisition or ownership changes
Entering new markets or launching new services
Restructuring or emerging from financial turnaround



LW Marketworks specializes in developing competitive advantages for service companies. Our goal is to create a distinguishable advantage for your company or firm. We want to help you build and maintain an organization that attracts business while providing meaningful customer or client value.



Employees who share in the role in the company and the products or services that they sell will also inspire your customers.

Many factors influence how customers and clients evaluate your company against the competition. Successfully attracting and retaining customers requires delivering customer value at every point of contact.



MEANINGFUL CUSTOMER VALUE must be created by:

Listening to, understanding and responding to customer expectations and how they define value.

Creating and communicating a well-defined, customer-inspired strategy.

Developing and maintaining customer-focused delivery systems.

Hiring, inspiring and developing customer-focused people.

Principles of developing meaningful customer value:

Build a healthy organization. Your staff is the translation between your organization and your customer.

Identify customer value. From your customer's perspective, not yours!

Understand the environment. Know the marketplace and your competition.



LW Marketworks works with service companies and firms to build competitive advantage in today's highly competitive marketplace. Beyond what is traditionally considered "marketing" an organization must be committed to and prepared to compete. This requires bringing together a number of factors and disciplines; culture, staff development, human dynamics, marketing and others, to provide strategic focus, substance and performance that will attract, retain and grow a customer base.

Customer Focused Culture

Our process often begins by focusing within an organization to develop and maintain a customer-focused culture. This includes internal diagnostics to identify strengths and weaknesses followed by a strategy for bringing about the necessary organizational change.

Market Outlook

Our intelligence gathering focuses on identifying market threats and opportunities that will impact business growth and future success.

Customer Attraction & Retention

We help service providers identify client and customer "hot buttons" and key satisfaction factors. This information is used to develop strategies for enhancing service delivery and adding value to customer relationships.

Marketing Communications

To build business and get attention, today's marketing communications must go far beyond traditional messages. Whether electronic, printed or verbal messages, they must reach out to prospects by providing meaning and value.

Industries Served

**Veterinary Medicine
Organizations**

**Business Services
Professional Services**

**Financial Services
Real Estate**

**Healthcare
Technology**