

# Compete on Value, not on Price.



INCOGNITO  
MARKETING

**You're smart.**  
**You know how to manage a project**  
**and you're ready to start competing**  
**on value, not on price.**  
**What you need is right here, up front.**

The fluff n' filler are at the end, if you're interested.

## **Start here:**

### **A step by step process to:**

- Get new customers.
- Keep the customers you have.
- Increase order size and frequency.
- Smooth out cash flow.

The goal is to increase your profit by attracting the right kind of new customers, keeping profitable customers and increasing sales to both.

This is a guide to craft and communicate a compelling message of what makes you different and how your ideal customer will benefit from those differences, . . .

**from the perspective of your ideal customer.**

Refer to this guide along the way to stay focused.

# Make Your Case:

**Prove that your Value is more than Price.**

Value is what is perceived as important  
in the mind of your customer.

It doesn't matter why **you** think they should buy,  
it matters that your customer perceives your value as  
more than your price.

Competing on price is a race to the bottom, because there  
will always be someone who will do it cheaper.

So, if you compete on price,  
your profit will shrink to nothing.

**Game over.**



<https://incognitomarketing.com/>

# Step One

## **Describe the people who make the decision to buy from you.**

**Refine this to identify your IDEAL CUSTOMER.**

Your ideal customer is one who pays full price, buys often and is easy to work with, (low drama).

These are the Customers you want to attract, so you have to know what your audience values more than price.

Their Perception of Value will make the sale,  
NOT your perception of value.

- What is their business?
- What is the size of their company?
- Are they privately held or publicly traded?
- Are they predominately male or female?
- What is their job description? Design engineer, purchasing manager, machinist, owner, production manager, inventory?
  - What do these people value? What do they fear?
- What is their education level? High School, College graduate, MBA, Doctorate, Union trained
- What is their age range?
- What do people of their age value?
- What is their region of the country?
- What are the values of that region?
- Other?

## **Talk to your Ideal Customers. Ask them what problems you solve, and needs you meet.**

**T**his defines your Value to them.

### **Possible problems you solve:**

(These are examples, make them relevant to your customer)

- Dependability, consistent quality
- On-time delivery
- Response time
- Engineering for manufacturability
- Technical data sharing
- Shipping/Delivery/Logistics
- Coordination with other suppliers
- Custom design
- Testing
- Other?

### **Possible emotional needs you meet:**

- Peace of Mind
- Not-to-exceed cost
- Liability/Risk Management
- Safety
- No surprises
- Predictability
- Communication – so they know what's going on
- Other?

# Ask your ideal customers what you do that solves their problems or meets their needs.

This further clarifies how they perceive your Value to them.

For example:

- Your equipment is state of the art, precise, maintained, calibrated often.
- Your staff is factory trained or has advanced training or experience.
- You are based locally, so they can get help and parts quickly.
- You offer stocking programs to deliver parts as production needs them.
- You have engineers on staff who can re-work the customer's drawings to make them work in actual production.
- You have your own delivery vehicles.
- You are ISO Certified.
- Your welders are certified for stainless steel, etc.
- You assign a project manager who checks in every day or week.
- You can provide documentation of consistent quality achievement, (however they measure it).
- You offer payment plans.
- Other?

**Brainstorm with them and be specific.**

## Step Four

# Build a case for what makes you Different and Better than your competition.

**Focus on:** “How they Benefit”, or “What’s in it for Them?”

Imagine you are building a step by step case to prove your value to a judge and jury. State the facts and translate the facts into compelling conclusions, (Benefits).

Get real. You have to know both your own operation and that of your competition. You have to prove what makes you better than them. Also, admit to yourself how your competition is perceived as better than you, so you can improve.

Compare and contrast what you provide versus what your competition provides. It is not necessary to name the other guys but to contrast your customer’s experience in terms of your value versus the alternative.

Do this in terms of problems solved, bad experiences when dealing with alternatives, fears overcome and peace of mind experienced when buying from you.

Your value is as perceived by your Customer, NOT BY YOU!

Step into the shoes of your ideal customer and look at their situation from their point of view.

Do not assume your ideal customer is like you.

# **Craft a compelling marketing message to persuade your ideal customer to buy from you.**

**Base this message on the previous steps.**

People are busy, so keep it short and to the point. Few have the time or inclination to figure out complicated material.

**Remember: Your ideal customer is your audience.**

Think of it as fishing. You decide if you want to catch catfish, trout or marlin. The type of fish you want, (your ideal customer), and what they value, determines the bait, (your message).

Similarly, your ideal customers' needs, wants, hopes, fears, etc., will determine the most attractive kind of bait to create.

**Your bait is your marketing message.**

With the right bait, your chances of attracting and doing business with your ideal customer will be enhanced.

What are they biting on today?

**Wrong bait, no bite.**

# Step Five (Continued)

## **Do this in two parts:**

### **Part One:**

Create a Master Marketing Message that clearly states what you do, what makes you different and better than your competition. This is what your Ideal Customer told you about how you create value for them.

Break your message into 3-5 distinct points and write a short paragraph on each point.

### **Part Two:**

Create a list of Facts and Benefits.

List a fact and underneath it, translate that fact into what it means to the customer or end user.

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## **For example:**

### **Fact:**

We use an Advance Planning System where all designs and drawings are reviewed with you by our team of experts.

### **Benefit:**

- This ensures the process results in the best final product.
- You won't have to worry about surprises due to lack of pre-planning.
- You will have confidence in the process and the final product because you were part of the planning.
- Peace of mind, so you can sleep at night

# Step Six

## **Create a strategy and plan to reach your ideal customers with your message.**

**A** goal is a dream with a plan and a deadline.

Include action items, responsible people and schedule.

**Strategy:** Position yourself as a “solver of problems X, Y, and Z”, as proved by your master marketing message.

The tools are not important in themselves. They have value only as a way of communicating your message to your ideal customer, so use the tools that reach your audience.

Possible tools to use to make your case to your ideal customer:

- Logo/Branding
- Website – Home page has to make your case in 3-5 seconds.
- Social Media Campaign – Create one post for each of your main points in your Master Marketing Message, and one for each of your most valuable Fact/Benefit items.
- Printed Material
- Business Cards, letterhead, envelopes, invoices, packaging
- Trade Show – stick to your message and branding
- Other?

Use a project management plan.

Include responsible parties, approval process and deadlines.

Refer back to this guide to stay focused.

## **Implement the plan. Create and deploy all items.**

**M**ake it happen.

Decide what you want to measure to evaluate success; leads, closing rate, website visits, phone calls, etc.

Establish a current marketing results baseline and measure the difference over time.

Keep track of responses, adjust and repeat.

### **IMPORTANT NOTE:**

Make sure your salespeople and all other staff know and understand your master marketing message, fact and benefits.

In this way, every communication with customers reinforces your case for value.

Always be looking for new ways to make your case for value.

If you would like to discuss having Incognito Marketing do this with you, call or text 719-338-5237 or email: [incognito@pcisys.net](mailto:incognito@pcisys.net)

## **You don't need to read this.**

I'm Greg Snyder, President, CEO, coffee brewer and sometimes janitor at Incognito and I'll help you grow your business.

I've created outstanding advertising and marketing tools for companies like yours since 1974, so I know how to get things done and how to attract new profitable business for you.

I have a triple degree in Marketing, Journalism and Advertising Design, but the important thing is that I know how to help you enhance your position in the marketplace.

You'll benefit from my years of experience with companies of all shapes and sizes, from Fortune 100 to small local shops. I've been privy to their back room discussions about marketing, finance, production, delivery, technology, human resources and every other subject imaginable.

I've witnessed good decisions and not so good ones, . . . the result is the "Equivalent" of a Ph.D. in business management, marketing, finance and human psychology.

### **What's in it for you?**

In addition to many years of business experience, I know how to communicate with words and pictures, to design websites, branding, logos, brochures and advertising that get results.

I'll show your customers what makes you different, how they will benefit from your solutions, and make it easy to buy from you.

# Fluff n' Filler

On a personal level, I'm a guy who likes to backpack, rock climb, travel, (especially road trips), eat breaded fried foods with gravy and lots of Tabasco, listen to all kinds of music from country to opera, reads voraciously, likes to spin a good yarn, tell a joke, laugh a lot and enjoys exploring ideas. I also paint, shoot photography, write and renovate old houses.

Not too bad for a kid that grew up in Texas, New Mexico and Oklahoma. I've worked West Texas oil fields, done landscaping, driven a school bus, taught rock climbing and survival, even managed a pizza place during college . . . all to get to this place where I haven't had a real job in just about forever, (and love it that way!)

**So, what's the bottom line?**

If you're serious about growing your business, and want to benefit from the value of my creativity and experience, give me a call.

It will be profitable and fun!

I look forward to hearing from you by phone, E-mail, rock through my window or whatever method suits you best.

Greg Snyder / EIEIO

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## **B2B Marketing for Engineering and Manufacturing**

Although we work with clients in many industries, we have developed unique expertise in B2B Marketing for Engineering and Manufacturing . We believe they are the backbone of our economic future.

American companies create good jobs and bright futures for workers, their families and our nation.

That is why we focus on marketing for companies that design and make things in America.

Your business is a vital part of the American Dream. Each person you employ has a direct impact on our economy. Engineering and manufacturing jobs provide food, clothing, medical care and homes, as well as college educations, weddings, vacations, retirement, . . . a good life.

Economic ripples radiate from your company as your employees do business in their community, creating and supporting additional jobs. So, your company has a positive impact on millions in America.

That is what we care about and why we developed ways to help American businesses survive and thrive.

**If we're going to make it in America,  
we have to Make it in America.**