

# North American Management Briefs

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## You Should Know...

### What Border?

U.S. and Canadian authorities are having trouble locating, much less monitoring the 5,525 mile border between the two countries. It's unpopulated and overrun with woods/dense brush and "zig zags" from island to island along Northern Minnesota.

**The Point:** Somehow it's comforting to find a border so remote and peaceful that no one knows exactly where it is.

### Go Longhorns

The University of Texas collected US\$8.2 million worth of royalties for licensed product sold when it won the 2005 NCAA football championship. This broke the previous record held by the University of Michigan of US\$6.2 million in 1993.

**The Point:** Both must have good business schools.

### Calling India

There are now 125 million cell phone subscribers in India, three times the number connected by land lines.

**The Point:** Underdeveloped countries are not burdened with the decision of whether or not to update old technology.

### Enjoy Flying?

Ninety-two percent of airline frequent flier miles are never redeemed says the *Washington Post*.

**The Point:** Most business travelers don't consider a free airline ticket a perk.

### December's Quote

*"Man invented language to satisfy his deep need to complain."*  
 Lily Tomlin, actress

## Five Deadly Sins Of B-to-B Marketing

In our 16 years of B-to-B consulting, we have observed five marketing behaviors which, though well intentioned, consistently result in failure. They are:

### Forgetting about the audience.

Remember, you are not the market, neither is your sales force nor your distributors/channel partners. The market thinks and spends its money differently than you do. Don't assume you know why the market is buying (or not buying) your products. It's too easy to ask.

### Thinking tactics before strategy.

Sales and marketing people are impatient and usually favor moving directly to action bypassing the development of a strategy. This works when an organization is small, but as it grows, a clearly articulated marketing and channel strategy is essential to its success. The strategy must be developed, communicated, and agreed upon by all constituents before the tactics can be executed.

### Over estimating the power of

Creative. Creative vehicles (advertising, direct mail, etc) succeed or fail based on what they communicate, to whom, and the consistency of their message. These elements are more important than the creativity of the vehicle itself. If the message or value proposition is wrong, or poorly targeted, even the most creative and costly marcom program will fail.

### Under estimating the power of your

website. B-to-B websites are typically reference and lead generation vehicles as opposed to distribution channels. What they say about your company and its

products, how they say it, and how easy they are to navigate, is more critical to your success than you might think.

### Misunderstanding public relations.

P.R. is an effective tool for positioning, creating awareness, and generating B-to-B leads. It requires continuous contact with editors, both by phone and in person. Making their job easier is critical in getting P.R. placed. One "P.R. tour" a year, or every other year, is a waste of time unless your product is so dramatic/differentiated that they can't resist it.

**The Point:** Although much of your 2007 planning is likely completed, keep these "deadly sins" in mind when executing it.

## States With The Most Foreign-Born Residents

State	Foreign-Born Residents
California	8,864,255
New York	3,868,133
Texas	2,899,642
Florida	2,670,828
Illinois	1,529,058
New Jersey	1,476,327
Massachusetts	772,983
Arizona	656,183
Washington	614,457
Georgia	577,273
<b>Total of all states</b>	<b>31,107,889</b>

Source: 2000 US Census Bureau

### Holidays

- 12/7 Pearl Harbor, U.S.
- 12/12 Virgin of Guadalupe, Mexico
- 12/15 Hanukkah
- 12/25 Christmas Day
- 12/26 Boxing Day, (Canada)