

Marketing Matters

Answers To Common &
Not So Common
Marketing Conundrums

April 2004

www.mcgillbuckley.com

What Matters This Month

Are You Making It Easy For Your Customers To Buy?

Brazen Beating of Our Own Drum

Lord Elgin, a landmark hotel in our home town of Ottawa has just hired us to help with their marketing. To see the first two ads that we developed, visit www.mcgillbuckley.com



Hurling back to the office this week, we decided to stop in at one of the neighbourhood convenience stores to pick up a couple of things. Depending on which direction we're traveling from, one of three convenience stores in the area of the office is usually frequented. After this week's experience, the list has shrunk to two.

After quickly loading up, we proceeded to the cash where we were met by the semi-gracious curmudgeon who runs this place. Until now, we have tolerated this crank because his convenience store is (as accurately advertised) convenient. When a debit card was pulled out to pay (as it has been dozens of times before) we were met by an even more than usual cantankerous scowl. "Two more days and no more," he croaked, without making eye contact. "No more what?" came the reply. "No more bank cards, no good, not worth it, I'm losing money."

Interesting, in one sentence this guy is; (1) telling us that our patronage is worth little to him; (2) giving us a strong impetus to shop elsewhere and; (3) confirming that his business is about him, not his customers. We'll be keeping an eye out for the "For Lease" signs on his store front.

It's always fascinating to us that there are so many businesses that tell their customers (with signs no less) how they don't want to be paid. No personal cheques, no credit, no American Express, no layaways, no \$50 or \$100 bills and on and on. Even before we decide if we are going to do business, they're telling us how. McDonalds announced this week that they will start accepting credit cards. There is a resort in the Caribbean that

offers to take payment in Conch shells. They get it, so many others don't.

If you haven't done so already, take a good hard look at how your customers want to pay you and then do everything that you can to make those payments as easy as possible for your customer.

Some questions to ponder if you wondering how easy you're making it for your customers:

Are you keeping track of the ways your customers want to pay? How much business are you turning down?

Do you have any policies that make it more difficult for customers to pay? Here's a hint, one policy like that is too many.

If you have a credit application process, does the process of approving credit take place as quickly as it possibly can? It should take minutes, not days.

Does your credit approval policy leave room for individual judgement calls? In other words, if Microsoft applied for credit, would you make them wait? We heard of a company who did.

In short, if a customer wants to give you money, make sure they can.

Request A Free Project Management Consultation.

If you're like many marketers and struggle with managing the many, many parts of integrated marketing programs, expert help is only a click away. Simply get in touch with **Claude Flight, Senior Associate, Planning & Project Management** and he will set up a free 1 hour consultation as well as give you a free copy of our *Project Management Starter Kit*.

Contact Claude at (613) 728-4199, ext. 41 or, send him an email at cflight@mcgillbuckley.com.

McGill Buckley Ideas Matter.
Intercreative Marketing

Subscribe Today: To become a subscriber to our email version of Marketing Matters please send an email to Cyndi Kennedy at ckennedy@mcgillbuckley.com, call her at (613) 728-4199 ext. 27 or go to www.mcgillbuckley.com and click on the subscribe link.

About Us: McGill Buckley is an integrated marketing and communications firm with bountiful knowledge and abundant experience in a wide variety of consumer and business-to-business categories. We help marketers develop more compelling messages and work with them to deliver those messages with greater impact and better results. For more information on our company, please contact **Stephen McGill** at (613) 728-4199 ext. 22.

Ottawa T: (613) 728-4199 F: (613) 728-6450
Toronto • Québec