

实用销售英语：做一份出彩的营销计划 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/646/2021_2022__E5_AE_9E_E7_94_A8_E9_94_80_E5_c96_646018.htm Think of how much

advertising you run into every day. Magazine ads, television, radio...in some places you'll even find advertising in bathroom stalls!

想一想你每天要看到多少广告。杂志广告，电视广告，广播广告等等，甚至在有些地方的洗手间的墙上你都可以看到广告。

You must make a marketing difference. You need a strategy.

You have to be distinct. 你必须做一份与众不同的营销计划。你需要策划好，有清楚的目标。 So just how do you stand out from

the competition? Its a long, well-thought out process. And it begins

with your marketing plan. 那么，你该如何从激烈的竞争中脱颖而出呢?这是一个长远而又需要考虑周详的计划，并且是从你的营销计划开始的。

There are several key factors you must

identify to make your marketing plan a strong one: 要想使你自己的营销计划出色的话，以下几点是必须考虑的关键：1. Who

are your potential customers? 你的目标客户是什么样的群体?

2. Whats the most effective way to inform your potential customers?

哪种方式可以最有效的将信息传达给你的目标客户? 3. What

do your customers want? 更多信息请访问

： <http://www.24en.com/> 你的客户有什么样的需求? 4. How can

you position your product/service in an appealing manner? 你怎样

以一种吸引人的方式展现你的产品/服务? 5. Look closely at your

target market. Whats their age, sex, profession, income level,

educational level and residence? 近距离观察一下你的目标市场。

了解他们的年龄，性别，职业，收入水平，教育程度，以及居住地等。 If youre selling \$70,000 vehicles, it really is a waste of time to target an audience whos making minimum wage. Sure, they may come by the dealership and test drive the car. But will they be able to afford the payments? It may sound like a cold way to approach your marketing strategy but, after all, youre in business to make money. 如果你向低薪人群推销70,000美元的车，那样做只是浪费时间。当然，他们可能会来汽车代理商店试车，但是他们负担得起吗？也许这听起来像是以一种冷酷的方式实现你的营销策略，但是你毕竟也只是想赚钱而已。 Learn all you can about your competitors: 尽可能多的了解你的竞争对手：

1. Who are your nearest direct and indirect competitors? 离你最近的直接对手和间接对手是谁? 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com