

## Marketing Advice From Philip Kotler, Marketing Professor

Edited by Stuart Ayling

**Philip Kotler** really did "write the book on marketing". He is a Distinguished Professor of International Marketing at the Kellogg Graduate School of Management (USA), and has authored more than 20 books including the classic text Marketing Management.

The following quotes from Philip Kotler are taken from an interview with **Management Consulting News** in April 2004. The full transcript of that interview can be found on this page: [www.managementconsultingnews.com/newsletter\\_april\\_04.htm](http://www.managementconsultingnews.com/newsletter_april_04.htm)

### NOTE:

Even if you're not a management consultant the advice is still great. Most service businesses would greatly benefit from following these tips.

(I have added the comments in brackets, like this. - Stuart)

- ▶ "The key to branding, especially for smaller firms, is to focus on a limited number of issue areas and develop superb expertise in those areas." ([Knowledge is your brand. It is a major source of differentiation for your business.](#))
- ▶ "Clients like to believe their consultants ([and other service providers](#)) are thinking about their business. Smart consultants will send occasional articles that they come across that might interest a client. They may go further and send articles that would have more of a personal, non-business interest for the client."
- ▶ "A consulting firm ([or service provider](#)) needs to choose defined areas of expertise and become the best in those areas. ([See the first point.](#)) The firm should communicate its expertise through written articles, speeches, and exceptional performance. The firm should prepare effective brochures, ads, and other media. They should build a network of referral sources with accountants, lawyers and other professionals ([and owners of complementary businesses - in person and via the internet](#))."
- ▶ "The most important skill is client relationship management. Some people have a natural aptitude for gaining trust and respect from their clients. They are caring and sensitive people, good listeners and learners, and good problem solvers. The firm that hires more of these people ([or trains the owner/operator](#)) will succeed regardless of other things."
- ▶ "Consultants ([and service providers](#)) need to identify the specific clients they want to acquire. Many years ago I told a law firm that it needed to distinguish between '**soliciting**' for business and '**positioning**' itself for business. The latter is much better and consists of building a reputation for doing something so well that word of mouth acts as the soliciting force, not sales calls." ([But for some service business, sales calls cannot be completely eliminated.](#))
- ▶ "Consultants ([and most service providers](#)) can learn more about marketing by attending short courses on marketing. They can contact a professor of marketing to use as an occasional consultant. They can arrange for class projects under the professor. They can solicit marketing ideas from their advertising agency ([or members of their local business network](#)). Ultimately they may spot an excellent professional marketer and put him or her on retainer ([or consult with them on an as-needed basis](#))."

About Philip Kotler - [www.kellogg.nwu.edu/faculty/bio/Kotler.htm](http://www.kellogg.nwu.edu/faculty/bio/Kotler.htm)  
Management Consulting News – [www.managementconsultingnews.com](http://www.managementconsultingnews.com)