



Channel Positioning

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| T | Identify and qualify prospective customers of the T arget market. |
| U | U nderstand what they need and desire. |
| M | Deliver the M essage: Communicate the features, functions and benefits of your product or service. Excellent technique is the FBR – feature, benefit & response. |
| A | Remain A vailable and in the minds of prospective customers. |
| C | C lose, close, close. seek the response to whether the prospect will buy or the reasons that they will not buy. |

The TUMAC principle is the essence of marketing. It is how all the strategies and techniques are put into action to turn ideas into booked revenue.

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