



News and Views

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A Note From Joel

As I write this issue the Stock Market is rolling up and mostly down; but some economic indicators are stable and some are still strong. Managing your business during these cycles can be challenging.

One thing is sure, it is time to manage with your head up, talk to your customers, employees and suppliers. Keep up the positive company image; some of your competitors are not. Manage by fact not rumor and close the loop.

Information is included inside on our Fall seminars including our popular Senior Management Seminar which returns to Annapolis in November.

You will also find articles about our service partner ROI; and by the newest member of our team-welcome Sanford.

Regards,
Joel

Introducing ROI

Recently we have had the opportunity to work with a full service business advisory firm located in Wilmington, Delaware, called ROI. This group brings to us a very strong analytical and financial background which we have found very interesting. Some of the specific services they offer include; Financial Modeling, Pricing Analysis and Planning, Mergers and Acquisitions, Financial Succession Planning and Business Valuation.

Their overall focus is very complimentary with our ODA approach: "Business advisors working together with business owners and their organizations to move them to the next level of success."

by Joel McFadden

If it sounds like their approach may interest you, contact your Kraft consultant or call us. You can also learn more about them at their website:

www.ROI-results.com

Special points of interest::

- Visit our website: www.kraftassociatesoda.com; it includes some features that we feel will be helpful to our clients.
- We receive feedback from many of the newsletter recipients. If you have anything you would like to see in the newsletter, please send us a note or an email.



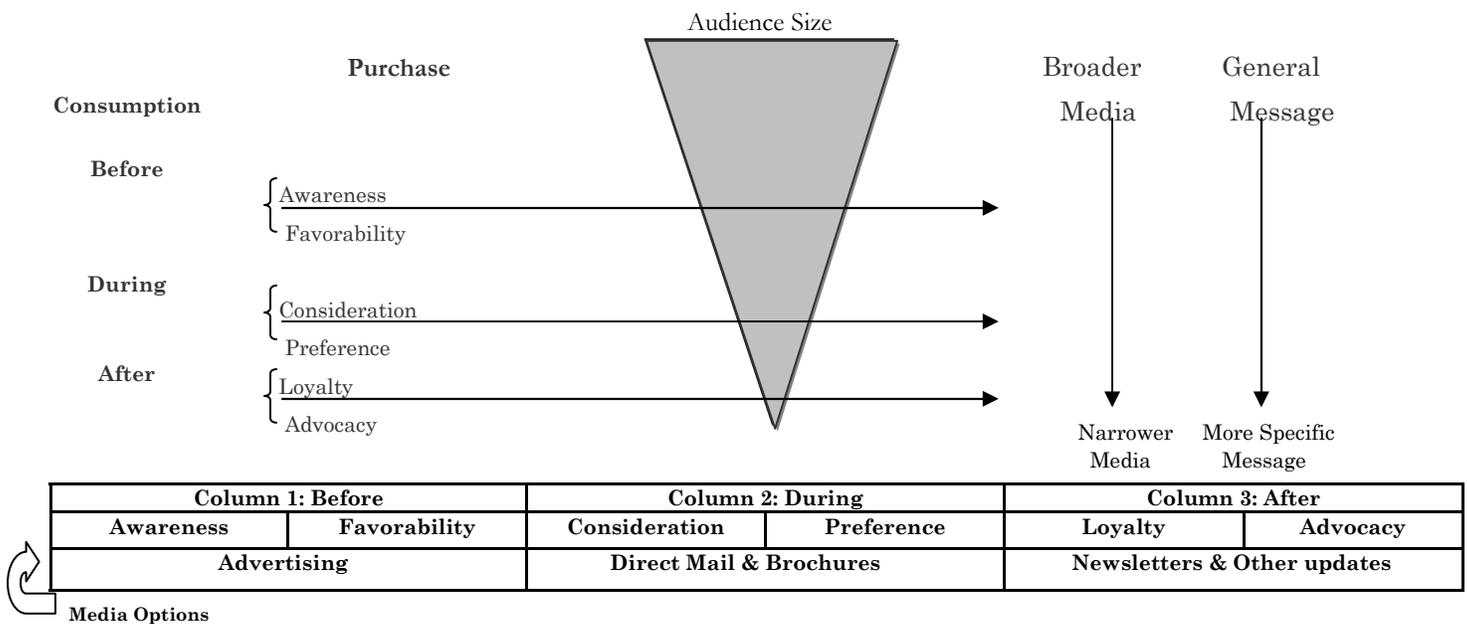
Marketing Tips

by Sanford Miller

At a meeting recently a client said, “We are advertising in a new territory, but it doesn’t appear to be working.” That triggered a number of thoughts on my part, one was, how did they know that? And then, what were their expectations? What message were they trying to deliver and how did they deliver it?

Charts we use in teaching can be helpful in answering these questions.

The chart below is the purchasing decision model which we apply in communicating with customers and prospects.



Potential customers, whether they are looking for a business or a consumer product, must develop some awareness for a product, a service or a company. That awareness must become favorable before they decide to actually purchase. Once they have reached the buying decision they prefer that product or service for which they have a positive impression. After they have used it and have a good experience, they become what we call loyal advocates, happy customers who extol the virtues of that product or service.

If you think of advertising being used to develop a favorable impression about your company you will craft a message to do that. You will use a different message to reinforce the fact that they made a great decision.

Building awareness and a favorable impression takes time. It is done with media vehicles that reach broad audiences, such as magazines and newspapers, TV and radio if you can afford it and if it is appropriate.

In talking to customers you craft a narrower message, they know who you are. In communicating with them you continuously reinforce that you provide a great service or product. And you talk about more specific things that you have done, other customers you have served. This includes detailed information that might not be appropriate for someone who has no idea who you are.

So back to the model: you have the purchase cycle down one side, the audience is larger when you are building awareness and smaller when you are communicating with customers. Also the message is more general in nature to those unfamiliar with you and more specific with people who know you.

So something to think about, building awareness with prospects and communicating with customers need different strategies to create different results.

I hope this chart gets you to think a little differently about how you “talk” to your marketplace.

Senior Management Seminar

by Joel McFadden

Back by popular demand our Senior Management Seminar returns to The Historic Inns of Annapolis, located on State Circle in charming Annapolis, Maryland. This venue is a short walk from the Naval Academy on one side to the Scenic Severn River entrance to the Chesapeake Bay on the other.

In this setting, we will challenge each other in the development of the art of management. Owners, senior managers and key business professionals will in a variety of settings, media and environments hone their critical thinking, analysis and decision making skills. We will work both on ourselves and on our businesses.

All of this in a collegial, professional environment designed to encourage growth. The seminar has been scheduled (see dates on page 4) to facilitate travel and allow for some outside activities. This event is a highlight in the Kraft/ODA calendar. Check in with your Kraft consultant or call us in Exton to register.

Welcome a New Consultant

Sanford Miller has joined Kraft/ODA as a Senior Management Consultant. He brings to us experience in both large and small companies, having worked at Warner Lambert in their international division, at three large ad agencies in New York and more than a decade at GE. He was the Chief Marketing Officer and Corporate Strategist at CIGNA and was the CEO of a consumer health care company. He has had extensive international experience. He teaches Strategic Marketing Management in an on-line MBA program. Sanford graduated from Norwich University, received a Masters from Fairfield University and studied at both the Harvard and Columbia Business Schools. His expertise spans marketing, strategic planning, and executive management.

Save The Date:

*Senior
Management
Seminar
November 7-9*

From the Archives: from a News and Views Article January 1994

by Joel McFadden

An article caught my eye from our archives.

Cliff Kraft was reporting on a seminar he attended where Dr. Deming Spoke. At this time Deming was 93 years old and still going strong. He listed some points made during the presentation. Check them out and tell me if this isn't wisdom of the ages.

- There is no purely step-by-step approach - no cookbook for positive results. There are only principles, and these principles must be studied and applied to have positive results.
- As far as customers are concerned, Deming stated that customers never invented anything, they only get what you give them. But customer expectations are ever changing.
- It is better to continually improve your own quality, so that "you are the competition" rather than keep up with them.
- "Profound knowledge" is that we must continue to learn, and unless we do, the organization will stagnate. One approach is to develop a theory or a prediction of what might happen, then study it, try it and see what actually happens.
- The mind must be put to use for an organization to prosper.



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OUR MISSION:

Our Mission is to serve Entrepreneurs in the achievement of their personal goals through their organizations.

The Entrepreneur is the force of our society that maintains a culture which will assist people in the achievement of their individual personal goals through their jobs. This Mission is carried out in an atmosphere of honesty, trust, and love for each other.

News From Our Clients:

- *Advance Relocation Resource Group, a commercial moving client, completes history making project for famed New York City auction house Christie's. It involves over 1000 auction lots of official Star Trek memorabilia from the archives of CBS and Paramount Studios.*
- *Ruppert Nurseries continues to support Food For The Poor both with fund raising and on site homebuilding in Jamaica.*
- *Parcels, Inc. an integrated outsourcing services company was recognized for outstanding services by: 2006 Marvin S. Gilman as Superstar in Business Award and 2006 Best in the Business Award.*
- *Martin Viette continues to support the Plant A Row for the Hungry program where gardeners grow a little extra and donate the produce to local food banks.*

OUR PHILOSOPHY:

We believe that the most important asset of an organization is the human asset and the development of that asset is both a moral obligation and financial gain on the part of the ownership.

*Kraft Associates/ODA, Inc.
Seminars*

MANAGEMENT SEMINARS

FALL 2007

Long Island, NY

Begin with Excellence
(Recruiting & Selection)
September 19—20, 2007

K. A. S. H.
(Training & Communication)
October 17—18, 2007

Controlling Excellence
(Management & Motivation)
November 14—15, 2007



SENIOR MANAGEMENT SEMINAR

November 7, 8, 9, 2007
Annapolis, Maryland

MANAGEMENT SEMINARS

WINTER 2008

Location to be announced
Begin with Excellence
(Recruiting & Selection)
January, 2008

K. A. S. H.
(Training & Communication)
February 2008

Controlling Excellence
(Management & Motivation)
March 2008