



News and Views

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A Note From Joel

I suspect most businesses are starting 2008 with more questions than answers about the external environment they face:

- What impact will the continuing housing crunch have?
- How can I become a better “Green” corporate citizen?
- Will the 2008 elections have an effect on my business?
- If gas prices go up how do I cope?

We know that the uncertainty of running a business has many components.

Wisdom comes from controlling what we can and being fast on our feet when we can't. We at Kraft believe that creating a positive employee environment internally helps.

The articles and seminar programs included inside are designed to help.

I wish all of you a Happy and Prosperous New Year for you and yours

Regards,
Joel

Introducing ROI

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

One of the services we will be offering together is recruiting of key employees. We have a process and track record which may

by Joel McFadden

help you fill that critical slot with an excellent employee.

If it this is of interest, contact your Kraft consultant or check in with our Exton office. You can also learn more about the firm on their web site:

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.



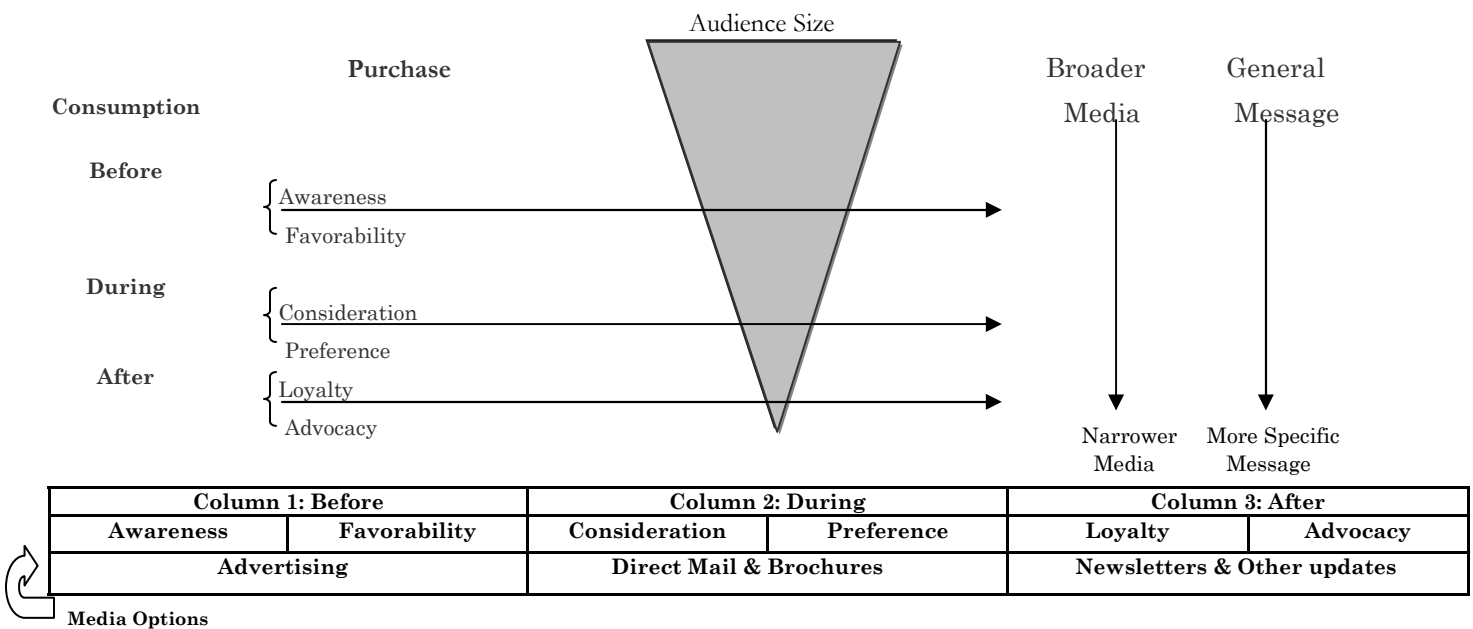
Marketing Tips

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*

January 23-24-25, 2008

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.



Kraft Associates / ODA, Inc.

317 Exton Commons
Exton, PA 19341

www.kraftassociatesoda.com Kraftassoc@aol.com

Phone: 610.363.6880

Fax: 610.363.5715



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

WINTER 2008

Long Island

Begin with Excellence
(Recruiting & Selection)

January 9—10, 2008

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

February 13—14, 2008

Controlling Excellence
(Management & Motivation)

March 5—6, 2008



SENIOR MANAGEMENT SEMINAR

January 23—25, 2008
Annapolis, Maryland

MANAGEMENT SEMINARS

FALL 2008

Location to be announced

Begin with Excellence
(Recruiting & Selection)

September, 2008

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

October, 2008

Controlling Excellence
(Management & Motivation)

November, 2008