

# The SBO Program @lert

## Two Different Marketing Models

**Albert Einstein, physicist and Nobel Prize winner, declared:**

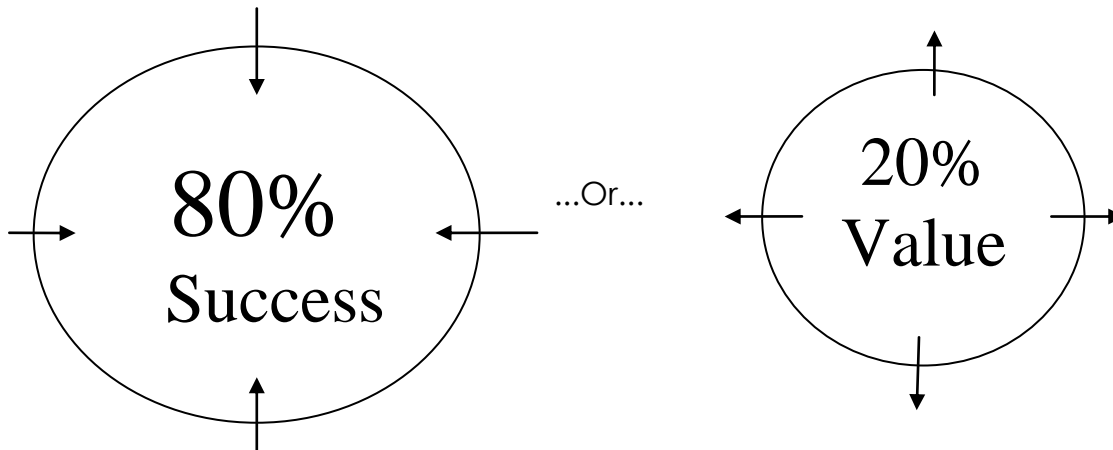
*“Strive not to be a SUCCESS but rather to be of VALUE”*

This principle applies in business...especially in relation to marketing.

We believe there are two choices: the SUCCESS model and the VALUE model.

Neither is right or wrong, they are just different; and they are not mutually exclusive because some elements can be found in both models.

**The 80/20 rule applies to all businesses owners in a marketplace:**



**Some characteristics of the two models include:**

<b>Issue</b>	<b>SUCCESS model</b>	<b>VALUE model</b>
<b>Owner's focus:</b>	<i>Inward: Me and us</i>	<i>Outward: Others</i>
<b>Owner's vision:</b>	<i>To make money</i>	<i>To serve</i>
<b>Key character trait:</b>	<i>Pride</i>	<i>Humility</i>
<b>Owner's role:</b>	<i>Master</i>	<i>Servant</i>
<b>Goal at point of sale:</b>	<i>Close a sale</i>	<i>Open/nurture a relationship</i>
<b>Owner may be impacted by feelings of:</b>	<i>Anxiety, fear, stress, apathy, despair, discontent, frustration, discouragement</i>	<i>Love, joy, peace, grateful, excellence, compassion, kindness, unity, contentment, generosity</i>

**Here's the deal:**

SUCCESS is getting what YOU want; VALUE is helping OTHERS get what they want; and isn't this what the experts say is the real purpose of marketing?

**We began with a quote; let's end with one - from Bill Gates:**

*“Success is a lousy teacher; it seduces people into thinking they can't lose.”*