

The Direct Marketing Success Pyramid

Ten building blocks for achieving greatness as a direct marketer!

Success!

CHEMISTRY

Teamwork, integrity, sacrifice, honesty.

VISION

Charting a path into the future, leadership.

EVOLUTION

The confidence to change and adapt as needed.

PASSION

If we don't care, why would the customer care?

EXCELLENCE

A desire to compete, to be the very best.

KNOWLEDGE

A constant pursuit of information about customers.

MERCHANDISE

The most important reason customers purchase from us.

CREATIVE

We sell via images, video, social, copy, channels, devices.

FINANCE

Financial discipline enables a business to grow profitably.

SERVICE

Meet/ Exceed customer expectations.

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Direct Marketing Success

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