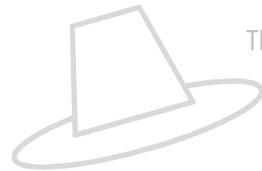


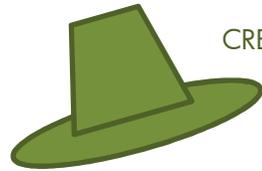
Choosing the right way to solve a problem in business!

Everyone thinks differently, whether you are lead by emotions, analysis or by discussion

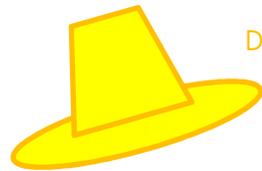
Follow the "6 Hat approach to look at all angles and opinions to ensure you make an informed and right decision!



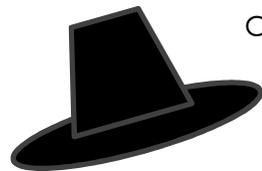
THINKING how to analyse a situation. Facts and Data



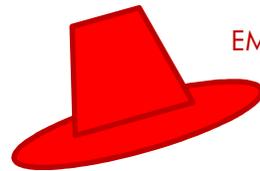
CREATING ideas for action – Brainstorming and creative ideas



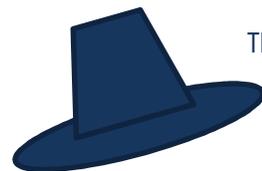
DISCUSSING the positive benefits to each idea. Positive thinking



CRITICALLY identifying the problems to the ideas. Critical analysis



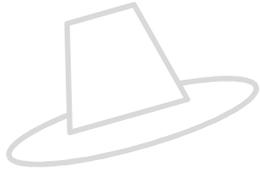
EMOTIONALLY suggest which ideas feel better. Emotive judgement



THINKING which answer/solution to select. Co-ordination of the information

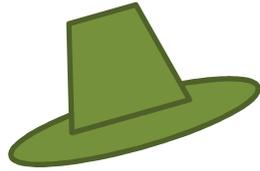
6 Hat approach in practice

Why Pinpoint Marketing is the right marketing consultant for you and your business!



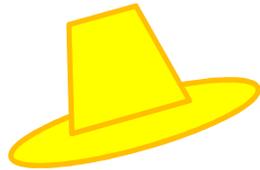
THINKING how to analyse a situation

- Have you identified a need for marketing e.g. You want to find new customers to grow your business by 10%?



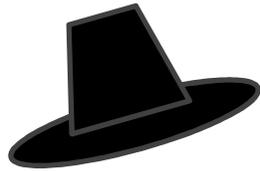
CREATING ideas for action – Brainstorming!

- Where can I get professional and expert marketing help from e.g. In-house, from friends or an external specialist company I know from networking or from the internet or from an advert?



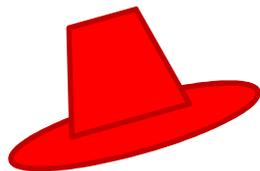
DISCUSSING the positive benefits to each idea

- If I go in-house I will save money in the short term. If I choose a friend, I know them and can rely on them. If I use an expert, I know I will get the right advise for me which will be unbiased, reliable and professional, plus giving me value for money!



CRITICALLY identifying the problems to the ideas

- If I go in-house, I don't think I have the right experience. If I choose a friend, will they give me priority and honest advice? If I go to an expert, will it be expensive?



EMOTIONALLY suggest which ideas feel better

- I need to feel secure knowing whoever provides my advise is knowledgeable and experienced and will offer alternatives and value for money. This is an investment I need to see a guaranteed return from. Using an expert company will give me this security. Check their references and past clients to give me peace of mind.



THINKING which answer/solution to select

- I need to know my investment and time will be well spent, so if I want results from an expert source and I can justify the cost from my budget, using an expert company will answer all my questions! I will start by contacting them and getting a consultation and quote.

Who can provide the solutions to my marketing needs

