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Dear Debra,

09-2010

Phil Spensieri, TAB

John Stix, Fibernetics

Mustafa Yusuf, Craft
Burger

This month in *Q's News* we ask the question *has your marketing kept pace with your infrastructure?*

We took to the streets to interview some of our vendors and clients to determine what is on their minds and relevant to their businesses.

Are Your Customers Doing Your Homework For You ?



We spoke to **Phil Spensieri, President of The Alternative Board (TAB) York Region**. Spensieri counsels a large number of local business on strategic marketing efforts.

He says he often sees businesses work on their infrastructure and not develop a parallel marketing plan because "people find it easier to do things they are good at, marketing they are not so comfortable with."

Spensieri cautions against ***the spaghetti approach- those who keep trying things until they see what sticks***: Be careful to separate marketing from sales- they are not intrinsically the same thing. Most of all, have a plan that includes clear thoughts about exactly who your customers are, who are your competitors and what exactly are you selling? Is your product the widget that you make or the convenience or service that having it provides?

The best advice Spensieri adds, is "***don't have your customers do your homework for you.***"

This means be clear about the value proposition in your sale. Be clear about the potential Return on Investment (ROI) to them. He often advises business owners to lease and vendors to establish a Vendor Leasing Program with Questor.

Many businesses struggle with sales according to Spensieri because "***if you do not make leasing a part of the marketing package right upfront, not after the fact, then effectively you have told your customers you cannot afford this.***"



Establish The Value Proposition

John Stix, VP of **Fibernetics** addressed the issue of marketing head on-" We have spent so much money on infrastructure, now we are poised and ready to build the brand."

The marketing message is clear : Businesses pay too much on phone lines when technology can easily cut that cost out:

Digital PBX Phone System

Install a Fibernetics Digital PBX Phone System and Never Pay for Business Phone Lines Again!



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Over 30 digital pbx features included in the price and you never pay for business phone lines again.

Sounds too good to be true? **Stix says the value proposition "is what it is"**. In clear, simple terms the deregulation of the telecom world, massive advances in technology, and new entrants into that marketplace, have changed the landscape. The biggest challenge is getting that message out and giving people a chance to understand the service and see it is stable.

"Leasing is critical in our business" says Stix, " it helps establish a clear ROI for the PBX, in clear monthly terms that people can relate to. No one has ever been able to do that before because they paid for phone lines.

Read more in the *Financial Post* article [Cheaper, Hello?](#)

Focus On Business, Not The Bank



Mustafa Yusuf, President of Craft Burger Inc, has a different challenge with marketing and infrastructure. Craft Burger is a Toronto based restaurant chain committed to raising the bar on the traditional burger.

Yusuf says "**what we are trying to achieve is not different, it is our style, execution and delivery that sets us apart from the other chains.**" Craft Burger uses only fresh pure ingredients, their specialty sauces are homemade, and they offer an exciting menu including lamb, veggie and of course the classic beef burgers,

Now as Yusuf prepares to open another location at 50 King Street East in Toronto next week, he credits the **web based restaurant review sites for doing some marketing for him.** "These websites are a game changer in my industry, more and more people will look to the web to find the excellent restaurants for dinner tonight, and as a business owner I get constant feedback from customers on my promise of an exceptional burger experience."

Yusuf credits his Questor leases with helping him with cashflow. **"Leasing my equipment allows me to focus on growing my business--the people and the product, without spending my day focused on my banker."**

We couldn't have said it any better: Leasing is a fundamental part of any marketing plan.

We thank Phil Spensieri, John Stix and Mustafa Yusuf for their time in our interviews, we love hearing from our customers about their businesses.

At Questor, we mean business--*your business* and everything that supports it.

We hope you enjoyed this edition of *Q's News*.

Kind regards,

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