



BIZguides

smallbusiness.wa.gov.au

Marketing

People Strategy

The importance of people

People are the greatest asset of any business.

People are the pipeline through which your products and services pass from you to the final consumer. The more effective the pipeline, the better the outcome will be for all concerned. For you it will be a happy, efficient, effective and profitable operation; for the consumer it will be a pleasurable and rewarding buying experience leading to the development of loyalty, referral and repeat purchase.

You can have the best products or services, the best premises, the best promotional strategy and the best systems and procedures but without knowledgeable, well trained and motivated people, your business will eventually fail.

It's important not to restrict your focus on people to your own internal staff. Many individuals in the marketing pipeline have a direct impact on the ultimate performance of your business. These could include suppliers of raw materials, finished products and services, wholesalers, distributors, resellers and agents, associates and strategic partners.

Managing people

Management is the art of getting things done through people, so the better the people on your team, the better managed your business will be. The process of managing people can be summarised in six key words:

- **Recruiting** – getting the right people on your team.
- **Training** – empowering them with the right knowledge and skills.
- **Supervising** – making sure they are keeping on track.

- **Motivating** – keeping them committed and satisfied.
- **Evaluating** – measuring their performance.
- **Rewarding** – providing adequate recognition, financial gain and growth opportunities.

A good people manager will pay close attention to each of the six elements in order to maximise the value of their human capital.

Developing your people strategy

When developing your people strategy be sure to consider different things for different groups of people. These groups of people are all integral members of your team – the team that is dedicated to satisfying the wants and needs of the marketplace in which you operate. You will need to consider such things as:

Internal staff

- How many will be required?
- Where should they be located?
- What skills do they have?
- What experience do they have?
- What qualifications do they have?
- What knowledge do they have?
- What kind of attitude do they possess?
- What training will they require?
- What remuneration package will be required to attract and retain them?
- Do they possess good references?
- Are they team players?



BIZguides

smallbusiness.wa.gov.au

Marketing

People Strategy

Associates and strategic partners

- What are their skills, knowledge, experience and qualifications?
- How can they add value to your operation and to the customer experience?
- Are their ethics and reputation compatible with your principles?
- Can they work with you without compromising their existing client relationships?
- Are they team players and not loners?

Channel partners (Wholesalers, distributors, resellers and agents)

- What are their skills, knowledge, experience and qualifications?
- Can they effectively represent you without compromising their existing trading relationships?
- Do they have the right infrastructure to provide efficient, cost-effective representation?
- Do they recognise the importance of the strategic partnership between you and them?
- Do they have a good reputation and a history of successful trading?

Suppliers

- Can they supply the products and services that will meet the needs of your customers and ultimate end-users?
- Are they reliable and trustworthy people?
- Do they have efficient and timely supply systems?
- Do they offer value for money?

- Are they, like you, customer-focused?
- Are they interested in developing long term mutually rewarding relationships?
- Do they have a good reputation and a history of successful trading?

Conclusion

Each of the four key groups of people has a major role to play in the delivery of mutually rewarding customer experiences. Your role is to coordinate all the people resources at your disposal with the objective of ensuring that everyone is working as part of an overall team with the customer as the centre of attention.

For more information about handling staff, think about the SBDC workshop Employing People. Book now at www.smallbusiness.wa.gov.au.