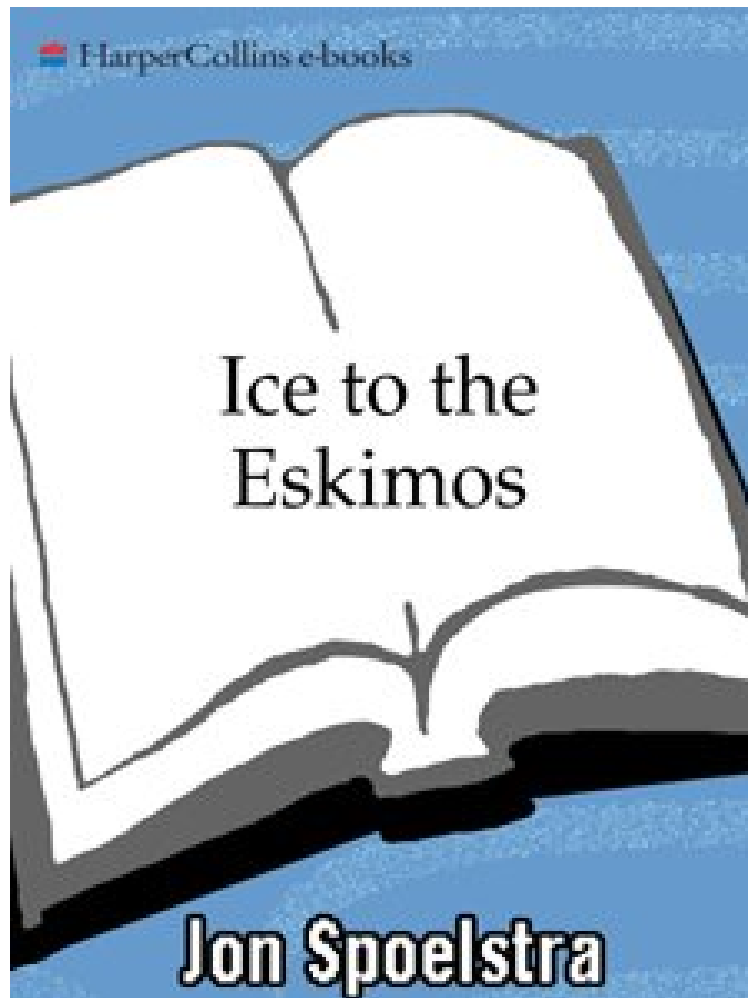


(Download) Ice to the Eskimos: How to Market a Product Nobody Wants

Ice to the Eskimos: How to Market a Product Nobody Wants

Jon Spoelstra

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Jon Spoelstra : Ice to the Eskimos: How to Market a Product Nobody Wants before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ice to the Eskimos: How to Market a Product Nobody Wants:

0 of 0 people found the following review helpful. Marketing tactics that can be applied to any businessBy CustomerJon Spoelstra. "Ice to the Eskimos: How to Market a Product Nobody Wants." HarperCollins (1997).Reviewed by: Amy Rubin, Colin Murphy, Zach Korman, Matt Swan, Jose Alvarado, University of South Florida."Ice To The Eskimos", by Jon Spoelstra delivers a positive and supportive view of marketing in the sports industry with ideas that can be applied across all areas of business. Spoelstra, who worked for several NBA teams, writes about his impactful experiences in the business world with the use of his marketing tactics. Idquo;There comes a time in the life of every business when a product or service does not sell up to expectations.rdquo; This problem that Spoelstra speaks about in his book specifically relates to the sports industry, but clearly can also be applied to any

business. Spoelstra's work ethic was identified throughout the book as he told the readers his journey through the New Jersey Nets, Portland Trail Blazers, and more. Spoelstra's tactics made significant strides within the marketing industry by applying tactics nobody would ever think to do, which proved to be beneficial. One of the main points covered throughout the book is the concept of "Jump-Start Marketing." This idea is engraved throughout the book as it relates to "marketing a product that nobody wants." "Ice to the Eskimos" identifies ways to sell a product that does not live up to consumer expectations by making it more attractive to those same consumers. Spoelstra's recommendations revolve around the idea of reshaping and retooling the way the product is being marketed to its target audience. For example, while at the New Jersey Nets, Spoelstra changed his positioning on how to sell Nets games. He targeted the visiting team's stars like Michael Jordan, Shaq, and Hakeem Olajuwon using their popularity and star power to create a "Monster Ticket Package." This generated tremendous success and even resulted in the Nets recording sellouts at the arena, which they had never had in the past. By doing this, Spoelstra repositioned the Nets from trying to sell their own product into now selling other team's products. Spoelstra calls this positioning of the product the "Quick-Fix Silver Bullet." This is the idea of increasing the frequency of purchases by your customers. We clearly see him do this with his repositioning of the marketing behind the Nets ticket sales. Spoelstra's tactics are very much alive today, as when teams market towards opposing players coming into town. For example, the power trio of the Miami Heat which included NBA superstars LeBron James, Dwyane Wade, and Chris Bosh sold out almost every visiting team's arenas when they played. While this book has many positives, it is also vulnerable to its criticisms. One of these criticisms is that "Ice To The Eskimos" was written in 1997, and can definitely be seen as outdated. For example, he mentions how Ticketmaster had to manually retrieve names and addresses of season ticket holders from previous years, because at the time there were no digital databases. It is clear that technology has evolved tremendously since the time this book was written and processes such as the above are now automated. Another example is when Spoelstra speaks about a solution for doing whatever it takes to make sponsorships successful. He explains that a team should create an annual report that is an "inch-thick full of documentation...[has] colorful samples...[and is] professionally bound." This idea of a "professionally bound, lengthy report is nonexistent in today's business environment. Currently, most business operations are computerized and there rarely are large paper reports, and these reports are also much more concise. This book should be required reading for any business reader trying to establish a baseline understand of marketing and how to sell a product in a unique fashion. The tactics that Jon Spoelstra explains can be applied to any business trying to market a product or service. The outdated ideas within the book are only considered as such due to the fact that so many of his ideas have been implemented across the board within business fields. Every reader will be able to make connections between this book and their already established understanding of the business world and use those connections to build upon Spoelstra's marketing ideas.

2 of 2 people found the following review helpful. Jump-Start Marketing By Dottie Randazzo The author used what he learned while marketing for the Nets for this book and these same ideas and principles you can apply to any product. The author indicates it's better to jump-start your marketing techniques than to lay off employees. After each chapter the author provides you with a test to get your ideas flowing. Ground rules are: 1) You've got to want to clip on the wires and turn up the juice. 2) Don't fool yourself into thinking you're somebody else. 3) Increase the frequency of purchases by your customers. 4) Get the name and address of the end user of your product. 5) The janitor isn't going to lead the charge for new customers. 6) Create big change with little experiments. 7) Don't wait for a new product to bail you out - use innovative marketing now. 8) To get your ideas approved by this boss, prepare as if you were defending yourself in front of the Supreme Court. 9) Only try to sell a product the customer wants to buy. 10) Get the feel for jump-starting outside the ivory tower. 11) Only target people who are interested in your product. 12) Don't let research make the decision for you. 13) Make your client a bonafide, real-life hero. 14) Run interference for your budding superstars. 15) Make it too good of a deal on purpose. 16) Feel free to butt into other departments. 17) Differentiate between big and little customers. 18) When the going gets rough, increase expenses that are not fixed, like salespeople. 19) Jumping higher than you think you can is possible with jump-start marketing. Bottom line: The book is outdated. The beginning of the chapters include stories that may or may not (mostly aren't) relevant to the marketing point that the author is trying to make.

0 of 0 people found the following review helpful. Common sense thinking but can't be applied to everything. By Diana This book is fun to read. Lots of real life examples. Great for someone who is approaching marketing and wants to have a general knowledge of what gets people to buy products. However it was not very helpful in other areas like getting a company to even read one proposal or look at your stuff. The "rubber chicken" theory works when a company send it to an individual customer but cannot be reversed with the same results. In these cases it doesn't work so well in real life, where companies mail goes thru multiple channels before it gets to the right individual. They could care less what you send them.....I tried that as well. Also, another fault of the book is that does not really address international marketing. This is an area a bit obscure. Most books take reference using the USA/Canada model and completely neglect the rest of the world. What is true in this country does not work in others. I bought this book to educate myself about companies and the way they view marketing and revenues. I actually wanted a book who addressed the issue of individual sponsorship and

endorsement in the sport world. I find most of the material out there is not good, incomplete or too generic to be applied in specific cases. However, the book is a MUST read for everyone who is on either side of the marketing field. The more you know, the better.

You. That's Right. YOU. You've got a problem. You've got a product that's not first in its class. It's not even second. You've got to find a way to market that product. What Are You Going To Do? You're going to read this book, that's what. Let's face it. There comes a time in the life of every business when a product or service does not sell up to expectations. Maybe your product is outmoded. Or hasn't been positioned correctly. Or is competing in a crowded market. Whatever the reason, *Ice to the Eskimos* is dedicated to helping you reclaim that lost ground. It's about taking a product or service and turning it into a winner. If you've got a product that is not the best in its field, then you will love *Ice to the Eskimos*. Take the principles Jon Spoelstra writes about and run hard with them; you'll be amazed by the results. Written by the former president of the hapless New Jersey Nets, Jon Spoelstra is the man responsible for tripling that team's lagging revenues in just three years and increasing the season-ticket holders base by 250 percent. This guy knows what he's talking about. What everyone else had seen as a lost cause, Spoelstra saw as an outstanding opportunity to reawaken a tired and beaten product to achieve unprecedented profitability. Not just for sports marketers, this lively, entertaining book successfully makes the jump from sports to whatever your product may be. The techniques Spoelstra perfected while working for teams in the NHL and NBA; from innovative packaging to image overhaul; apply to any product in any company. The numerous winning examples are sure to make *Ice to the Eskimos* a must-read for anyone with a product or service to sell. *Ice to the Eskimos* is sure to be an instant marketing classic. It will show millions of readers how to market their product...sometimes even after they've given up hope. By using the powerful techniques in this book, you too can learn to achieve the impossible and market *ice to the Eskimos*.

.com Lessons drawn from the world of sports have long proven applicable to the world of business. Jon Spoelstra, who pushed sponsorship and fan revenue to unprecedented heights for the lowly New Jersey Nets basketball franchise, shows how to put big-league marketing expertise to use off the court in *Ice to the Eskimos: How To Market a Product Nobody Wants*. His 19 "jump-start ground rules," sprinkled liberally with sports anecdotes, are designed to apply to any product or service. "A superb book. I couldn't put it down. I kept quoting it to everyone I ran into. Spoelstra knows his stuff and has a proven, no-baloney message for all of us." -- Tom Peters, author of *In Search of Excellence* "Spoelstra has a very creative marketing mind. Everyone can learn something from reading his book." -- Philip H. Knight, chairman and CEO, Nike "There are so many fresh marketing ideas...that it will jump-start any company, whether it be a two-person lemonade stand or mega corporation." -- Harvey Mackay, author of *Swim with the Sharks Without Being Eaten Alive* From the Publisher The New Jersey Nets ranked 27th in a universe of 27 teams; their gate receipts were the lowest in the NBA; and the hometown fans, if they came to games at all, were as likely to root for the visitors as for the Nets. They couldn't get Michael Jordan or Shaquille O'Neal. So the Nets drafted Jon Spoelstra. And things at the Meadowlands Arena suddenly started to look up. Jon Spoelstra, the top-rated marketer of professional sports teams today, reveals how he jump-started the Nets in *Ice to the Eskimos: How to Successfully Market a Product Nobody Wants* (HarperBusiness; June 18, 1997). His savvy marketing techniques increased attendance, corporate sponsorship, and the team's profits. Now, outlined in Spoelstra's book, they offer hope and solid help to anyone who has to sell a less-than-ideal product in less-than-ideal circumstances. Faced with a product that had more negative than positive attributes - the Nets played terribly, the team members were hardly charismatic, and the ready-made market of geographic identity most teams enjoy had been pre-empted by the New York Knicks, just six miles away in Manhattan - Spoelstra took a radical approach. He not only eschewed marketing the Nets as a traditional home-town team, he shaped his initial campaign around their opponents. At the chronically undersold Meadowlands, it was easy to get tickets to see Michael Jordan, Shaq, Charles Barkley, and Patrick Ewing, and Spoelstra lost no time in trumpeting that fact. One other touch completed Spoelstra's master plan. In counterpoint to the fat-cat corporate atmosphere of Knicks' games at Madison Square Garden, he positioned Nets basketball as family entertainment and focused his marketing efforts on reaching the people, the "neighborhood" fans and their families while soliciting corporate sponsorship from carefully targeted local companies. Like most marketers, Spoelstra could not improve the product itself, so he concentrated on what he knew best: creative marketing. Guided by two Golden Rules - "Only try to sell a product that the customer wants to buy" and "Try to sell the customer just a little bit more than what they want to buy" - he introduced innovations that resonated from the ticket-sales office to the once-sacrosanct ivory tower of top management. As he recounts his successes - in his four-and-a-half years with the Nets, only one of Spoelstra's ideas was rejected by the owners - he presents simple ground rules any business can adopt and provides helpful hints on carrying them out, including: Use the "quick-fix silver bullet" approach. Increase the frequency of purchase by your own customers by approaching them on a one-to-one basis and addressing them with friendly, personalized messages rather than with costly brochures and overblown hype. Keep up with the day-to-day details of sales. As president of the Nets, Spoelstra not only kept a close eye on sponsorship sales, the team's biggest source of income, he had face-to-

face approval meetings for the hiring of every ticket-sales person, held annual "ticket sales boot camps" to re-enforce sales fundamentals, and attended twice-a-week sales meetings. Make innovation a way of life and pay people for their mistakes. Most breakthrough ideas are born in the free exchange of suggestions for improving standard practices. By rewarding sales and marketing people even for ideas that may eventually fail, a company encourages better suggestions - and better chances for a plan, large or small, that will increase revenue. Turn your client into a hero. In a whole new spin on the concept of selling, the people in charge of corporate sponsorship sales for the Nets provided an annual report for their clients (and their clients' bosses) that proved just how successful the sponsorship was. Find out what the problem is and help fix it. This simple sentence comprises Spoelstra's ten-second policy manual, his essential rule for keeping the customers who make the greatest impact on the bottom line. For Spoelstra, jump-start marketing requires the involvement and commitment of high ranking executives. He urges top management to abandon their ivory towers, give up their perks, meet their customers face-to-face, buy their own products or services and even answer their own phones. Ice to the Eskimos proves just how much fun - and how profitable - Spoelstra's hands-on, innovative methods can be. ABOUT THE AUTHOR: Widely acknowledged to be the best pro-sports marketer in the country, Jon Spoelstra spent eleven years as the general manager of the Portland Trail Blazers before he became president of the New Jersey Nets. He is currently the president of SRO Partners, a sports marketing consulting firm. He lives with his wife in Portland, Oregon.