

## 124 Marketing Insights from A to Z

members in your customer database, but you can buy additional names from *list brokers*. These brokers offer thousands of lists, such as “women executives earning over \$100,000,” “business professors teaching marketing,” and “motorcycle owners.” You can test a sample of names from a promising list. If the response rate is high, buy more names on the list; if low, don’t use that list. You can reach the chosen prospects by phone, mail, fax, or e-mail. The good news is that you can measure the return on your advertising investment. **The future of media lies not in more broadcasting, but in more narrowcasting.**

# Mission

Companies are set up to achieve a mission. They word their mission in various ways:

- Dell’s mission: “**To be the most successful computer company in the world at delivering the best customer experience in the markets we serve.**”
- Mars Company’s mission: “**The consumer is our boss, quality is our work, and value is our goal.**”
- McDonald’s mission: “**Our vision is to be the world’s best ‘quick service restaurant.’ This means opening and run-**

**ning great restaurants and providing exceptional quality, service, cleanliness and value (QSCV)."**

Virgin Atlantic Airways' success is partly due to redefining its business as entertainment, rather than just transportation. Virgin helps its passengers avoid a boring flight by supplying personal videos, massages, ice cream, and other treats only later imitated by its major competitors.

Johnson & Johnson prefers to prioritize its goals: **Its first responsibility is to its customers, its second to its employees, its third to its community, and its fourth to its stockholders.** This ordering of priorities is the best way to ensure profits for the stockholders, as J&J has proved over the years.

Most mission statements contain the right phrases: "People are our most important asset." "We will be the best at what we do." "We aim to exceed expectations." "We aim to make above average returns for our shareholders." The lazy way to prepare the mission statement is to assemble these in any order.

Print your mission statement on the back of your business card to remind your people, your prospects, and your customers of what your company stands for.