

Solution Marketing: Think Different

NIKHIL SHARMA

AIMS Institute of Management Studies.

Abstract- “Solution”, simply means a complete and integrated offering that includes everything required to solve a customer’s problem. In other words we can say- ‘an action or process of solving problems’.

I. INTRODUCTION



Diagram 1.1

Source:

https://www.slideshare.net/Steve_Robins/introduction-to-solution-marketing-94364776

‘Solution Marketing’, is the process of defining solution, educating and engaging customers, and providing access to complete and integrated solution that deliver value by helping customers to solve their problems

Examples – Uber - App + Ride + Driver + Scheduling & optimization software

Apple - Device + Software + Content + cloud

Chucke Cheese’S - Kid food + Adult food + Entertainment + Activities + Party Gifts

II. ELABORATIVE APPROACH



Diagram 1.2

Sources:

https://www.slideshare.net/Steve_Robins/introduction-to-solution-marketing-94364776

III. FINDINGS

- Examine what you sell today.
- Understand your customer.
- Identify Customers’ top challenges.
- Build and manage a solution portfolio.
- Ensure alignment across the organization like sales, marketing, product etc.
- Broad ecosystem.
- Fill in the gaps.
- Control the experience and build direct customer relationship.
- Create solution that people love to use.

CONCLUSION

In the current market scenario, solution marketing is all about providing access and convenience to the customer and making them feel important, it also satisfies customer needs and provide cost efficiency at the same time it is easy, fast and reliable. In solution marketing you elevate the conversation and focus on your values, you differentiate your business, build deeper engagement and become a trusted advisor.

REFERENCES

- [1] https://www.slideshare.net/Steve_Robins/introduction-to-solution-marketing-94364776

APPENDIX

Diagram 1.1

Diagram 1.2

ACKNOWLEDGMENT

I would like to show my gratitude and thank to Prof. PRATHAMESH S NADKARNI sir for motivating, guiding and mentoring me for writing this research paper, Prof. NADKARNI is a warm hearted and a fun-loving person with concrete values and ethics. Sir you have been our inspiration. Thank you very much Sir!