

# Unique Marketing

Marketing has been defined as the processes for creating, communicating, and delivering offerings that have value for customers and society at large. This is much more than mere advertising or sales. In the words of Harvard Business School's emeritus professor of marketing Theodore C. Levitt, "Selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product. It is not concerned with the values that the exchange is all about. And it does not, as marketing invariably does, view the entire business process as consisting of a tightly integrated effort to discover, create, arouse, and satisfy customer needs."

Marketing is more than just an ad or even word of mouth. It includes how you and your company is perceived. A great example of this was sent to me from custom stock builder and regular *American Gunsmith* contributor, Dominick Pisano (domscustomrifles.com)

"Several months ago my son asked if I would like to contribute something to San Antonio Academy, a private school for boys grades pre-K through eight. We have two grandsons enrolled and find the school to be superior in every way including academics and sports programs.

"I thought his suggestion was a good idea but nothing came immediately to mind. Upon reflection upon his suggestion I decided to contribute one of my personal custom rifles to be auctioned off at their annual fund raiser. The rifle was a vz. 24 Mauser that cost roughly \$2000 to complete when I built it more than ten years ago. Currently it would take \$3000 and change to replicate.

"To make a long story short the rifle was a big hit and drew a lot of attention at the fund raiser, along with many inquiries. The rifle sold at auction for \$1700. This pleased me greatly but that is not the end of the story. I have garnered three projects to date from the exposure I received. I'm pleased to report that my contribution brought much needed funds to an excellent educational facility and enough work to keep me occupied for many months to come. A win - win for all involved."

Mr. Pisano is as classy as his custom stocks, something the folks at that school fund raiser certainly realized. What started as an act of philanthropy lead to several valuable business contacts, no doubt because of his concern with the values that an exchange in abundance is all about.

## American Gunsmith Index: [americangunsmith.wordpress.com](http://americangunsmith.wordpress.com)

Speaking of classy, reader and member Keith McMann, owner of the McMann Gun Shop in New Boston, MI, compiled an index of *American Gunsmith* articles from November 1993 to present adding 1,174 references by gun name and model in alphabetical order. The complete list is also available as a .csv (comma-separated values) file that can be input into any spreadsheet or database program that you want.

Fast X,

John M. Buol Jr.

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