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Professional Brand Representation providing Targeted Outreach Initiative with Road Shows And Tradeshows for Product Launches



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“If somebody has student mentality - an actual desire to learn - then I want to work with that person!” - Kim Paul

CEOCFO: Ms. Paul, would you tell us the vision at Principal Marketing?

Ms. Paul: We supply services for our clients that is in the form of road shows or tradeshows. We do a lot of different types of product launches with them. It is

usually because our clients do not know how to go about that and they do not know how to drive in revenue and repeat business into their own businesses. They may have a great product and a great idea and they need help with their marketing. We take care of that for them. Our vision is growth, but also a lot of people development as well. We focus heavily on that within the team making people much stronger as far as their business mentality, their skill sets and their ability to do a lot of training and develop people themselves, so leadership. The vision is always on the client side but also heavily on the staff side as well, again, very much focusing on people development.

CEOCFO: Would you walk us through a typical engagement?

Ms. Paul: We make sure it works with our retailers. It is something that has to have mass appeal and not to niche of a market, because we put a lot of these in larger retailers in order to hit our market. We go through testing where usually the clients give us full reign to work on the setup however we want, whether it is the design or the layout. There is room to work with their prices to make it so that it is hitting the right demand and profit margins. Largely we get as involved as possible on the ground floor level with some of those tests to see what kind of approach is going to work and what captures somebody's eye, what makes somebody purchase something. There is a lot of psychology behind consumer behavior that goes into that. We work with our clients to drive a measureable result and that is part of the reason why they are turning to us in the first place.

CEOCFO: What is unique in your approach?

Ms. Paul: I think a lot of it has to do with how something is presented. A lot of that can be verbal. The right person at an event launches with a trained staff. Our training is very personal. I think that sometimes people put too much stock into packaging, design or placement but if you have a well trained individual on many fronts including actual product knowledge, then you can almost get all of those design and such categories incorrect and still launch with a decent amount of success. People put too much stock in the tangibles and do not realize how much the staff is going to make or break something. That is where we can come in and make a difference, our team is very dynamic at these events.

CEOCFO: Is everyone teachable?

Ms. Paul: Everybody is teachable if they allow themselves to be teachable. I definitely do not put too much stock at all into personality or myths like being outgoing is better than shy or born leaders or things like that. When I started in the

industry, I was very shy, but I wanted to develop certain skill sets and push myself. I was teachable for that reason but not teachable maybe some would've said because I didn't have a baseline foundation of certain skill sets or resume, just simply more of a student mentality. If somebody has student mentality - an actual desire to learn - then I want to work with that person!

CEOCFO: *How do you reach out to potential clients?*

Ms. Paul: We have not done a lot of reaching out recently because we have seen a lot of exposure with our shows, so we have become a preferred vendor with a lot of retailers which has been fantastic. They have come to us! We have encounters at shows and end up getting referrals that way.

CEOCFO: *There is so much noise, literally and figuratively, at tradeshow and events. How do you stand out?*

Ms. Paul: It really is largely the individual. I think one of the biggest things that we would teach when it comes to that point specifically, we are just keeping in mind that this potential customer who is seeing this for the first time, for that person that is exactly what they are - seeing for the first time. Whereas, the person who might be presenting something, is probably presenting it for the thousandth time, so the only way that is going to work is if presenter is presenting it as though it is for the first time. It's easy to forget that. We don't.

CEOCFO: *Are there particular types of products that you like to represent?*

Ms. Paul: We used to be almost exclusively a marketing firm for health and beauty clients. We do work only with clients that have products that are very overall health focused or green-conscious. We only work with natural ingredients. With the beauty products, it is the same thing. But, we have also largely branched out with our categories as well. We have worked with gourmet foods, automotive, etc. as well as of late.

CEOCFO: *How do you keep the hype out of the product, make it realistic, showing the good points but not sounding like everyone else.*

Ms. Paul: It is about creating the need. You have to connect the individual with why this would be a better choice for them. Something that is health focused is appealing in a lot of ways to a lot of people. There are plenty of products in question that might be less expensive options but certainly have chemicals. The consumer is probably aware if you ask them but they may need or prefer to go with the cheaper option. It is about creating the need of why this will be so much better for them.

CEOCFO: *How do you distinguish from the other all-natural products?*

Ms. Paul: When we do shows we like to drive an immediate result. We create awareness and that works and there are ways of measuring that in repeat business. The way that somebody is excited about purchasing something at that moment is when somebody is very impulse, naturally. When somebody is very impulsive, it is usually because you have created some sort demonstration for them or way to deliver information that makes somebody say "wow." If we can show them something that makes them say "wow" several times over in presenting something, then that product really stands out. We have shown how in certain products for example how they specifically work. Like on a cleaner that worked on carpeting we would take a can of spray paint and spray the carpet with black spray paint and then take it out with a cleaner. It has to be a good product but whatever is most important with that product, we want to do it on the spot.

CEOCFO: *Giving back is important to Principal Marketing. Where do you focus your efforts and why?*

Ms. Paul: Financially we have supported Operation Smile an awful lot, which is personally a favorite charity of mine. They focus on cleft lip surgeries and we usually specifically serve those countries and they are fantastic, so we have been financially been a big supporter of them. We have done work with food banks and things like that in the area because that is something we can do as a team. We can really raise money, and we have done that as a team previously, but it is good to be able to give your time as well. We can show employees the value of those as well. We talk about the development of people and within that you are developing a culture, which comes from giving time and money.

CEOCFO: *What is ahead for Principal Marketing?*

Ms. Paul: We have expanded into more clients which is the current growth we are catching up with right now. We are doing some test markets with some different venues in the future so if we grew the client list and now let us expand the venue list, then that way we can bring more to the table when we do sit down with a client and it is not just a portfolio of who we worked with in the past but what we can get them into right now. Then we will continue to train employees. We want to grow the top of the firm even more as we continue to grow and just have a stable and well educated management staff.

CEOCFO: *What do you understand now that you did not when Principal Marketing started?*

Ms. Paul: A lot of that would have to do with coaching. It has to do with employee development. Some people work will simply see something and then they can duplicate that right away. But I have found so much more success in over-explaining and over-training to a certain extent when that person then is a little bit more autonomous and confident and they are performing at a higher level which means the company is performing at a higher level. A lot of that would have to do with working with so many people different from myself. I am more accustomed to working with a wide range of people which is why we went over how if somebody comes in and they are a student and I feel confident that I can train them.

