

## 1 Lets talk about freedom

Partisans love freedom.

Freedom from boring colleagues, nagging customers and unsatisfied investors. They want to have fun, success and they are looking for ego-boosters.

They act in small units. Typically, they are fast, flexible and adapt easily to new situations – while at the same time, they never just follow the crowd.

Their creativity is shocking and egregiously versatile. They excel in implementing innovative solutions in all departments of their companies, in product design, in sales, or in advertising just as much as in knitting strong ties to their customers.

In order to achieve their goals, they love to connect with other partisans if this move seems to be more fruitful than going for it all by themselves.

A real partisan is always ready to question each and everything, first of all him- or herself and his or her way of thinking. For him, it goes without saying to be open to new ideas and for people in general, their ways of thinking and for everything that really matters to them. A partisan knows that a lot is possible. The only thing, that is for sure, is that nothing is for sure.

Just like this equation:

$$1 + 1 = \text{RED}$$

Who is here to say that one and one is two? Maybe, one and one is just adding to RED?

Never mind to put this book aside if this statements seems to be too odd to you.

For a partisan, it is nothing but cruel to imagine having to sit in front of her computer in her office and having to believe in the almightiness of

logic. For a partisan, there is more than just the binary code 01010101, more than black or white and yes or no. For the partisan, one and one can easily add to **RED**.

To the partisan, more important than every ROCE or image and prestige are the highest possible degrees of freedom in order to make his dreams come true. Whatever degrees of freedom, she reaches them by having as much fun as possible in her work, by feeling like a fish in the sea when dealing with her customers, and finally by making her very own specific and individual way in business.

A partisan is not only customer-oriented, he wants to really delight his customers. This is how he is getting fun out of his job while at the same time, this way of dealing with his customers is making him successful. And "nothing makes you more successful than success".

Partisans know that all those people who do traditional marketing are just using water to boil. The real partisans are not looking for quantity but quality; they are looking for quality in their jobs, in the products or services they offer and finally they are looking for class among the people they offer those products to.

People doing traditional marketing are selling to anonymous customers: They buy commercial time on TV, they engage in sponsoring the big sports clubs, and they have their messages printed on glossy paper in all those shiny magazines - thus hoping to reach one target group or another.

On the contrary, a partisan always looks at the person with whom she wants to co-operate for a long period of time. She wants to sell her product *now* to *this* man or to *this* woman. Her marketing is highly personal, hand-made and rather attractively - if not just simply sexy.

The classical marketing guy considers himself quite successful if he achieves a rate of return of 2% instead of 0,5%. Not bad, one might say, to get 20,000 answers to one million mailings.

A partisan, however, is only satisfied when receiving feedback from more than 15% of the people addressed. He writes the address by hand or even delivers the packages himself. If necessary, in a leopard jacket, with pointed white shoes and a golden chain around his neck, just naked or dressed in a million-dollar suit... Hey, come on, in order

to reach out for 15 new customers through 100 letters, one might want to invest a little something!

The traditional guy is drafting a three-months plan and afterwards, he might throw his product or his strategy in the garbage bin if it turns out not to be such a great blockbuster as planned. Seriously, he is reasoning that it would be just too expensive to drop another 200,000 Euro for one more of that kind.

The partisan is like a panther, she is waiting and only leaves her current position when the time is right. But then, she does it fast to kill the beast. She thinks in long-term perspectives and takes her time to establish the connection and build up trust with the people she wants to deal with. She knows that trust and esteem serve as a powerful ground on which to grow a long-term mutually beneficial customer relationship. The partisan will get to know his customers one after the other, until his business is where it should be – and is ready to grow from there to overcome all borders.

The people in classical marketing rather like to be on the safe side. Why change a strategy that has always worked out well?

A partisan, however, has nothing to lose but lots to win. Every ethically acceptable means is just right to have success, a fragrant letter, a multi-sensual event, a three-dimensional project simulation, or a magnetic business card.

The traditional marketing folks believe that partisans only come in spacy marketing agencies and work for a ridiculously small salary. The reason why? Because the guys in the office over there are neatly dressed in those black turtle-necks and the girls are wearing such pretty-pretty dresses – while sitting in that run-down cheap "loft" formerly called "warehouse".

The truth is: Partisan marketing can happen everywhere, whether at an Italian centre for IT solutions, in the governmental "Agency for Development of Small and Medium-Sized Enterprises" (ADSME) of Montenegro, whether at the French-style hairdressers in Southern Germany or in the number-one consulting company for strategy implementation.

The regular folks in marketing are wearing a three-piece suit and look stressed out while running from one meeting to the next. Partisans are

socialising with other partisans on the beach, while putting their swim-suits either around their private parts or just around their heads. By the way, these are RED swim-suits, of course, because  $1+1=$  RED.