

# Gallup CEO gives marketing advice

By PAMELA STORM  
Staff Reporter

Most people would have a hard time seeing a connection between marketing and alligators.

But those people probably haven't met Don Clifton.

Clifton, chairman and CEO of The Gallup Organization, spoke to a crowd of about 50 UNL Marketing Club members at the Nebraska Union Thursday evening. He talked about marketing research and the techniques used to run a prosperous business.

He related those topics to a paper a 10-year-old girl once had to write. "She had to write a paper on how

to do something, so she decided how to write a paper on how to catch an alligator," Clifton said.

First, he said, you have to get the tools to catch this alligator, then you need to go to where the alligator will be. In marketing, Clifton said, business people need to know what tools are needed and to go where the customers are.

Three things are needed for a good business, he said: a growing number of good customers, a great place to work and cash flow. If a business has these three things, Clifton said, it can run successfully for years.

Clifton said the environment in which people have to work is important. Workplaces need to fit the worker and need a manager who really cares

about employees, he said. If a business can offer these qualities to its employees, he said, it can expect to see better attendance, quality and production.

"Everybody has a dipper, and everybody has a bucket," Clifton said.

An inconsiderate remark or hurtful action constitutes taking something from someone else's bucket, he said.

Clifton continued the analogy, saying some people want to steal from others' buckets. Some, he said, have holes in their buckets and are stealing from others to fill their own. Those who have been stolen from want lids — they close themselves off from others and fail to foster a team atmosphere.

Clifton's advice — be a filler, not a dipper.

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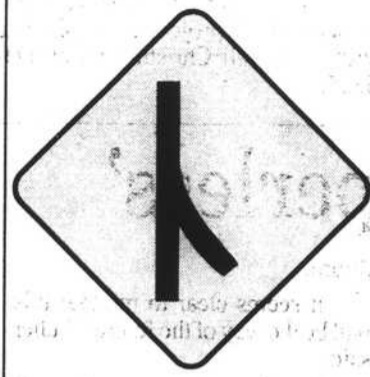
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