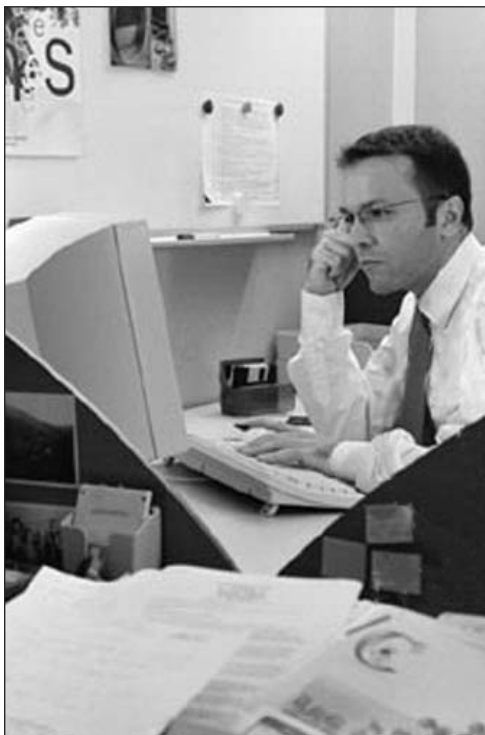


# MARKETING

## for Engineers & Technical Personnel



### WHAT YOU WILL LEARN:

- How to find, keep and grow profitable customers
- The strategic difference between Marketing and Sales and the \$\$\$ impact on your business
- The complete marketing cycle
- How to identify your product's point of difference
- How to create an effective marketing message
- How to segment your market
- How to design and implement a professional marketing campaign specifically for your target market
- How to create a demand for your product or service
- How to market and sell your company's competitive advantage
- How to select and use promotional media to your advantage: print ads, direct selling, E-commerce, direct mail, technical articles, press releases, brochures and promotional gifts
- How to integrate marketing practices into your day-to-day business operations and maximise sales
- How to develop and retain long-term client relationships

### WHO SHOULD ATTEND:

- Engineers
- Sales Engineers
- Managing Directors and Managers
- Technical people who need an introduction into the commercial world
- Those who need a refresher course
- All personnel who are marketing a technical product to technical people
- Technicians
- Sales Technicians
- All marketing people



# THE PROGRAMME

## DAY ONE

### FROM IDEA TO MARKET

- How marketing can make the difference between success and failure

### UNDERSTANDING THE PROCESS

- Marketing Vs Sales
  - understanding the difference between marketing and sales
- Why is engineering marketing different?
  - techies don't start out to become marketers
  - technical people are usually marketing to other technical people
- What are the essential factors in engineering marketing?
  - technical knowledge is an essential part of the marketing
  - the market is smaller and more defined
  - change is certain, and often rapid
  - complexity makes success very reliant on sales people
- How can I make these factors work for me?

### WHAT IS MARKETING?

- Various definitions
  - the art and science of finding, keeping and growing profitable customers
- Changing your customers' perspective
  - using the marketing mix to change other people's customers into your customers

### THE MARKETING MIX

#### - THE 4 (OR MORE) P'S

- What message do you want to send? (**product**)
- What value will your customer be getting? (**price**)
- What is your target market? (**place**)
  - identify your target market and the people within it
- Which promotional media will you use? (**promotion**)
  - print ads: creation to placement
  - direct selling: using the 5 conventional steps to selling combined with your technical information; knowing your industry and your customers
  - resellers: making them an effective extension of your own sales force
  - e-commerce: learn from other people's mistakes - know what works and what

doesn't work; how to use the Internet to your best advantage

- direct mail: from database creation and maintenance to brochures and mailshot campaigns
- technical articles: key points to writing them and how to get them published
- press releases: from preparation to print
- brochures: how to make them work for you; stop them ending up in the rubbish bin!
- stationery: branding and image
- events: when and how to stage them
- promotional gifts: their appropriateness with special reference to company image
- premises: how they reflect the company image
- does your company do what it promises?
- word-of-mouth: how to get them to say what you want them to say!
- Measuring response
  - how much bang are you getting for your promotional buck?

### BARRIERS TO OUTGOING MESSAGES

- Noise
  - interferences and interruptions
- Protective subordinates
  - secretaries who won't let you through
- State of mind
  - personal emotions
- Preconceived ideas
  - obstinate attitudes
- Knowledge level
  - technical understandability
- Lack of credibility
  - the company and product history

### THE RETURN CHANNEL

- Sales staff
  - relaying messages and hiding complaints
- Distributors
  - relationships and commitment
- Service/installation staff
  - people skills and work interpretation
- Receptionists
  - the face you present to your customers
- Accounts department (debt collection)
  - do they help or destroy the relationship?

### BARRIERS TO RECEIVING

- Non-marketing staff and their role in marketing
- Insufficient technical staff
- Difficult order-taking process
- Poor reception facilities/staff
- Barrier secretaries and your prompt replies
- Recognition of problems and their solutions

### PROBLEMS IN THE LOOP

- Identifying problems in the marketing process and how to solve them

### ANALYSING ORGANISATIONAL PROBLEMS

- SWOT: How to get the system functioning properly

### BRANDING

- Creating and promoting brand awareness with potential customers

### LEARNING ORGANISATIONS

- Personal improvement
- Shared vision within the company
- Team learning
- Scenario planning
- Systems thinking with feedbacks and dead-time

A "learning organisation" will recognise that they consistently need to build on their strengths and work on their weaknesses to become unassailable.

### TIME AS A DIMENSION

- The ongoing nature of marketing, and the need for consistent messages over long time periods
- Advantages of customer retention
- Costs of new customers vs retaining existing customers

### CONCLUSION

- Understanding and preparing for economic and business cycles
- Making the cycles work for and with you
- Sharpening the axe by using the cycles to your advantage

# THE WORKSHOP

Engineers and technicians are vital to our technology driven economy and as a result they need to be commercially astute with the latest marketing practices. This workshop will show you how to combine your technological expertise with world-class marketing skills to improve your company's profits ... and make you indispensable!

This workshop will provide you with the competitive advantage you need to prosper in the 21st Century. It will equip you with the knowledge you need to outsmart, outmarket and outsell your competition!

## ON-SITE TRAINING

- ✓ **SAVE** over 50% by having an IDC workshop presented at your premises.
- ✓ Customise the training to **YOUR** workplace.
- ✓ Have the training delivered when and where you need it.

Contact us for a **FREE** proposal.