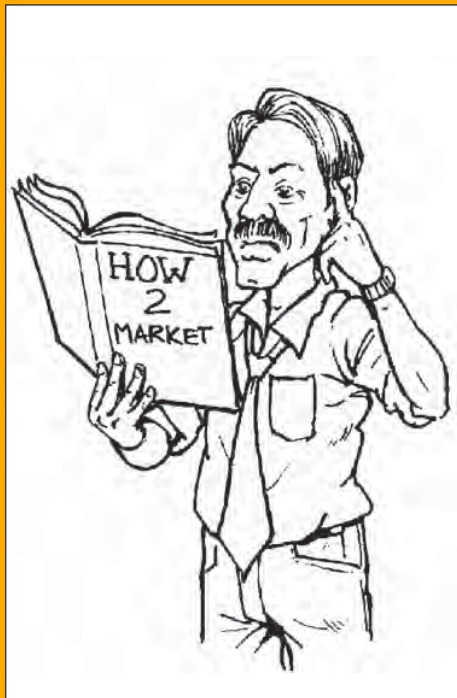


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# INDUSTRIAL MARKETING FOR ENGINEERS AND TECHNICAL PERSONNEL



## WHAT YOU WILL LEARN:

- Find, keep and grow profitable clients
- The nuts and bolts of industrial marketing
- Identify your product's unique selling points
- Create an effective marketing message
- Segment your market
- Design a professional industrial marketing campaign
- Develop and retain long term client relationships
- Select and use promotional media to your advantage: print ads, direct selling, web, email, direct mail, technical articles, press releases and brochures
- Use industrial guerilla marketing to minimise your costs
- Harness Public Relations (PR) in your campaigns
- Develop and nurture long term client relationships

## WHO SHOULD ATTEND:

- Engineers
- Technicians
- Sales Engineers & Technicians
- Managing Directors & Managers
- All marketing people
- 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

## The Workshop

Engineers, technicians and other technical professionals are notoriously cautious about industrial marketing. Often taught from an early age that this is a pursuit to be avoided at all costs. However the most successful industrial companies have a strong underlying focus on marketing and sales. Marketing can be considered nothing more than astute communicating of your message about your products - whether they be services or widgets. This workshop will distil the instructor's 30 years worth of experience in industrial marketing into one short day in applying an integrated marketing approach to your business. We will show you how to combine your technical expertise with world class marketing skills to improve your company's sales and indeed profits and make you an indispensable member of your team. You will leave with an increased level of skills in improving your marketing for your industrial products. This workshop will equip you with the competitive advantage to prosper in the 21st century to outsmart, outmarket and outsell your competitors and indeed to grow the overall market in which you operate.

## Practical Sessions

This is a practical, hands on workshop enabling you to work through practical exercises which reinforce the concepts discussed during the workshop.

## The Program

### FROM IDEA TO MARKET

- How marketing can make the difference between success and failure

### UNDERSTANDING THE PROCESS

- Marketing vs Sales
- Why is engineering marketing different?

#### Practical Exercise

- What are the essential factors in engineering marketing?
- How can I make these factors work for me?

#### Practical Exercise

### WHAT IS MARKETING?

- Various definitions
- Changing your customers' perspective

#### Practical Exercise

### 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)

#### Practical Exercise

- 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

#### Practical Exercise

### BARRIERS TO OUTGOING MESSAGES

- Noise
- Protective subordinates
- State of mind
- Preconceived ideas
- Knowledge level
- Lack of credibility

#### Practical Exercise

### THE RETURN CHANNEL

- Sales staff
- Distributors
- Service/installation staff
- Receptionists
- Accounts department (debt collection)

#### Practical Exercise

### BARRIERS TO RECEIVING

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

#### Practical Exercise

### 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

#### Practical Exercise

### BRANDING

- Creating and promoting brand awareness with potential customers

#### Practical Exercise

### 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.

#### Practical Exercise

### 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

#### Practical Exercise

### 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

#### Practical Exercise