

Nearly Painless Sales & Marketing for Technical Consultants

CIECN Meeting

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Outline

- Definition of terms
- Things we don't like
- Weapons
- Avoiding Pain
- Strategies
- Tactics
- Tying it all together
- Conclusions

Definitions

- Sales
 - Activities related to the sale itself
 - Shorter time frame
- Marketing
 - Finding out what the market wants or needs
 - Positioning ourselves for the future
 - Longer time frame

Things we don't like

- Cold calls
- Prospecting
- Selling Ourselves
- Dealing with rejection

Avoiding Pain

- Common reactions
 - Procrastinate
 - Do nothing
- Preferred reaction
 - Find effective techniques
 - Fit your personality and style
 - Produce results

Weapons

- Web site
- Business card
- Brochure
- Thank you notes
- Gifts
- Directory listings
- Advertising

Strategies

- Getting your name in front of clients and potential clients
- Branding, making a good association
- Nudging
- Broadening your circle



Tactics

- Interacting with contacts
 - Initiating
 - Invitations, prepublication, proposals
 - Follow up
 - Notes, articles, thank you notes, gifts

Tactics

- Networking
 - Conferences
 - Attending, speaking
 - Trade shows
 - Gathering information, meeting new people

Tying it all together

- A natural part of how you operate
- Trying new things
- Review and prune
- Understanding your sales cycle

Conclusions

- Sales and Marketing are different activities and we need to do both.
- Both Sales and Marketing are necessary to generate new business
- Activities need to take place on a more or less continuous basis to remain healthy
- Be opportunistic!