

Getting In - Ed. 3

imaginative and low cost ways to attract new clients

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“There is a Better Way”

AGENDA

- Opening questions
- What I've learnt since Ed.2 in 2004
- How the Entry game has changed
- Home Truths are still good
- Your Essential Tools
- Key messages

OPENING QUESTIONS

MINE

- Just how much do you think about sales / selling ?
- What's happened to your market sector ?
- What's happened to expertise ?

YOURS

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WHAT I'VE LEARNT since Ed. 2 2004

WHAT DOESN'T WORK

- The Entry game has changed
- The Arguments presented by suppliers are increasingly crashing
- It's a Long Game – the *minimum period* is 2+1 years ? (cf. 7+7+16 = 500)
- The SEND key is a killer

WHAT DOES WORK

- Coffee tables - not relationships
- Subject Matter Expert
- Players not managers
- Be there
- A bloody good story

IT IS COMING

- dial-up Disconnects
- our Demise through lack of politeness / charm

HOW THE ENTRY GAME HAS CHANGED

- e-sophistication UP, personal communication DOWN
- Problems + Strategy everywhere – which do you sell to ?!
- You have to offer a far Better Reason to Buy
- Gates are down to small players –
supply-chain or employment

C Ratios

- 3 rather than 1
- 3 in 1
- 1/9th Matrix
- 1:9 to 1:1
- 2 not 1
- Minimum 5% on marketing
Minimum 1% on sales campaign
- Minimum of 5 clients per company

B Check List

- ✓ *er jeg en serios person?*
- ✓ Business cards, contacts, enquiries actioned
- ✓ Phone 100
- ✓ Talk to your website
- ✓ Chat room your industry
- ✓ *Summer reading* your Top 100
- ✓ Give presentations at in-house lunch – specialist group or Board
- ✓ Business card + embarrassing flyer + impressive CD
- ✓ Trump terrible examples
- ✓ Sell together with Strategic Partner –
meta-offer / Prime Contractor capability
- ✓ Join & work your customers' associations
... lectures & dinners
- ✓ Attend & work trade fairs
... if exhibiting – *Henry Cooper*
- ✓ Take your clients to free / low cost events

YOUR ESSENTIAL TOOLS

- 1 A reason + A market **the more insightful, the more ingress**
- 2 Some **Phone-Write-Phone** process **...and do it**
- 3 **Phone1** - sell yourself distinctively **C as in Canadian**
 this will be quick-**WWW**
- 4 **Write** - e-mail + e-links **e-Brochure**
- 5 **Phone2** - Plan **....and Budget**

KEY MESSAGES

- It's a long game – invest in your position
- Up your message – sales to Balance Sheet
- £M Pounds v percent pennies
- Learn the History of Art
-Polite Persistence Pays

END.