

MARKETING 101
or
**“Marketing Methods for the
Consulting Engineer”**

RHODES B. WHITE, CPSM.FSMPS

White Consulting

Most Important Part of Your Job

- Not the proposal or the project
- Not getting new work
- Your relationship with existing clients

- 80% of business is repeat business
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- It takes 60% of your time to get the other 20% of new business
- It takes 6 months to a year to bring in a new client

First Impressions

You never get a second chance to make a good first impression.

- The behavior of the people in your organization is most important
- What you say in your written or verbal communications



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- It only takes 30 seconds to sum up an opinion of someone
- That opinion may never get a chance to change
- Manners are important

First Impressions


- Dress
- Body Language
- Verbal Communications
- Greetings

The Steps in the Marketing Process

- Your marketing plan
- Market analysis and research
- Your Database
- Your marketing materials
- Communication Plan
- Associations
- Your Elevator Speech & Practice
- Follow up

What Needs to be Done

- Have a Strategic Plan
- With an Action Plan
- Marketing Data Base (CRM) to maintain all your contacts and info
- Marketing Experience Database
- You must have a process (This is not a process for processing rfps)



“Anticipate. Plan. Anticipate every situation that could arise. Plan for every situation that could arise. Have a plan. Follow the plan, and you’ll be surprised how successful you can be.”

Paul “Bear” Bryant

Marketing Plan

- Marketing Strategic Plan - will adapt your services, promotional strategies and personal selling approaches to the needs and buying practices of your target. (Must know your competitors in order to do this properly).
- Sometimes called business plan or battle plan. Tells you what market segments you want to be in and who you will pursue. It will have an action plan that will set financial goals.

Marketing Plan – Action Plan

	Action	Goal/Time Frame	Measurement
Step I	Get list of Corporate Office Target List	Date/ Complete	List of 10 Names
Step II	Start Contact Phone Calls	Date/	Called 4
Step III	Appointment		
Step IV	Letter w/brochure	Date	Done

Communication Plan

- How many newsletters a year
- White papers
- Postcards
- Press releases\
- Open house
- Who will get what
- Put into an action plan

Market Research

- On the Industry
- On your competition rw1

Associations

- What Associations do your potential clients attend?
- What committees are they on?
- Can you give a speech for that association – to make you the expert?
- Tradeshow exhibit – have a plan on who you want to meet, what you hope to accomplish – set goals ahead of time.
- Going to a conference – send notes ahead of time and try to arrange a meeting at the conference

The Tradeshow



Elevator Speech & Rehearse

- What is your business and distinctive image in 50 words or less
- Built around the concept of what would you say if you were sharing an elevator with someone for whom you wanted to work
- Be prepared
- Lead with descriptive information
- What do you want the listener to remember?

Follow Up

- Look at your communication action plan every week and set goals for the week
- Do it, don't just talk about it

Weld Coxe, Marketing Guru

“The function of the marketing plan is to take the future of the firm out of the hands of fate and give some direction to what work the firm will do and for whom it will be done.”

