

2009 Governor's Marketplace: Luncheon topic

Opportunities don't just knock: How to make the most of your marketing approach

YOUR PITCH: *Simply put, the goal of communication is to pass along information—but as many of us have experienced, passing along information is sometimes not as simple as it sounds. Follow these guidelines to improve your technique.*

- **Know your audience:**
 - Check out the reverse of this sheet to learn how to “define your audience” in any crowd. Knowing your audience will help you quickly craft a clear and effective messaging fit for any audience type.
- **Be a good listener:**
 - Listen to cues from your marketing target to understand how your service can help them meet *their* needs.
- **Be excited about your service or product:**
 - Enthusiasm is contagious. Let people know that you're interested in their organization/their project. Be sure that your target understands what makes your services or products unique among your competitors and that these differentiators are something *you* provide that adds value. What problems do you address? Why are these problems worth fixing? How do your clients benefit from your services or products?
- **End your conversation on an active note:**
 - Be sure to think through what you would like to happen at the end of each conversation before you approach your target. Ask for what you want and be specific.
 - End the conversation with a positive action statement like, “It was great to meet you. Here is my card. I would love to set-up a time when we can speak further about working together. Would it be okay if I followed up by phone or email to set-up an appointment in the next 10 days?”
- **Thank you notes matter! Email is the norm, but a hand-written note will make you stand apart.**
 - It is important to thank your target for his/her time within 48 hours of your meeting. Use this opportunity to propose meeting again or let him/her know when you plan to follow-up.
- **Remember: your business's size does not determine your value!!**

YOUR APPROACH TO RELATIONSHIPS: *Events such as this are great for making new contacts, but if you would like your experience here today to impact your business, you must seek to create relationships with your marketing targets. Please find below a few items to consider after you leave here today.*

- **To make the most of your contacts, you need to build a two-way street.**
 - Stay in touch even when you aren't asking for anything.
 - Contact your target and let them know about projects you've come across that could benefit them, even if there is no potential for your involvement.
- **Consider the wants and needs of your targets:**
 - Answer the question: “How can you make the conversation a good use of time for your prospect?” Be sure your framework approach is “Why would they want to meet with you?”, and not “Why do you want to meet with them?”
- **Get to know your targets! To be most effective, you will have to understand how your targets operate.**
 - Find out where your targets spend their time networking or marketing and make your presence be known!
 - Have you thought about the difference between a decision maker and an “influencer?” Influencers are those people who have great sway over key decisions, even if they're not the “deciders.” For example, in some instances, a funding agency staff member could be an influencer because decision makers (Primes) might seek their opinion regarding certain sub-consultants. Decide who are the decision makers and who are the influencers and try to market to both.

Contact us for more information:

Lois Cohen, *President* • Lois D. Cohen Associates • 503.332.4869 • lois@loisdcohen.com

Defining your audience:

Complete this worksheet prior to beginning the webinar.

Audience:	Definition:	Marketing potential:	Your pitch:	Who fits in this category:
<p style="text-align: center;"><u>Colleague</u></p>	<p>An individual who is conversant in the technical aspects of your profession.</p>	<ul style="list-style-type: none"> • Establishes your firm within field—builds or adds to your positive reputation. • Way to learn about upcoming job opportunities. • Potential to partner with firms offering similar services. 	<ul style="list-style-type: none"> • Can use technical jargon. • Emphasis on firm’s uniqueness within your field of peers, including services you offer that complement the Colleague’s work and could open doors for teaming opportunities. • Mention very specific target job opportunities. 	<p>1. _____</p> <p>2. _____</p> <p>3. _____</p>
<p style="text-align: center;"><u>Potential Client</u></p>	<p>An individual or group which has the potential to hire you to perform a service.</p>	<ul style="list-style-type: none"> • Opportunities for new work. • Opportunity to build relationships that can lead to connections with Potential Client’s colleagues. 	<ul style="list-style-type: none"> • Limit use of technical jargon. • Emphasis on your understanding of Potential Client’s needs and your firm’s unique attributes. • <u>Specifically state how your business will/can better address the Potential client’s needs than your competition can.</u> • Draw a picture for the Potential Client of how they could use your service and describe its value. 	<p>1. _____</p> <p>2. _____</p> <p>3. _____</p>
<p style="text-align: center;"><u>Potential Employee</u></p>	<p>An individual who could add value to your team/business.</p>	<ul style="list-style-type: none"> • Gain more contacts within field and/or build client-base. • Increase the capacity of your business. • Bring in new skills to improve service delivery. 	<ul style="list-style-type: none"> • Can use technical jargon. • Emphasize firm’s uniqueness within field of peers as it relates to quality of work, area of expertise, growth opportunities, corporate values and work environment. • Draw a picture for the Potential Employee of how their skill set will be used and name realistic business opportunities. 	<p><i>*not necessary to include three in this box.</i></p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p>
<p style="text-align: center;"><u>Everyone else*</u></p> <p><i>*Could be your banker or broker, or even someone you meet at your child’s soccer game.</i></p>	<p>An individual who does not fall into the above categories and has the potential of becoming a messenger—passing along information about your firm to their list of contacts.</p>	<ul style="list-style-type: none"> • Builds or adds to positive reputation. • Gain contacts in new areas/sectors. • Personal recommendations by messengers can give you a foot in the door and lead to a positive “pre-first impression.” • Potential to increase teaming or partnering opportunities. 	<ul style="list-style-type: none"> • Limit use of technical jargon. • Draw a clear and very simple picture of the services you provide. <u>Give audience context of who your typical and/or “dream” clients might include and how the service you provide is of value.</u> • Invite the individual to become a messenger for you and be sure to reciprocate. <u>Do they have any contacts for you? Would they be willing to pass along your information?</u> Is there anything you can do for them? 	<p>1. _____</p> <p>2. _____</p> <p>3. _____</p>