



Module 6

Learning Unit No. 24

Marketing, Sales & Networking Skills

Ballyhoura Development

Content

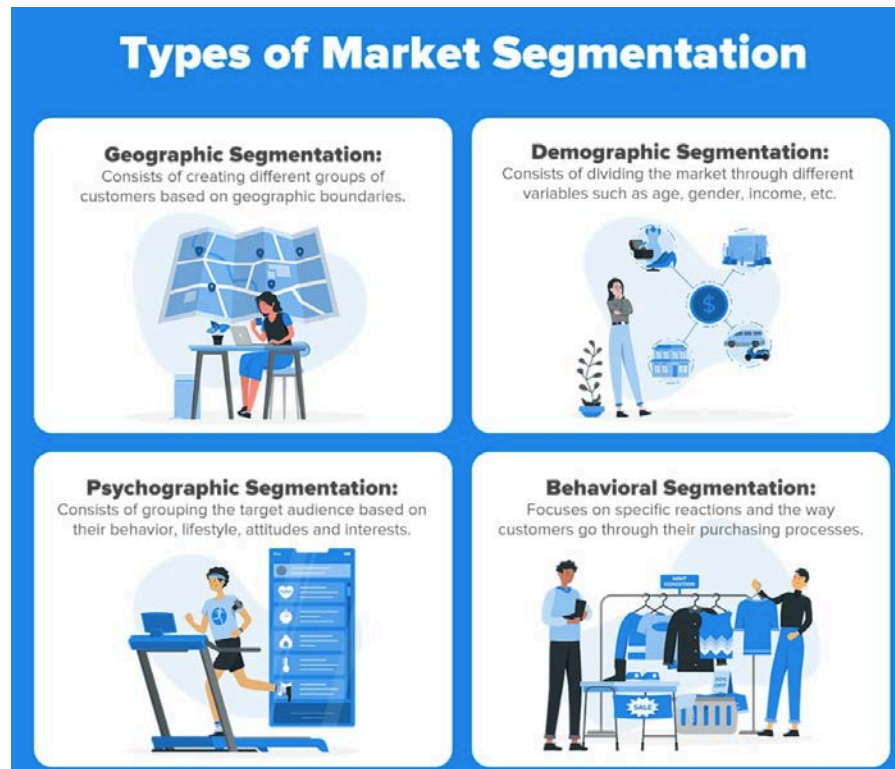


- **Procurement Processes**
- **Funding Applications**
- **Proposal Writing**

Market Segmentation & Research

“Marketing Research is the systematic problem analysis, model building and fact finding for the purpose of improved decision making and control in the marketing of goods and services.”

Philip Kotler



Describing your Product or Service

1. Attention

Capture the attention of your target market
Interesting statistics
Compelling questions

2. Interest

Increase their interest
What are the benefits of your product?
What makes it special?

3. Desire

You want them to want your product or service
What are you promising?
What are the specific benefits to users?
How will it make their life easier?

4. Action

Buy the product or service?

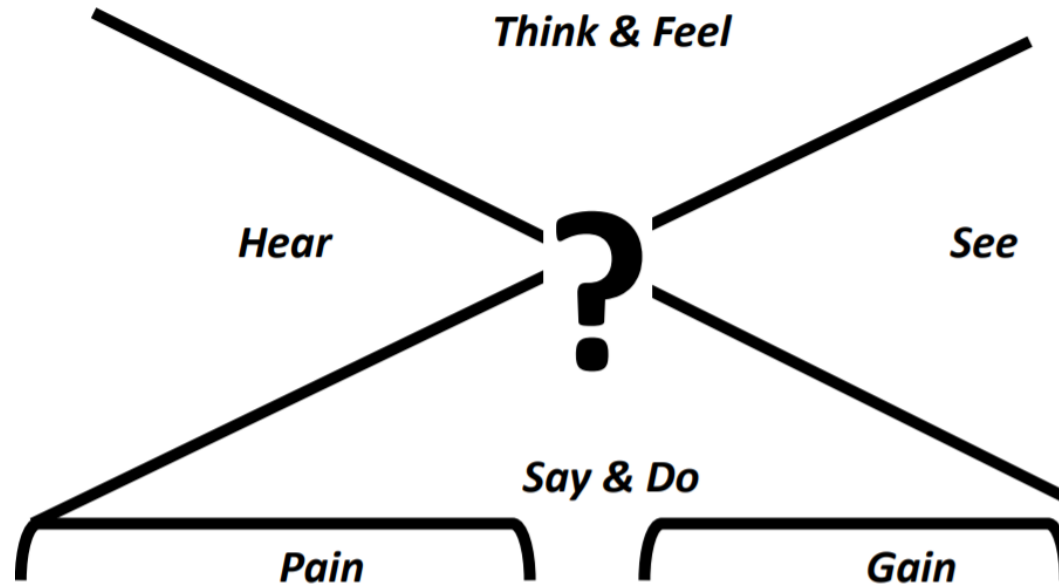
Customer Journey Map - Personas



- Describes a buyer's path to purchasing the product or service which you are selling...
 - Provide a clear picture of the user experience
 - Create empathy for the user
 - Identify opportunities to enhance the experience
 - Identify gaps between devices, departments and channels
 - Can help understand quantitative data
- 8 stages on the Journey Map
 - Awareness -> Engagement -> Subscriber -> Convert -> Execute -> Ascend -> Advocate -> Promoter

Empathy Maps

- A tool to gain deeper insight into customer preferences
- A means of building up a customer persona



SWOT Analysis

Strengths, Weaknesses, Opportunities & Threats

- A SWOT analysis can be a useful exercise to help you to devise and critically review your marketing strategy
 - **Strengths** are internal, positive attributes of your Social Enterprise. These factors are within your control.
 - **Weaknesses** are negative factors that detract from your strengths. These are factors that you might need to improve on to be competitive.
 - **Opportunities** are external factors in your business environment that are likely to contribute to your success.
 - **Threats** are external factors that you have no control over. You may want to consider putting in place plans for dealing with them if they occur.

Online Marketing Tools

- The process of selling/advertising goods or products through online channels such as social media, ads and emails.
 - Content creation tools
 - Social Media marketing
 - Mobile marketing – pay per click (PPC)
 - Search Engine Optimisation (SEO)
 - Interactive marketing (widgets)
 - Viral marketing
 - Email marketing
 - Affiliate marketing
 - Online PR
 - Web analytics

Offline Marketing Tools



- The process of selling/advertising goods or products through traditional advertising and sales channels.
 - Local Media Advertising
 - Cold calling
 - Networking
 - Visual print marketing

Your Marketing Plan

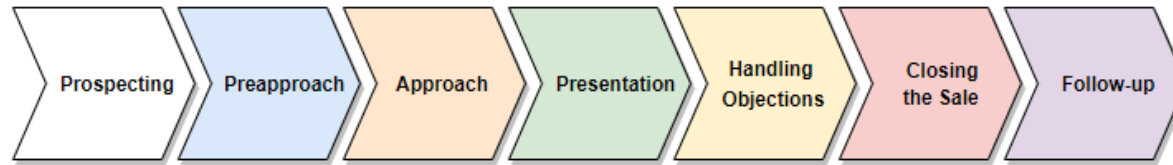


- What did your SWOT indicate?
- What's your Value Proposition?
- What's your Unique Selling Point (USP)?
- What are your key customer profiles (personas)?
- What's your marketing strategy? Make it SMART
- What's your communications strategy?
- What are your tactics?

Once you've answered these questions...set your budget!

Sales

7 STEPS OF SELLING PROCESS



- **Prospecting** - search for new and potential customers - expand the customer base
- **Preapproach** - doing your homework on the potential new customer
- **Approach** - opening small talkhandshake, eye contact, and generally making a good initial impression
- **Presentation** - main part of the sales call - after you have determined the needs of the customer – provide enough information to for customer to understand the service or product's benefits
- **Handling Objections** – being prepared for customer questions and hesitancies about the product or service
- **Close** – successful sale or commitment to buy
- **Follow-up** – make sure the customer is happy!

Customer Relationship Management

Increasingly, sales and marketing activities are focussed on more service and value-adding assets to customers

- Database and knowledge management versus Preapproach
- Nurturing the relationship (relationship selling) versus Approach
- Marketing the product versus Presentation
- Problem solving versus handling and overcoming objections
- Adding value/satisfying needs versus Close
- Customer relationship maintenance versus Follow-up