

Newhouse News

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Here's the Scoop

"Three in five Americans (61%) say they are more likely to purchase something when the ad touts it is "Made in America" and only 3% say they are less likely to buy it."

From a recent Adweek Media/Harris Poll survey of 2,163 U.S. adults surveyed online in July 2010 by Harris Interactive.

Don't fret over Social Media, several are already doing it and have been for years.

Some common examples we tend to forget about: Professional Trade Organizations (meetings, blogs, phone calls, email), Customer Responses, Letter of Explanation and volunteer work to name just a few.

See you're not behind, just pick and choose where best to spend your time and energy, remember you can always enhance the existing ones that are pre-qualified for your business.

"Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust."

Zig Ziglar

Happy Holidays with Cheers to 2011!

How to Market to Engineers and other Technical People

Some very interesting discussions can evolve from discussions between Engineers and Marketing Professionals.

Since I am in marketing and my husband is an engineer we have learned how to bounce concepts off of each other through the years, and how to improve them for each of our audiences.

Here's a list of some of what I have learned from my husband and other engineers:

- Accept the fact they simply look down on marketing and lump it into advertising, although it's different in many ways.
- Stay away from gimmicks or games and stick to the critical facts.
- Do not use the consumer approach with engineers, they prefer facts and can appreciate humor or creativity when it does not overshadow the information they seek or get in the way of important details.
- Keep it logical and not emotional.
- They like the industry jargon and get it, so feel free to use it.
- Engineers prefer charts, graphs, tables, blueprints, diagrams, drawings, equations, without "fluff in appearance." Keep it simple and clean.
- They commonly believe they can do it better themselves and to convince them otherwise requires experience/research/facts for them to believe in your value or recommendation.
- Give the benefits up front and provide them in order of importance.
- Slick ads or graphics turn them off, while lots of words if appropriate turn them on. Usually you want less copy, however they want more and it makes the document look more important to them.





How Not To Be a “Here We Go Again” Sales Presenter

- 1.** Plan what you want to discuss in advance, have numbers/outlines prepared in advance, plan for the questions, objections, and or any customer service related issues.
- 2.** Practice your presentation with a co-worker to see if they find holes or have additional questions you have not addressed.
- 3.** Keep the presentation “relevant to your audience” so they care and can relate to it. Help them to solve a problem, increase sales, etc.
- 4.** Talk about the benefits of your product or service and have samples so they can feel them, use them, etc.
- 5.** Keep this presentation/call brief we are all busy and need to get to the point.
- 6.** Be excited about your products and services; don’t sound like you have repeated it 100 times. Show the passion!
- 7.** Be creative in your presentation so you stand out, what can you add that would be fun and applicable to your audience.
- 8.** Demonstrate the difference and have some facts available from testing or statistics, what do they get from you versus your competitors.
- 9.** Make a personal link to the person or people you are meeting with, one time my link was a shoe size of all things, but it can be a sports team, college, etc.
- 10.** Have fun, especially since you spend so much time doing this in your life of hours.

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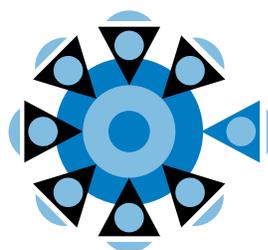
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