Sales and Marketing on the Front Lines

Understanding and delivering all that the customer values
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- Skills: Research, marketing, sales, writing, strategy
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On the front lines?
Customer world is shifting: Connected companies, smart products

No company stands alone – industry networks deliver value instrumentation and smart equipment connects the players.

Your products are smart – your customers’ products are too!
Your smart products enable customers’ smart offerings

Growth in expenditure on embedded software development tools

Source: Cambashi 2011 Embedded Software Market Observatory
Understanding what the customer values

Components of customer value
- Joint innovation
- Product specifications
- Speed, Mix and Response
- Availability
- Product Quality & Consistency
- Reliable, On-time Delivery
- Price and Terms
- Lifecycle Services

Isolated Departmental view
- R&D
- Design & Engineering
- Supply Chain Planning
- Procurement
- Production
- Logistics
- Sales and Marketing
- Customer Service
Intertwined elements of value
Demand multi-departmental contributions to offerings
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Main roles:
• Reconnaissance
• Strategy & tactics
• Engage prospect
• Get to the next step
• Win revenue battle
• Keep customer loyal, interested
Today’s Target: Customer 2.0

- Do not want to be sold to!
- Self-informed
  - Options available
  - Your company
  - Your products
  - You personally
- More mobile
- Expect smart, connected instruments
- Some younger
  - less experienced
  - Meritocracy world view – you must earn it!
- Customer-to-customer social media conversations
Customer 2.0 reconnaissance

• **Who** are your best customers and contacts really?
  – What are you finding out about your customers and prospects?

• **What** are they talking about?
  – What might they need as a result?

• **Why** should they engage with you?
  – What is timely, relevant, and interesting for them?

• **Where** are you finding them – where can they find you?
  – Which sites, groups, forums, publications, associations matter?

• **How** are they engaging and with whom?
  – What can you learn about the market, company, business situation, individuals?

• **When** will they take the next step toward buying?
  – How can you be top of mind at the right moment?
Who: Segmenting to market & sell

• How finely do you segment?
• How fluid are the segments?
• Is your view of segments consistent?
• Do you understand growth by region for each segment?
Planning to avoid wasting marketing and sales resources

• Need planning data and a disciplined process
• Goal: Make sales and marketing into a reliable profit machine
• Apply concepts to sales and marketing
  – Kaizen from Manufacturing
    – Improve continuously
• Synchronization from Supply Chain Planning
  – Work systematically to a visible and agreed demand plan

Diagram:
- Opportunity attractiveness
- Kaizen
- Sales Force Automation
- Focused Marketing Spend
- Custom market size model
A coherent market data set optimizes your resources

To support all processes

To fit your organisational structure

Using your unique terminology

Consistent from highest to lowest granularity
Why: Timely and relevant content

- Trick is: timely and relevant to whom?
  - For a vertical market
  - For a region
  - For a buying title
  - For a buying title in a specific market or region
  - For a company
  - For an individual
What: Internal & external intelligence

- Listen to your peers
- Listen to your partners
- Listen to your customers
- Listen to your prospects
- Build buyer profiles
Sales team getting to engagement & sustaining it through the lifecycle

- Consultative Selling
- Understanding their business pressures & goals
- Truly listening and advising
- Outlining the role(s) you can play
- Helping ensure your whole company understands the customer needs and delivers
Matching customer needs & buying preferences as they change

Esurance Introduces the Best of Both Worlds

Posted by John Swigart, Esurance CMO | June 10, 2010 | Category: News & Features

Your jobs: to deliver what people want through technology – and to help them discover what they need in person
FURTHER DISCUSSION
Take-aways

• The market is shifting thus history ≠ future
• Ask and analyze who buys – and every aspect of why
• Trends and topics can you leverage
• Marketing: inbound, outbound, traditional, on-line
  – Profiling your buyers
  – Generating content that engages each profile
  – Contributing to your company vision
• Sales: trusted advisor and listening post all levels
  – Understanding execs’ business vision
  – Knowing on-line activities of engineers & ops
  – Generating urgency to act
• Must keep up with what customer values as it changes!
Marketing and sales roles shifting based on what buyers value

• Goals and need for alignment remain
• Marketing for specs and helping engineers active on-line listening
• Sales to sync with business needs
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