



*Setting the Standard for Automation™*

# Sales and Marketing on the Front Lines

Understanding and delivering all that  
the customer values

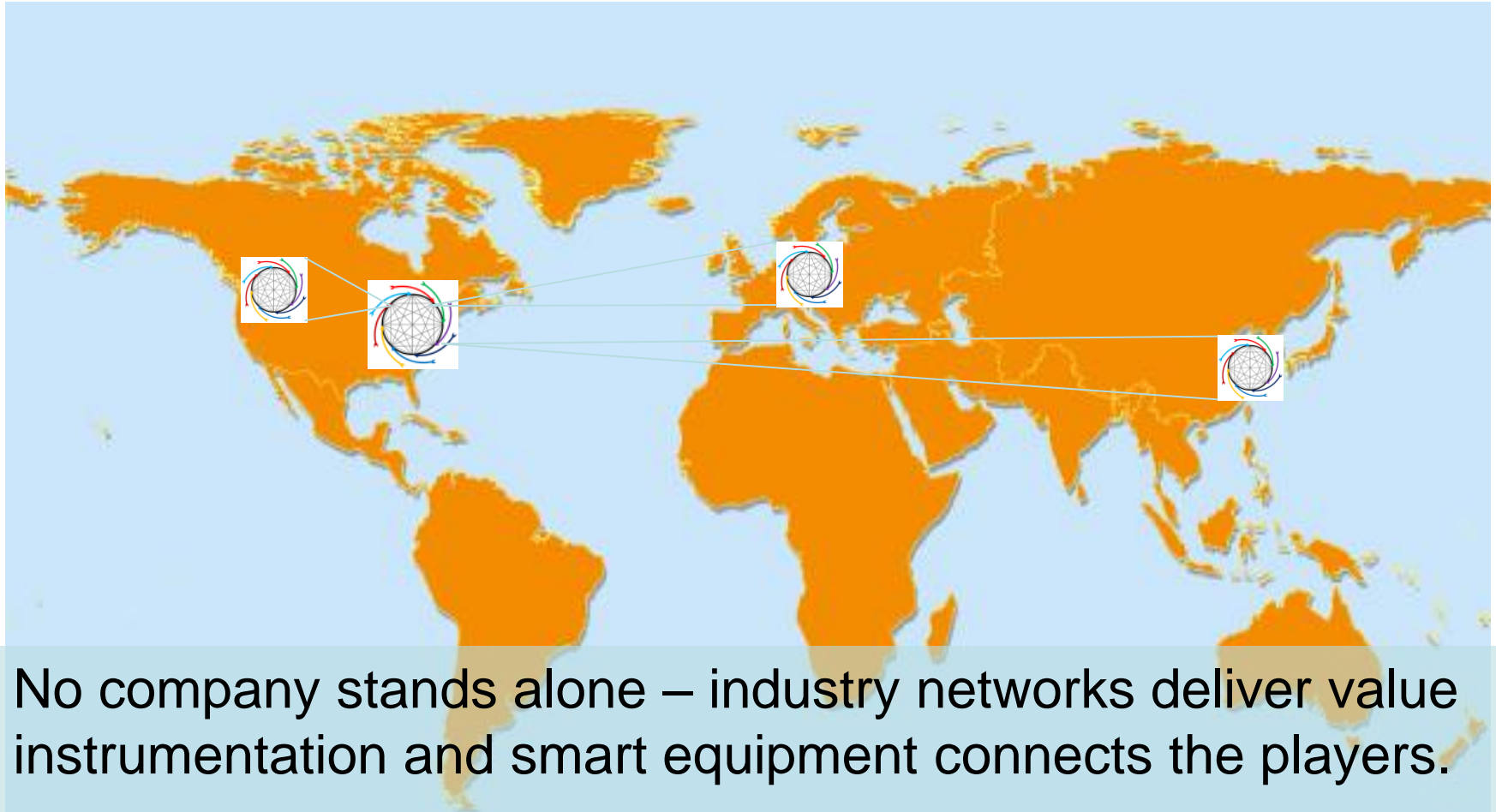
Standards  
Certification  
Education & Training  
Publishing  
Conferences & Exhibits

- President & Principal Industry Analyst, Cambashi Inc.
- Firm focus: effective marketing & sales
- 25+ years in technology for manufacturing/production
- Previous companies: Industry Directions, Baan Supply Chain via Berclain acquisition, AMR, Cutter Information *CIM Strategies*, publishing and manufacturing
- Skills: Research, marketing, sales, writing, strategy
- Volunteer for MESA, ISA M&S Summit, adult literacy
- Hobbies: swimming, gardening, cooking, needlework, scuba diving, reading

# On the front lines?



# Customer world is shifting: Connected companies, smart products



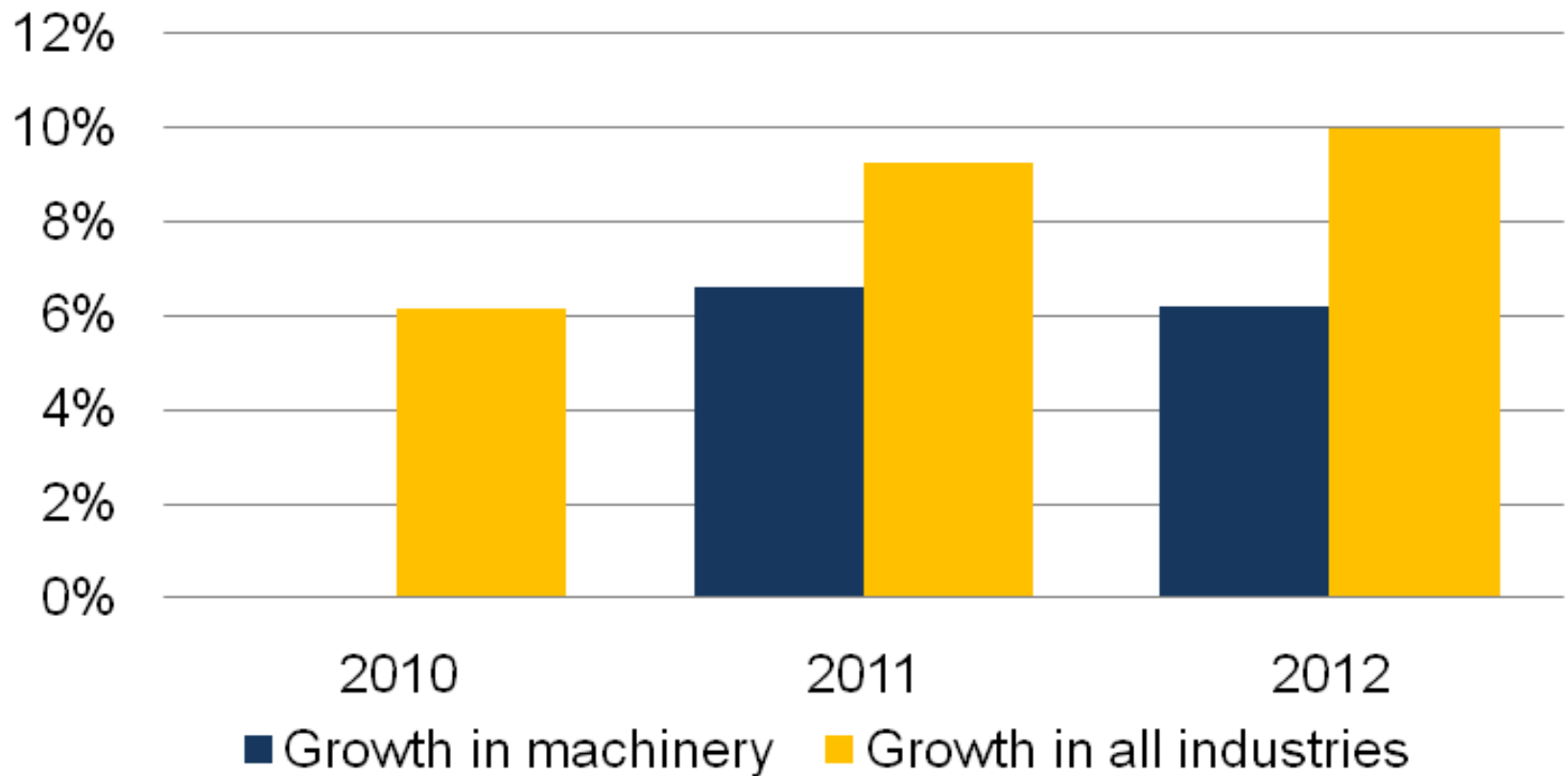
No company stands alone – industry networks deliver value instrumentation and smart equipment connects the players.

Your products are smart – your customers' products are too!

# Your smart products enable customers' smart offerings

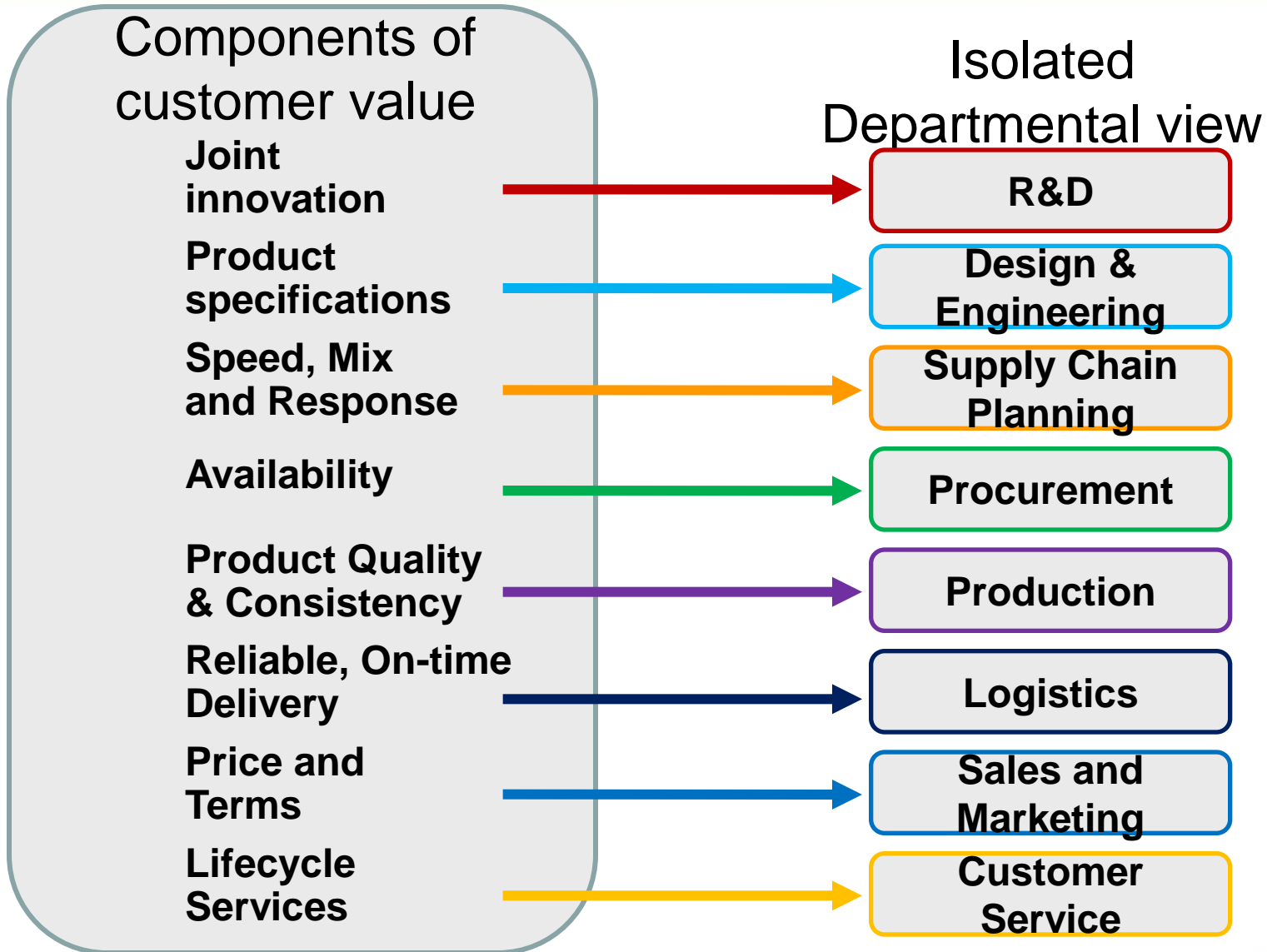


## Growth in expenditure on embedded software development tools

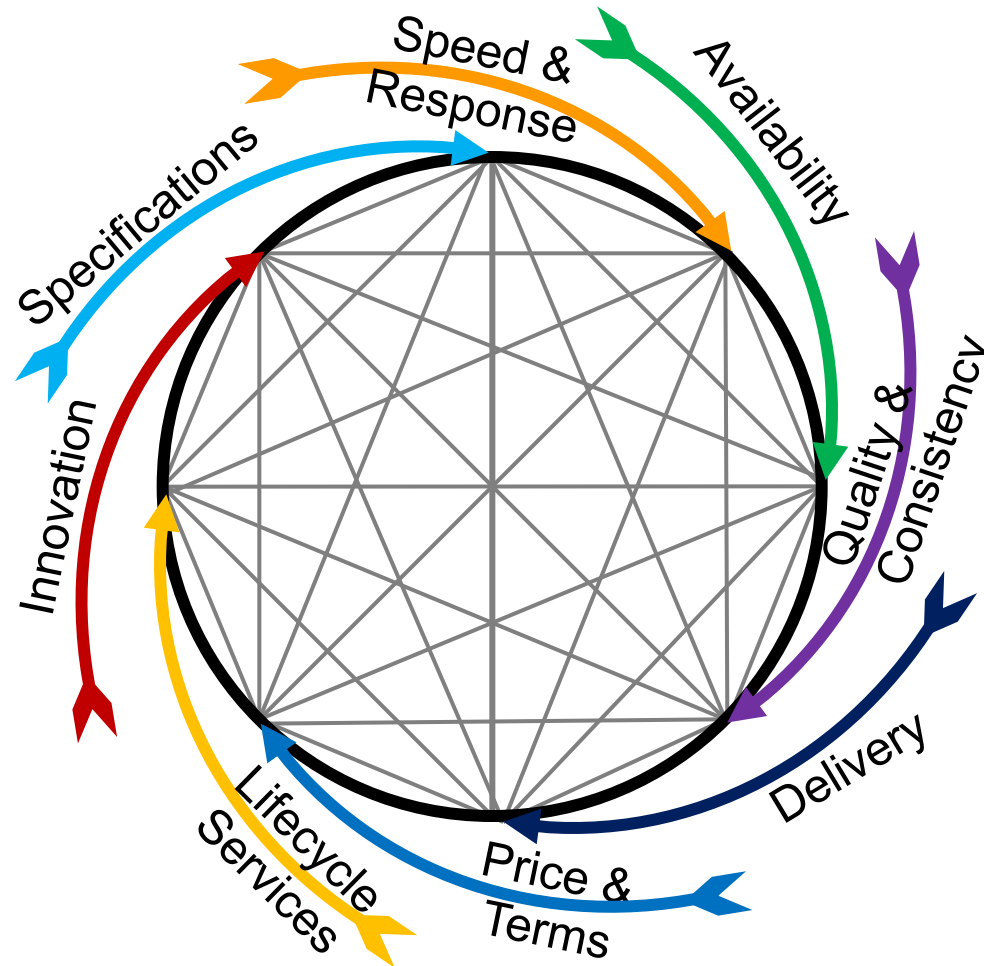


Source: Cambashi 2011 Embedded Software Market Observatory

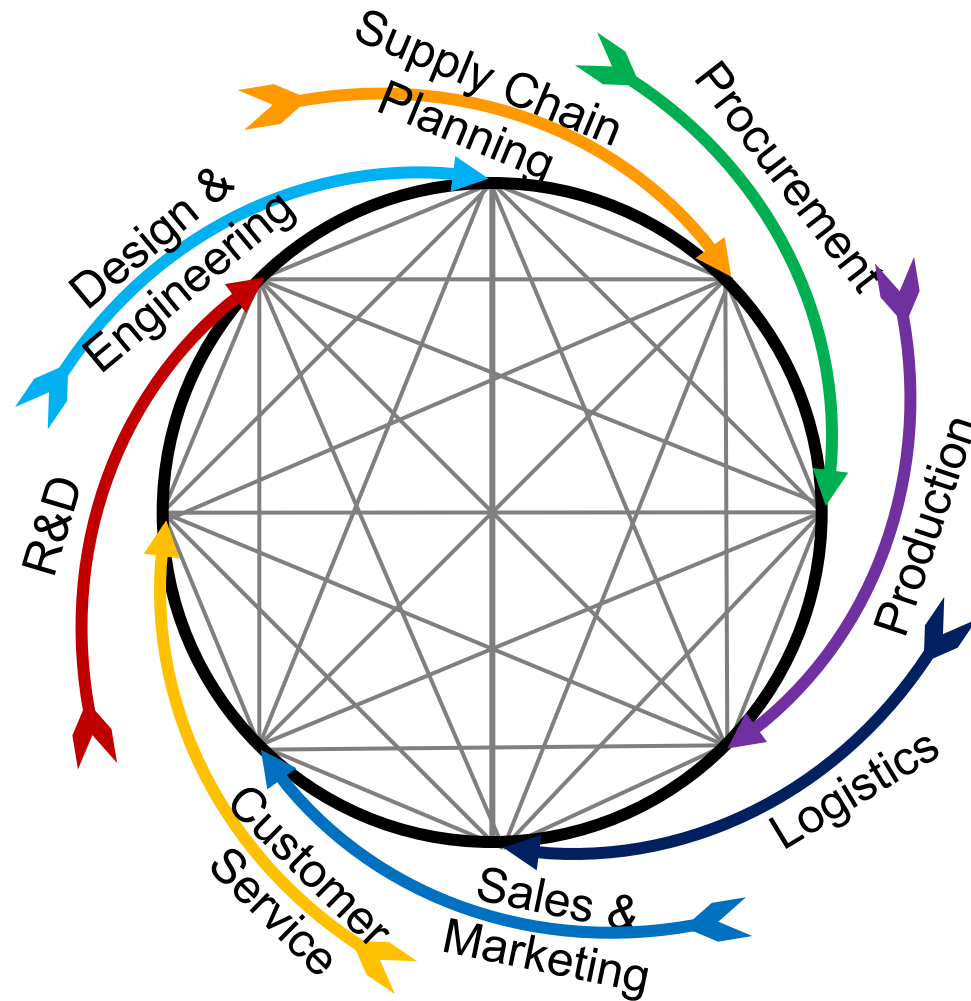
# Understanding what the customer values



# Intertwined elements of value



# Demand multi-departmental contributions to offerings



# Sales and Marketing on the Front Lines



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



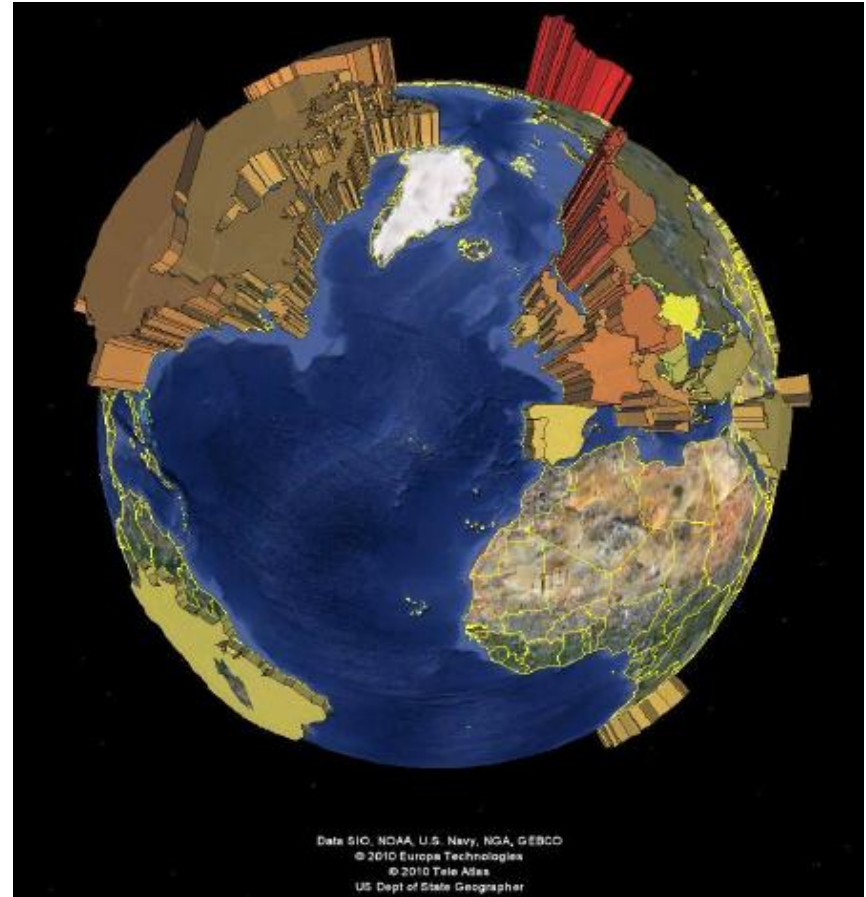
- **Who** are your best customers and contacts really?
  - What are you finding out about your customers and prospects?
- **What** are they talking about?
  - What might they need as a result?
- **Why** should they engage with you?
  - What is timely, relevant, and interesting for them?
- **Where** are 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

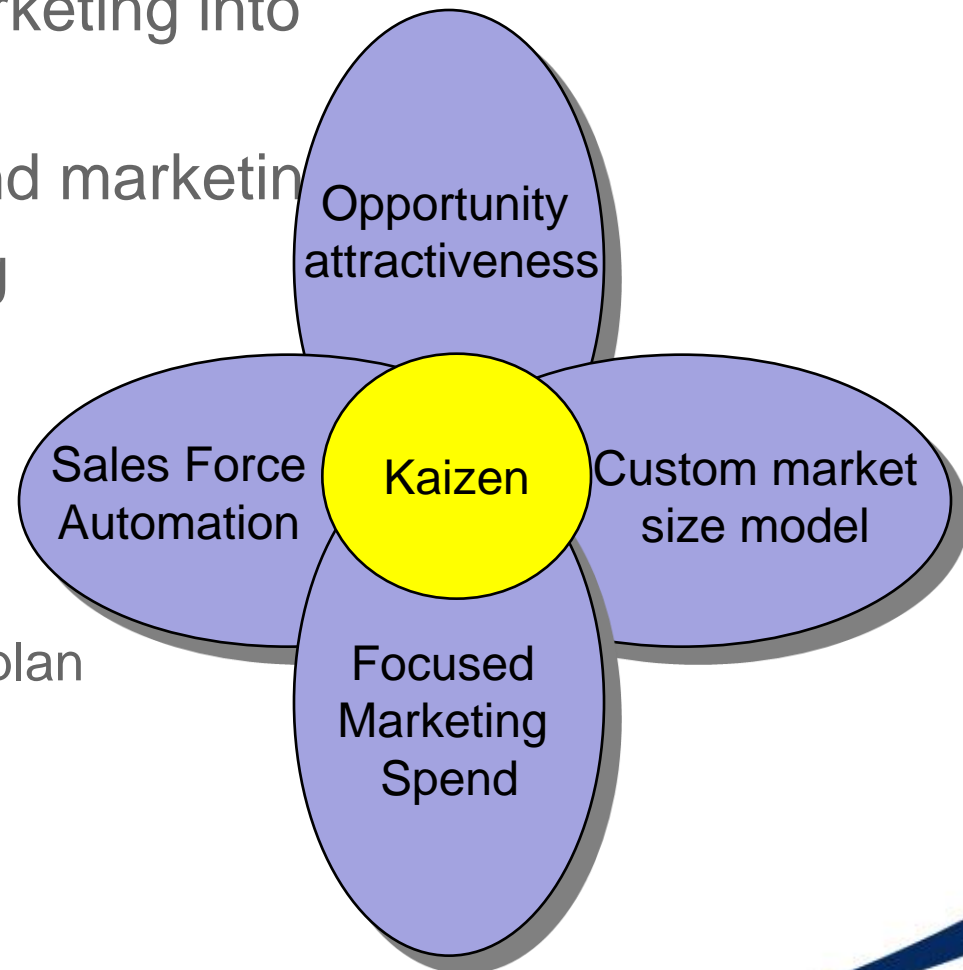


- How finely do you segment?
- How fluid are the segments?
- Is your view of segments consistent?
- Do you understand growth by region for each segment?

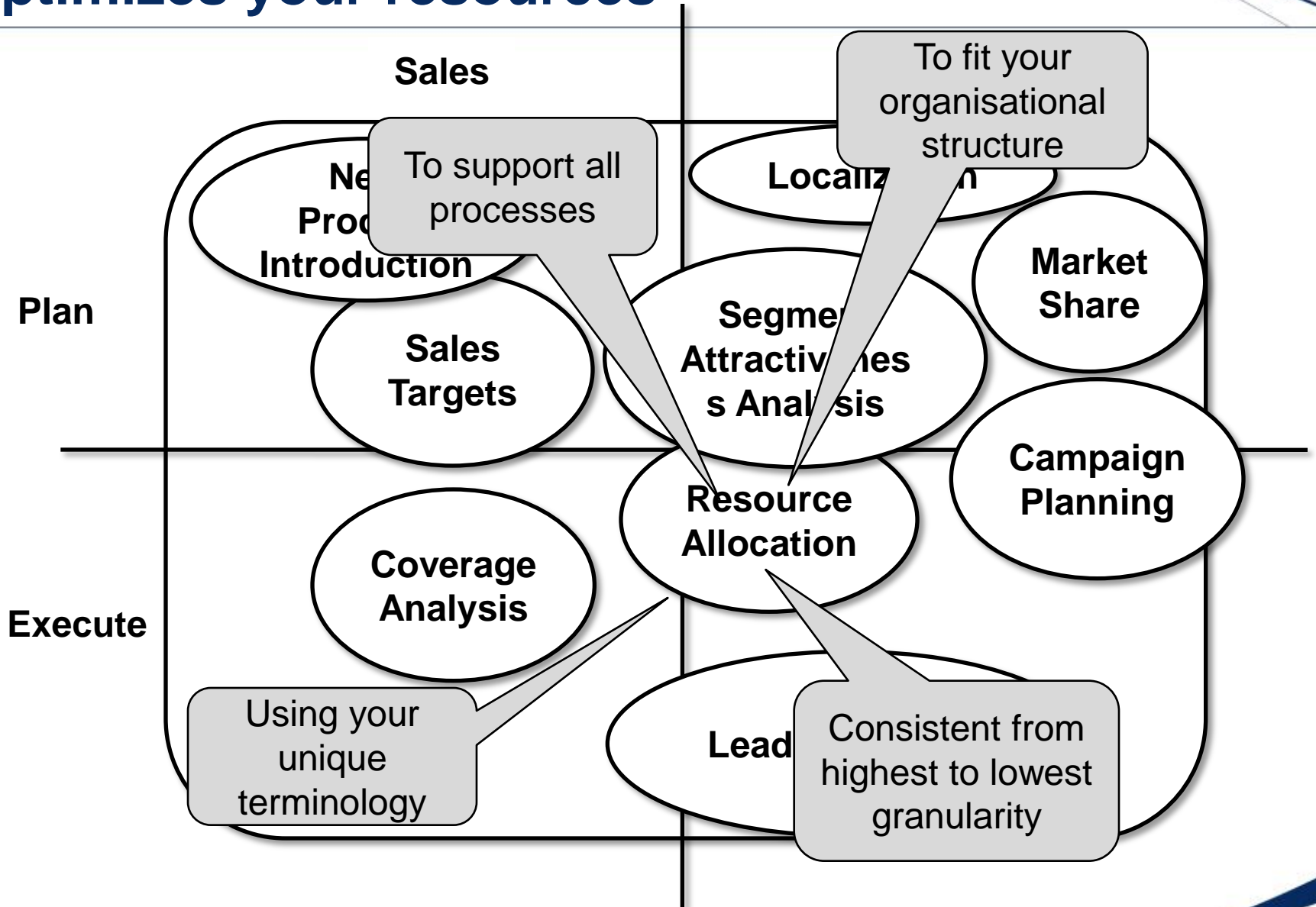


# Planning to avoid wasting marketing and sales resources

- 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



# A coherent market data set optimizes your resources



# 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

- **The market is shifting thus history  $\neq$  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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