

Selling and Marketing - Friday July 8th

The Golden rule of Management in everything you do. Treat others the way you would like to be treated.

Brian Tracy

Time	Event/Activity	Presenter
9.30 – 10.00	<p>How to sell How does your business fulfil the needs of the customer? The golden rules of selling</p>	
10.00 – 10.45	<p>Communication Styles Motives, aspirations, lifestyles and concerns ... using them to assess the purchasing drivers of our customers</p>	
10.45 – 11.15	<p>Analysing Marketing Material A selection of marketing material ... does it hit the mark?</p>	
11.15 – 12.15	<p>Business plan Stage 3: The Marketing Plan</p> <p>Markets Identifying customers Promoting your product/ service Marketing Strategy Customer Service</p> <p>The Visual image Creating your logo and visual image</p>	
12.15 – 1.00	<p>Lunch</p>	
1.00 – 3.00	<p>The Business Plan – Stage 4: E-marketing</p> <p>Promotion ideas: Marketing, Web sites, promoting it and search engine positions</p>	

The Skills to Succeed

Skills and Good Practise

To make a business work you need a range of skills, many of which work in conjunction with one another in order to create overall success.

The skills required will vary depending on your business. However, there are a number of skills needed for any business. These include

1. Self discipline. You will have to set your own rules, standards and time frame so self discipline is essential.
2. The ability to make effective decisions. In order to do this you have to be willing to consider a range of opinions and think in an unbiased way about the decision to be made.
3. Being well organised. There is a lot to co-ordinate in running your own business and you have to spend time doing the things you do not like as well as the things that you do.
4. Making plans. It is very important to plan when you are running your own business. Without planning, you will have no idea of how much money you need or how long things are taking.
5. Do you enjoy working with all sorts of people? Networking is essential in business, as is managing people (if you take on staff).
6. Are you willing to work long hours in order to get the business started? If you are starting a business in an area or a subject that you really enjoy, this is not as difficult as you may think.
7. Can you handle setbacks that make you reassess the idea and change direction at short notice?
8. Do you know what you are good at and what you need help with? This is important if you are to succeed. We all have skills, but no-one is skilled in all areas. There is no point in doing everything yourself – stick to what you are good at and let other people help in areas where they can do better!

Skills and Skill Sharing

Once you have worked out what your skills are, you need to know what areas you need help in. By sharing skills you are building a stronger business.

Remember also that it is not just skills that the other person is bringing to the business, they are also bringing their own personal experience and a number of contacts who could all potentially be of assistance to your business idea.

Always help other people where you can and ask for help wherever you need it. There are no prizes for trying to cope all on your own. In fact, it is often not the best route at all!

Time Management

Managing your time effectively is an essential part of being in business. It is about breaking down a particular task into components and working through each one methodically.

Try to estimate how long something will take and then afterwards check how long it actually did take. This exercise will help you to be aware of how long activities really take which will make you more efficient in planning your time.

Focusing on yourself - SWOT Analysis

A SWOT Analysis is a really good way of working out what your strengths and weaknesses are, as well as looking at the opportunities and threats that you and your business face. By being aware of your strengths and weaknesses you will find it easier to focus on areas where you have good skills and where you can make the greatest impact.

How to do a SWOT analysis

In each section, you need to ask yourself a range of questions including (but not exclusively made up of) the following....

Strengths:

- What do you do well?
- What do other people think you do well? Ask them – don't guess!
- What advantages do you have?
- What relevant resources do you have access to?

Think carefully about other businesses in the same market as you. For example, if your competitors all produce high quality goods, then this is not a strength in the market It is just a necessity in order to survive!

Weaknesses:

- What could you do better?
- What do you do badly?
- What should you avoid?

Be honest about your skills. You need to recognise your weaknesses in order to stop them from becoming threats.

Opportunities:

- Think about the good opportunities facing you. How can you turn your strengths into opportunities? Think about issues such as changes in markets and market demand, new technology and the requirements it entails, new legislation and the demands it puts on people, local changes etc.
- What are the market trends and needs that you are aware of?

Threats:

- What is standing in your way of doing what you want to do?
- What is your competition doing well/better than you?
- Is your market changing/market needs changing?
- Is new technology a problem?
- Is cash flow a problem?

By addressing your threats, you can make sure that they do not make your business suffer in any way.

My Wish List of colleagues

Take account of your own personal strengths and weaknesses and the skills that are required by your business. Don't think about people who you would just enjoy working with, but also those who have the skills and qualities required by your business.

This exercise is about what is best for your business!

The Visual Image – getting the message

Look at the logos you have chosen with a view to working out the image they suggest.

Consider the following ...

Use of colour: Bright, bold and modern colours or are they more low key?

Font: Is the font traditional or modern?

Design: Is the design light and easy on the eye or clumsy and overworked?

Impression: What overall impression do they give? Modern, technical, expensive etc.

Associations: What comes to mind when you see the logo?

The Visual Image – Savvy with Scripts

Different styles conjure up different associations in our minds. This is based on our previous experience of having seen similar fonts used in different situations.

It has a cultural dimension, based on how writing is used generally in our society. For example, schools tend to use a particular type of font. Also, particular types of font are considered modern and are used by businesses wanting to portray a modern image.

Your Visual Image

Look back at your company flag. What are the qualities that your business possesses? How will these be of benefit to the customer? How are the benefits of your product/service summed up visually?

Your company logo can help you to create a positive and professional image for your business. It can be used to make people think of your company without reading any text, just by seeing the picture or design they associate with you. This helps to build brand recognition and increase familiarity and trust among your customers.

A good logo is distinctive, memorable and helps you to convey information about your company, product or service.