



Technology Training that Works

Marketing for Engineers and Technical Personnel



Live lectured online course

YOU WILL LEARN HOW TO:

- Find, keep and grow profitable customers
- Understand the marketing cycle
- Identify your product message
- Identify your target market
- Create a demand for your product or service
- Identify what makes your company stand out from the competitors
- Choose and use promotional media to your advantage:
 - Print ads – direct selling
 - E-commerce – direct mail
 - Technical articles – press releases
 - Brochures – promotional gifts
- Mount a professional campaign to reach your market
- Integrate your campaign into your day-to-day business
- Establish long-term relationships with your customers
- Keep your customers coming back
- Bank the profits and keep them coming



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ADDITIONAL BENEFITS TO YOU:

- Find, keep and grow profitable customers
- Create a demand for your product or service
- Identify your target market
- Identify what makes your company and product stand out from your competitors
- Choose and use promotional media to your advantage
 - Print ads - direct selling - resellers
 - E-commerce - direct mail - technical articles
 - Press releases - brochures - stationary
 - Events - promotional gifts - kept promises
 - Word of mouth
- Organise and run a professional campaign to reach your target market
- Integrate your campaign into your day-to-day business
- Keep your customers coming back
- Market your technology and expertise to your advantage
- Improve your company's profits through world-class marketing

WHAT'S INCLUDED?

- Four 50 minute live, practical lectures with your instructor and attendees
- The full technical eBook manual for "Marketing for Engineers and Technical Personnel" which includes course slides, cases studies, calculations and practical exercises
- Four hours of additional pre-recorded lectures

THE COURSE

Engineers and technicians are vital to our technology driven economy, but only if they are commercially aware. This online course will show you how to combine your technological expertise with world-class marketing skills to improve your company's profits and make you indispensable.

This course offers you the competitive advantage you need to prosper in the 21st Century. It will offer you the knowledge you need to outsmart, outmarket and outsell your competition.



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ONLINE COURSE PRESENTER

John Piperides
BE Electrical



John is a professional electrical engineer with over 25 years experience in industrial maintenance, production, management, sales and improvement. He has held management positions in several manufacturing and sales companies. His diverse responsibilities have included contract negotiation, authoring and responsibility of departmental budgets, daily management of over 20 reports, practice of cGMP, auditing in a pharmaceutical plant, and system administration and programming of diverse IT and embedded systems. He has been directly involved with industries including building management, pest control, mining, power utilities, food, pharmaceutical, steel, building products, sugar, paper and pulp, rail and airports.

John has completed many years of further education including developing, writing and delivering many work based courses and seminars. He has spent 10 years as a part time teacher at TAFE in electrical engineering, and 15 years delivering structured courses in thermography, power quality, instrument safety, motor drive theory, PLC, SCADA, and pest inspection.

WHO SHOULD ATTEND?

Anybody who working in engineering or technical industries looking to develop their business and marketing skills to remain competitive in an increasingly competitive world.

PRE-REQUISITES:

No pre-requisites

COURSE OUTLINE

INTRODUCTION

This course includes an intensive four (4) hour live lectured presentation on the more advanced topics detailed and four (4) hours of pre-recorded lectures focusing on the fundamental topics listed below

Live Lecture - 1

WHAT IS MARKETING?

- Various definitions
- The art and science of finding, keeping and growing profitable customers
- Changing your customers' perspective
- Using the marketing mix to change other people's customers into your customers

Pre-recorded lecture 1.1

BARRIERS TO OUTGOING MESSAGES

- Noise - interferences and interruptions
- Protective subordinates - secretaries who won't let you through
- State of mind - personal emotions
- Preconceived ideas - obstinate attitudes
- Knowledge level - technical understandability
- Lack of credibility - the company and product history



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Live Lecture - 2

THE MARKETING MIX – THE 4 (OR MORE) P's (product, price, promotion, place)

What message do you want to send? - (product)

What value will your customer be getting? - (price)

Which promotional media will you use? - (promotion)

- Print ads: creation to placement
- Direct selling: using the 5 conventional steps, combined with your technical information;
- Knowing your industry and your customers
- Resellers: making them an effective extension of your own sales force
- E-commerce: learn from other people's mistakes - know what works and what doesn't work
- How to use the Internet to your best advantage
- Direct mail: from database creation and maintenance to brochures and mailshot campaigns
- Technical articles: key points to writing them and how to get them published
- Press releases: from preparation to print
- Brochures: how to make them work for you; stop them ending up in the rubbish bin!
- Stationery: branding and image
- Events: why and how to stage them
- Promotional gifts: their appropriateness with 'special reference to company image
- Premises: how they reflect the company image
- Does your company do what it promises?
- Word-of-mouth: how to get them to say what you want them to say!
- Measuring response how much bang are you getting for your promotional buck?
- What is your target market? (place) identify your target market and the people within it

Pre-recorded lecture 2.1

- THE RETURN CHANNEL
 - Sales staff relaying messages and hiding complaints
 - Distributors - relationships and commitment
 - Service/installation staff - people skills and work interpretation
 - Receptionists - the face you present to your customers
 - Accounts department (debt collection) - do they help or destroy the relationship?

Live Lecture - 3

BARRIERS TO RECEIVING

- Non-marketing staff and their role in marketing
- Insufficient technical staff
- Difficult order-taking process
- Poor reception facilities/staff
- Barrier secretaries and your prompt replies
- Recognition of problems and their solutions

PROBLEMS IN THE LOOP

- Identifying problems in the marketing process and how to solve them

ANALYSING ORGANISATIONAL PROBLEMS

- SWOT: How to get the system functioning properly



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BRANDING

- Creating a recognisable brand with which customers can identify

Pre-recorded lecture 3.1

LEARNING ORGANISATIONS

- Personal improvement
- Shared vision within the company
- Team learning
- Scenario planning
- Systems thinking with feedbacks and dead-time

TIME AS A DIMENSION

- The ongoing nature of marketing, and the need for consistent messages over long time periods
- Advantages of customer retention
- Costs of new customers vs retaining existing customers

Live Lecture - 4

CONCLUSION

- Understanding and preparing for economic and business cycles
- Making the cycles work for and with you
- Sharpening the axe by using the cycles to your advantage

SUMMARY & OPEN FORUM

CLOSING