

# MARKETING FOR ENGINEERS

## Objectives

- Acquiring basics on strategic marketing and marketing mix
- Preparing your new marketing position
- Working better with a marketing service

## Concerned people

- Engineers - Project managers
- Business managers
- Information Technology or consulting companies

## Knowledge required

None.

## Duration

1 to 3 days

## Pedagogy

- Lecture
- Discussion with the participants.
- Practical cases study
- Tools creation
- Self-evaluation form

## Programme Know-How acquired

### Target your best potential customers, and your priority offers: *the strategic marketing*

- Determine your abilities in order to target your offers
- The market survey
- Determine the potential market segments
- Take into account the obstacles (competition, regulation, investments, etc.)
- Apply the SWOT to your activity
- Lock your pairs: Offers / Markets.
- The elevator speech

### HOW TO APPROACH MY TARGETED CUSTOMERS? *THE MARKETING MIX*

#### The product policy contributions:

- The product range - The offer's packaging - Brands
- The product-brand pair - Derived products or services.

#### Choose the right price models

- How to choose your selling price?
- The yield management
- Contract policy: Which possible formats (contract, general selling terms, etc)
- The marketing information to consider for your contracts

#### Solutions to sell with partners?

- Which partners to consider – How to interest them – How to come into contact with them – How to stimulate and control them?

#### What communication plan?

- In particular for a small budget
- The communication plan: what for, how to do it?
- Define your sales tools.

#### The marketing plan:

- What for? What does it include? How to carry it out?