

**SOCIETY FOR MARKETING
PROFESSIONAL SERVICES**

January, 2006 Program

“FINDING YOUR PASSION”

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INTRODUCTION

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What is Marketing and Business Development?

Definitions – Around the Office

- “Big mystery”
- “Schmoozing people”
- “Playing golf”
- “Making rain”

Product Marketing vs. Professional Service Marketing

- What are they marketing? STUFF
- What are you marketing? YOU

SALES

INTRODUCTION

What is Marketing and Business Development NOT?

- **NOT Go/No Go Decisions**
- **NOT Submitting Proposals**
- **NOT Preparing for Interviews**
- **NOT Selection Debriefings**

These are simply tools of the trade – not the trade itself.

So what is it?

INTEGRATING YOUR LIFE

INTRODUCTION

Business development and marketing professional services is a methodical process of finding your passion, then utilizing that passion to develop value for your profession and engage your community

INTRODUCTION

HOW?

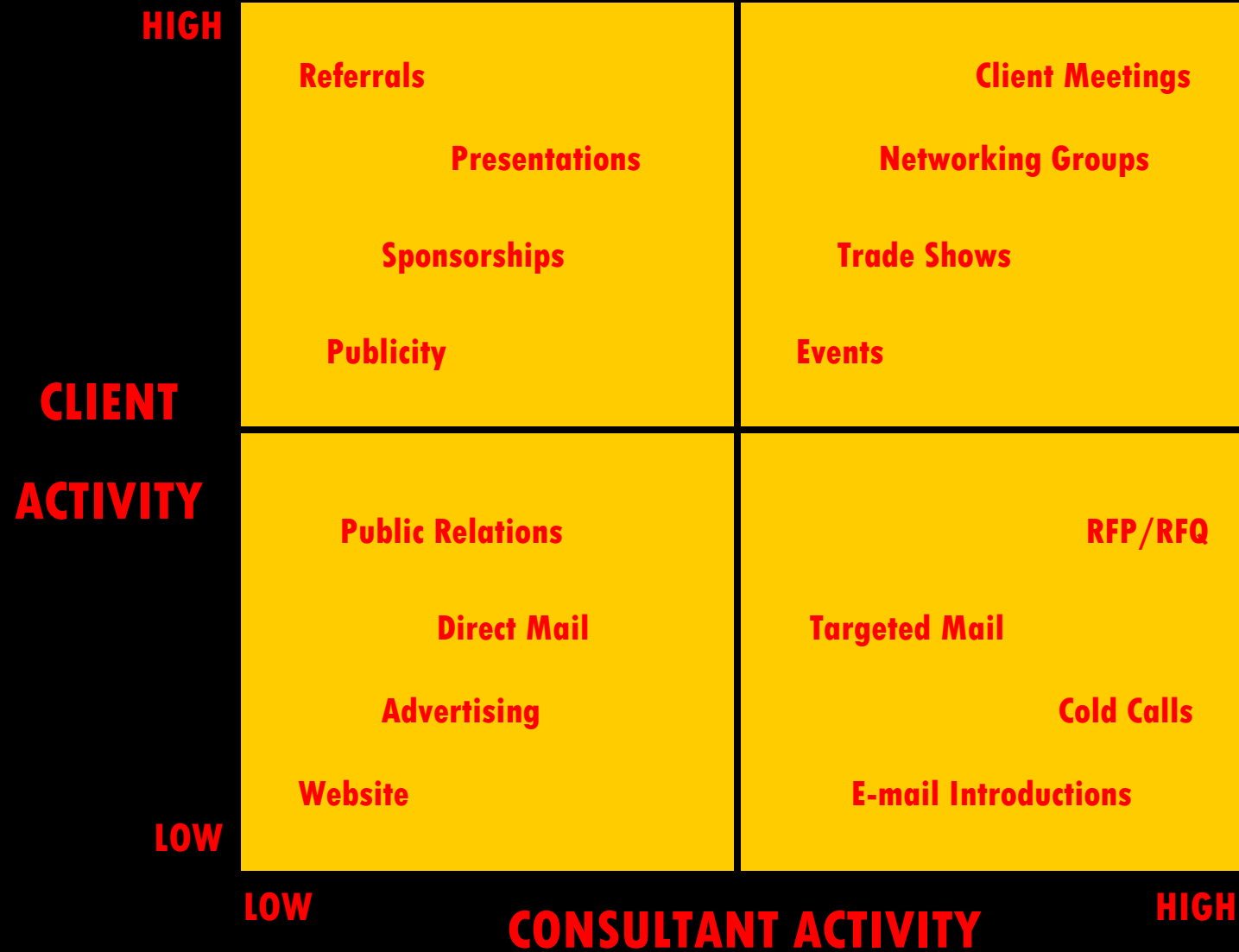
COMMUNICATION | TIME | EXPERTISE

COMMUNICATION | TIME | EXPERTISE

communication | METHODS

- **Website**
- **Direct Mail**
- **Advertising**
- **Trade Shows**
- **Events**
- **Networking**
- **Client Meetings**
- **E-mail Introductions**
- **Referrals**
- **Presentations**
- **Publicity**
- **Public Relations**
- **Sponsorships**
- **RFP/RFQ**
- **Cold Calls**
- **Targeted Mail**

communication | CONDUITS



communication | TOOLS



communication | ORGANIZATIONS

- AIA
- AGC
- CCIM
- CREW
- DBIA
- DTC
- EDC
- GKCCOC
- KCADC
- SIOR
- SMPS
- USGBC

GOOD – BUT ATTENDANCE IS EXPECTED

COMMUNICATION | TIME | EXPERTISE

time | WHAT?

**DEVELOP
RELATIONSHIPS:**

“GIVE, GIVE, GIVE”

time | WHAT?

- **LEADS, LEADS, LEADS**
- **FRIENDSHIP: Make clients friends – and vice versa**
- **CONNECTIONS: Be a third party catalyst**
- **SUPPORT: Volunteer for causes, charities, candidates**
- **EXPERTISE: Provide project and industry knowledge**
- **CREATIVITY: Innovate your delivery – of everything**
- **MONEY: Make sponsorships and donations**
- **OPEN MIND: Be open to new ideas and information**
- **IDEAS: Make your clients, peers, competitors better**

time | WHEN?

11:00 AM – 2:00 PM



7:00 AM – 9:00 AM

5:00 PM – 7:00 PM

SATURDAY & SUNDAY

time | WHERE?

- **Starbuck's**
- **Art Fairs**
- **Board Meetings**
- **Neighborhood Meetings**
- **Dog Park**
- **Theater Performances**
- **Church**
- **Award Presentations**
- **Fundraisers**
- **Golfing**
- **Health Clubs**
- **Conferences**
- **Political Campaigns**
- **Breakfast/Lunch/Dinner**

ANYWHERE BUT THE OFFICE

time | ORGANIZATIONS

- **Arts Alive**
- **Bacchus**
- **Central Exchange**
- **Chamber Committees**
- **Charity Committees**
- **Friends of the Zoo**
- **Junior League**
- **Networking Breakfasts**
- **Rotary**
- **Toastmasters**
- **Young Friends of “X”**
- **Urban Core Group**

BETTER – AVOIDS OUR INDUSTRY

COMMUNICATION | TIME | EXPERTISE

expertise | KNOWLEDGE

BE PREEMINENT IN YOUR FIELD

- **Author articles**
- **Present papers**
- **Teach seminars**
- **Serve on boards and commissions**
- **Deliver value**

expertise | DELIVERY

KNOW YOUR MARKET



expertise | SERVICE

KEEP 'EM HAPPY

If you have a choice between a meeting with an exciting new prospect or an unhappy customer, which do you attend?

expertise | ORGANIZATIONS

- **Boards of Directors**
- **Charitable Campaigns**
- **Editorial Boards**
- **Executive Committees**
- **Kansas City Tomorrow**
- **Leadership “X”**
- **Political Campaigns**
- **Political Office**
- **Public Commissions**
- **Schools / Universities**
- **Special Event Chairs**
- **Steering Committees**

BEST – MUST BE CHOSEN BY PEERS

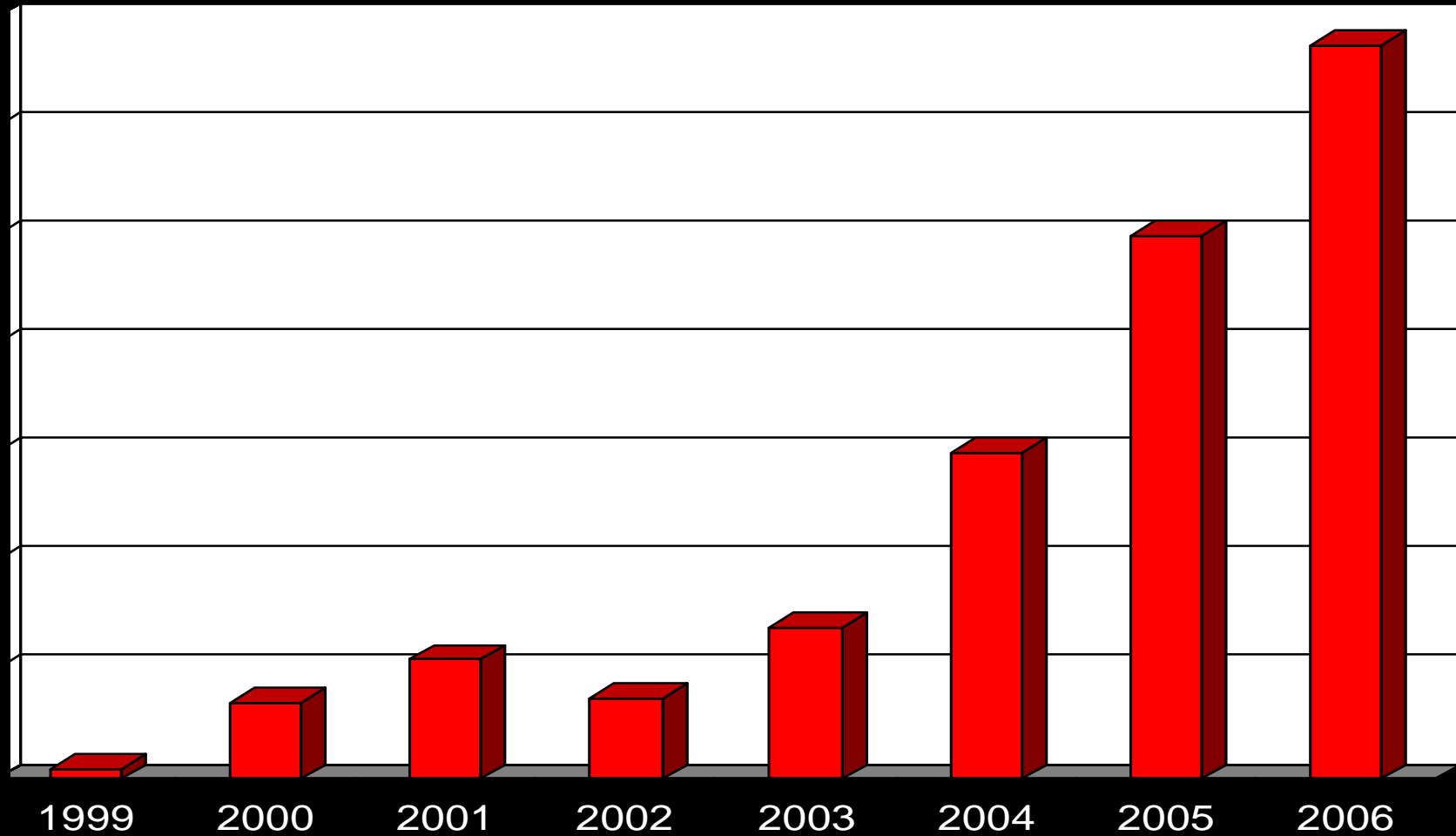
WHAT DO WE DO?

- **Track Leads and Sales Weekly**
- **Target Clients, Designers, Developers, and ED Groups**
- **Predetermine & Coordinate an Advertising Plan**
- **Craft Collateral Materials: Proposals, Brochure, & Web Site**
- **Attend Events, Conferences, & Trade Shows Frequently**
- **Proactive Place Publicity – Articles, Sponsorships, & Awards**
- **Over-Prepare for Meetings, Proposals, & Interviews**

- **FOSTER TOP TO BOTTOM MARKETING MENTALITY**
- **EXUDE ENTHUSIASM AND EXCITEMENT TO CLIENTS**
- **CULTIVATE OUR IMAGE IN THE COMMUNITY**

RESULTS?

results | SALES GROWTH



results | HIT RATE

NEW CLIENTS	41/114	36%
EXISTING CLIENTS	84/101	83%
COMBINED	125/215	58%

CONCLUSION

QUESTIONS?

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