



Excellence in **the New Normal**

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APICS Sales and Marketing.....It's Easier Than You Think!

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VP & GM, MSS Technologies, Inc.

Agenda

- **What Is Marketing?**
- **What Is Sales?**
- **Marketing Techniques**
- **Sales Techniques**



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What Is Marketing?

- **Webster's Dictionary:**

“The aggregate of functions involved in moving goods from producer to consumer”

or

“To expose for sale in a market”



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What Is Sales?

- **Webster's Dictionary:**

“To persuade or influence to a course of action or to acceptance of something”



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Marketing

- We APICSans have talked about marketing a lot over the past 10-15 years
 - We will review some ideas
- Then we will move to sales



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Marketing- - - Testimonials



What Students are saying about Colorado APICS Certified Supply Chain Professional (CSCP) and CPIM Programs

swisslog "I was recently promoted to Master Scheduler due in part to the CPIM courses I have taken through APICS. Although I had a bit of knowledge going in, the classes have really broadened my knowledge and helped me see the "big picture!" Anne Tucker, Master Production Planner, Swisslog Healthcare

RMO "Gaining my CSCP certification qualified me for a promotion to Supply Chain Manager. The content of the course has been invaluable as I utilize my knowledge to better configure and implement a new ERP system, set up supplier contracts, measurements and evaluations." Jamie Swen, Supply Chain Manager, Rocky Mountain Orthodontics

ORACLE "As an Account Representative for ERP systems, CSCP was very valuable to better understand the issues our customers are facing. I now feel more informed and confident on the terminology and concepts our customers are looking to achieve. The course provided me with a deeper understanding of the benefits and information flow systems provide to an organization." Michael Nichols, Application Sales Manager, Oracle Corporation

AVAYA "Supply chain management is a critical strategic issue for many companies. For accountants who get CSCP certification, it allows you to work more intelligently and effectively with operations." Mike Harbut, Inventory Reporting Manager, Controllers Group, Avaya Inc.

MSS TECHNOLOGIES, INC. "Several students from the CSCP course I instructed have called or emailed me to let me know how much the technology section had helped them in their jobs. Many supply chain managers do not get involved in the details of information technology on a daily basis. The technology knowledge that CSCP provides has proven to be a valuable tool to supply chain professionals!" Roger Harris, General Manager, MSS Technologies Inc.

Colorado APICS Education...*Real People, Real Results!!*



What Students are saying about APICS CPIM and C.P.M. Courses

LEANIN' TREE Deb Trent, Materials Analyst / Buyer, Leanin' Tree Greeting Cards: "I completed the exam for C.P.M. Module 2 in 80 minutes and passed easily. Not typically a slow test taker, so this is significant. The only material I studied the material that you presented in class. Your material is so well summarized that the exam was a breeze!"

AIR METHODS Deborah Davis, Purchasing Supervisor, Products Division, Air Methods Corporation: "The C.P.M. course taught me the basics I needed in relation to my job. The study guides made available helped with preparing for the exam. I would recommend this course to anyone in purchasing!"

NORGREN Randy Perry, Production Planner / Buyer, Norgren Corporation: "Thank you, I've been very busy here at Norgren and have not a tremendous amount of responsibility that's given me some valuable experience and positive exposure to upper management. This is due in part to earning my CPIM, something I wish I would have done long ago!"

Raytheon Aircraft Company Sue German, Master Scheduler, Raytheon Corporation: "The C.P.M. Study Guides you provided were GREAT! They helped me pass the exams!"

AVAYA Mark Martinez, Supply Chain Analyst, Avaya: "APICS CPIM classes have helped my critical thinking in assessing inventory activities. It has also allowed me to be a better keeper of inventory management for Avaya. We have already begun to see the benefits!"

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*Real People
Real Companies
Real Results!!*



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Marketing - - - Tools

- Elevator Pitch
 - 30 seconds to 1 minute pitch
 - Benefits that your Chapter and APICS offer
 - Use words like: good, money, easy, new, proven, guaranteed, results, safe, save, best, and complimentary
- Chapter Brochure
 - Summary of the Chapter/APICS



Colorado Chapter 81

The Association for Operations Management

Colorado Chapter
Serving the following communities:
Aurora
Boulder
Longmont
Grand Junction

"Adding Excellence: One Step at a Time"

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Marketing - - - Advertisements

APICS Education in Colorado
Does it make a difference?

MOORE PLANNER
America's planning expert with 35 years of use & success. Moore's Planner is the industry standard for production planning. It's the only one that's been used by over 100,000 companies. It's the only one that's been used by over 100,000 companies. It's the only one that's been used by over 100,000 companies.

INVENTORY MANAGER
The industry's leading inventory management software. It's the only one that's been used by over 100,000 companies. It's the only one that's been used by over 100,000 companies. It's the only one that's been used by over 100,000 companies.

PLANNER I
The industry's leading production planning software. It's the only one that's been used by over 100,000 companies. It's the only one that's been used by over 100,000 companies. It's the only one that's been used by over 100,000 companies.

PRODUCTION PLANNER
The industry's leading production planning software. It's the only one that's been used by over 100,000 companies. It's the only one that's been used by over 100,000 companies. It's the only one that's been used by over 100,000 companies.

MGR-MATERIAL LIST
The industry's leading material management software. It's the only one that's been used by over 100,000 companies. It's the only one that's been used by over 100,000 companies. It's the only one that's been used by over 100,000 companies.

DIRECTOR OF MATERIALS
The industry's leading material management software. It's the only one that's been used by over 100,000 companies. It's the only one that's been used by over 100,000 companies. It's the only one that's been used by over 100,000 companies.

PRODUCTION PLANNER
The industry's leading production planning software. It's the only one that's been used by over 100,000 companies. It's the only one that's been used by over 100,000 companies. It's the only one that's been used by over 100,000 companies.

A standard that industry demands!

APICS **APICS**

- Point out that almost all job advertisements for Supply Chain Professionals in the newspaper, Dice, and Monster ask for CPIM, CSCP, or “APICS” credentials.



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Marketing - - - Mailing/Emailing

- Newsletters---worth the investment
- Education Catalogues
- Emails of newsletters/education catalogs
- Email reminders of meetings
- Text reminders of meetings, education deadlines



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Marketing - - - Tools

- Mail lists
 - Various sources to buy lists
 - May develop own listing
 - From manufacturers, directories
 - From contacts
 - From professional development meetings
- Get an invitation to tell them about APICS benefits
 - I once made a 1-hour presentation to senior management, and we taught classes for 7 years!



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Marketing - - - Tours

- Market your chapter at tours
 - Make sure you have brochures and information available
 - A testimonial about APICS at the tour by an executive of the host company is GREAT

“The company previously had ad-hoc and experience-based operations systems. These were based on intuition, but not on best operating practices. Resistance was large and insurmountable prior to educating a majority of the staff on the APICS body of knowledge and securing their support and assistance with the principles following establishment of management’s vision and direction.”

K. Michael Hoganson, Swisslog Senior Vice President



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Marketing - - - PDMs/Students

- PDMs
 - Have brochures and registration bulletins on tables and or in the back of the room
 - Make sure your BOD is Marketing your chapter and programs
- Students
 - Market to professors and speak in classes
 - Market to Career Development on campus and have panel discussions on careers



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Marketing - - - Branding

- Always Use Your Brand!
- Always Use Your Brand!
- Always Use Your Brand!

– In accordance with the APICS Style Manual



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SALES

- Let's now move to a discussion about sales

“To persuade or influence to a course of action or to acceptance of something”



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The Way We Think

- Most Operations & SCM Professionals...
 - Do not relate to salespeople
 - And don't want to relate to salespeople
 - Look down on salespeople
 - Think salespeople lie
 - Do not think of themselves as a salesperson



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The Way It Starts at APICS Chapters

- I am in Education and I don't know how to "sell"!
- I am in Membership, it is not my job to "sell"!
- I am in Programs, I set up PDMs & Tours
- I cannot lie! Therefore I cannot sell!
- "Selling" is APICS Corporate's job



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The Way It Really Is

- We are ALL in Sales!
- We sell to our parents
 - I need to stay out late because....
- We sell to our professors
 - The dog really did eat my homework....
- We sell to our friends
 - This blind date really is nice....
- We sell to our significant others
 - I need to do go to Joe's Bar and hang out because....
- We sell to our employers
 - I deserve this promotion and raise because....
- We sell to the IRS
 - I really did think this was a legal tax deduction....
- We sell to our prospects and customers!!!!



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Why Do We Need to Sell?

- Everything starts with a sale
- Hunters vs. Gatherers
 - Especially in today's world, you must “find” customers
 - Most low-hanging fruit has already been picked
 - You must be a “hunter”



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Believe in What You Sell!

- What do we sell?
 - CPIM/CSCP/Fundamentals Education
 - Lean Manufacturing, Global Sourcing, etc.
 - Seminars
 - Networking opportunities
 - PDMs
 - Membership
 - Benefits
 - Etc.
- Sell with enthusiasm!!!!



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Know Your Products

- **Features...**CPIM/CSCP modules
- **Functions...**Who should have it and why?
- **Benefits...**Because it can help reduce inventory while increasing customer service
- **Availability...**What is the availability of instructors or courses
- **Competition**
 - Who, What, and at What Price?



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Sales Leads...Where Do I Get 'em?

- Newspapers and business journals
- Networking
- Looking along side the interstate at the signs/buildings
- Students
- BOD members
- Manufacturing directories
- Other society meetings
- Word of mouth
- Your marketing programs
- Always be on the lookout for leads!



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When Does Marketing become Sales?



swisslog



ORACLE



positive results for life



AVAYA

SILVERglide[®]
NON-STICK



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Use Marketing to Sell

- Recent Comments from CPIM Class Evaluations

“The CPIM courses are the **Best** courses I have **Ever** taken.” (2010)

“The CPIM modules have been **Better** than any college courses I have **Ever** attended.”
(2010)

“I have recommended this class to **Many** people as the one of the **Best** classes I have taken.”
(2010)



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Will the Real Decision Maker Please Stand Up?

- Must sell to VITO
- **Very Important Top Officers**
- You must fish where there are big fish!
 - [Go Where the Big Fish Are.ppt](#)
 - Work on prospects that can and will buy!
- **Consumers** want to look at functions
- **Managers** want to look at advantages
- **BUT VITOs** are interested in BENEFITS
- VITO will give us an appointment if you show benefits
- Remember...VITOs approve checks!



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Go Where the Big Fish Are



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Words Not to Use With VITO

- I, fear, failure, fearful, frightened, disappointed, impatient, insecure, anxious, irritated, reject, stress, stupid, maybe, overwhelmed, overloaded, perhaps
- Don't say "We could" ...instead say: Would you like to...
- Don't say "We think" ...instead say what you know and what you can prove...



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Words to Use With VITO

- Energized, superb, unstoppable, excited, fabulous, excellent, captivating, passionate, compelling, perfect, focused, extraordinary, brilliant, confident, empowered, driven, discover, good, our team, winners, results



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Research the Prospect

- Remember in school how you used to research topics for your term paper?
- **ALWAYS** research your prospective customers!
 - Find out the details of their business
 - Find out their competition
 - Find out why they need APICS
 - Strategize how you can help them succeed!

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Observations

- Many salespeople think they already know everything
- Look, glance, watch everything
- Find things that others do not
 - This will help you focus on customer needs



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Build Rapport

- No rapport = NO SALE!
- Build long-term partnerships
- People buy from people they like
- People buy from people they trust
 - Recent ERP and Consulting Sale over the phone
- People love to talk about themselves
- **People love to buy but hate to be sold**
- You can learn personal likeness to start relationship
- Send thank you cards, notes, etc.



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Build Strong Relationships

- Think globally.....act personally
- Focus on them...not you
- They don't want to know how to save
 - They want to know how to win at their business



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Contacts

- Normally it takes 7-10 contacts with a prospective customer to get a sale



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Ways to Make Impressions

- **10 ways to get APICS in front of your customers**
 - Thank you notes for orders, referrals, continued business
 - Short note about a positive meeting
 - Article from magazine or newspaper
 - Something about their competition
 - Relevant joke, cartoon, etc.
 - Product announcement
 - An APICS newsletter
 - Notice of seminar that might be of interest
 - Special sale or offer
 - A reminder of a pending order
- **This should be an ongoing effort**



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Rules to Remember for Success

- Establish a positive attitude
- Believe in yourself
- Believe in your product and organization
- Keep learning how to sell better and about your products
- Understand the customer
- Sell to help
- Establish long-term relationships
- Be prepared!



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Rules to Remember for Success

- Be sincere
- Qualify the buyer
- Look professional
- Use appropriate humor
- Sell benefits not features
- Tell the truth
- Don't put down the competition
- Use testimonials & references



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Rules to Remember for Success

- Listen for buying signals
- Anticipate objections
- Follow up, Follow up
- Use the power of persistence
- Sell with passion and enthusiasm!
- Dare to be dumb....ask questions

- **If you do not ask, you do not get the order.....ASK FOR THE SALE!!!**



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What the Master Salespeople Say

- Delight your customers
- Strive for a specific goal
- Make them want to come back
- Believe in your product and love it
- Sell yourself first
- Honesty is the best policy



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What the Master Salespeople Say

- Nothing happens until somebody sells something
- Pack your todays with effort
 - and extra effort
- Neglected customers never buy
 - they just fade away
- Customer loyalty is priceless
- People don't like to be sold----but they love to buy



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All This Is Great but What About Today's Economy Challenge?

- Attitude
 - When the economy is down you have to be “up”
 - Must realize that now is the time to win more market share
 - You don't want to survive.....you want to thrive!



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Today's Economic Challenge

Costs...

- In tough times, it always seems like sales and marketing is a quick target for cost cutting
 - This is not the time to cut
 - This is the time to invest more!
 - Investment might be in reduced costs or increased services
 - Win the customers that others are not even looking for in these times...expand your market share



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Today's Economic Challenge

Fear...

- Overcome the fear that you will lose the sale
 - More fear now than in normal times
 - Transfer “fear energy” to thinking “best”
 - Best at what you do
 - Best products
 - When you are the best, you win deals



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Today's Economic Challenge

Loyalty...

- More important in tough times
- Loyal customers tell others about you
 - Now or in the future
- Loyal customers buy from you
 - Now or in the future
- Customer satisfaction is worthless
- **Customer Loyalty is priceless**
- Must create loyalty!



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Today's Economic Challenge Reputation...

- What are you known for?
- What are you known as?
- Ask why they buy from you?
 - May help you with this sale and others
- You need to have best service
- You need to have best reputation



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Have a Long-Term View

- Don't be afraid to invest in the future
- Don't be afraid to offer help in time of need
- Don't be afraid to discount
- We are not for profit, and not for loss....but
 - Don't be afraid of “Free”
- You will earn trust and respect for future sales
- Invest....invest...invest



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We Were All Great Salespeople As Children; We Have Just Forgotten How!

- Remember when you were 7 and asked your mom for a candy bar in the store and *she said "no" (#1). PLEASE..."no" (#2 is now out of the way).*
- Aw come on...*"Absolutely NO" (#3 and mom is put off by now)*
- But why can't I have one? *"N O" "because it will spoil your dinner" (#4 is now finished) Move in for the kill.....*
- No it won't because I will eat it after dinner. She is on the ropes now and ready to cave in. *"Well I don't know" she weakly states (#5).*
- PLEASE (in a whiny voice). *"Well ok but you cannot eat it before dinner!"*
- **VICTORY!!!!!!**
 - You only got 5 no's and you were prepared to go at least 10!
- You probably had a 90% closing percentage when you were a kid. If you achieve this with your current sales you will have all the sales you want!!



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References

The Sales Bible: Jeffrey Gitomer

Selling to VITO: Anthony Parinello

Execute to WIN! : Robert Riefstahl

Everyone Is a Customer: Shuman/Twoombly and Rottenberg

Sales Rules of Roger Harris: rharris@msstech.com



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Thank You and Good Selling!!!

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