

8.20.14

## Friends Help Friends Market Precast

Do you know any fellow members who could benefit from the NPCA Marketing Toolkit? Perhaps they don't have the time to think about marketing their company or the interest in taking a few minutes out of a busy day to tell the specifying community about the many advantages of precast concrete. We get that. First thing you need to do is make great precast concrete products, right? Well, not quite. First thing you need to do is sell some precast. Then make the product.



Most of the time that sales effort is a long-term, relationship-building thing, so it makes sense to keep precast top-of-mind among your customers, and everybody benefits if we're all pulling the rope in the same direction. So be a precast evangelist. Tell your NPCA peers to get on board. All they have to do is visit the member marketing section of the website for more info or contact [Carol Loichinger](#) at NPCA to request a Toolkit and we'll get them started.

## TIPS & TRICKS

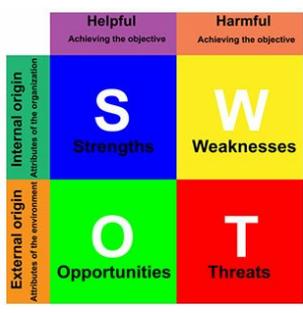
### Do You Know What Business You're In?

In a classic 1960 Harvard Business Review article titled Marketing Myopia, Theodore Levitt posed the question, "What business are you really in?" On the surface it seems like a simple enough question that any business owner should be able to answer. In reality, it's much more complex and many owners don't answer it correctly. Levitt, a lecturer at the Harvard Business School, cites some classic cases of products that failed because the proprietors didn't understand what business they were in. He also explains how company leaders can avoid the same fate. It may be 54 years later, but Levitt's advice still rings true.



Take railroads for instance. There was a time when the railroad "business" seemed indispensable and invincible. There was no other game in town and the rail industry made many families wealthy beyond belief. Unfortunately, none of them realized that railroads were a product and not a business – they were in the transportation business. They failed to understand their customers' need, which was the best, most affordable, most efficient mode of transportation. Along came trucks, airplanes and buses, and all of the sudden they were vulnerable.

This topic relates closely to [last month's Marketing Express](#) about conducting a SWOT analysis and understanding your customers. Can you identify the business you're in? Do you know what your customers' perceptions of your company are and whether it's the perception you want? The term "future-proofing" has become a little cliché, but the idea is good (that's why it's a cliché).



Nobody can accurately predict future trends all the time, but people like Warren Buffett or Steve Jobs have shown us how it can be done more frequently. With the right mindset, some focus and some research, most businesses will avoid getting railroaded into obscurity by the very industries they should have been serving all along. If you want to find out more about Levitt, simply search "marketing myopia theodore levitt" on Google and you'll find your way to his enduring wisdom.

## ODDS & ENDS

## What Do You Want to Learn?

We're happy to address any aspect of marketing in future editions of Marketing Express. Just drop an email to Kirk Stelsel ([kstelsel@precast.org](mailto:kstelsel@precast.org)) with your great ideas. You can suggest any aspect of marketing that you want to know more about.

## Precast Inc. Cover Contest:

### Time to Rock the Vote!

The cover contest entries for the November-December issue of Precast Inc. are in and now we need your vote! Each member location is eligible for one vote so make sure to check out the 14 entries on [precast.org](http://precast.org) and vote for your favorite.



[See 14 cool projects and vote](#)

## Please Remember to Send Us Your Work

We've got a good start on our Take a New Look gallery, but we know there are more great examples out there. Be proud of your work! Submit your finished pieces to [Kirk Stelsel](#) today or send them through the [marketing education](#) page. We'll add your submissions to our gallery and show everybody how creative you are!

## Are You the Right Person to Get This Email?

If you would rather have us send this email to somebody else in your plant, please let [Catherine Lewis](#) know and we will change the contact or add additional employees.

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