

# MARKETING EXPRESS

NATIONAL PRECAST CONCRETE ASSOCIATION

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## It's Almost Awards Season!

Your next issue of Precast Inc. will include an application for the [awards handed out](#) at The Precast Show. We encourage you to enter the CUP, Pinnacle, Safety and Sustainability Awards. A strong group of entries enhances our industry from a publicity perspective and they are a great way to share ideas with one another.



## TIPS & TRICKS

### I Don't Need Marketing, I Have Sales

The difference between sales and marketing is well documented, but too often they are viewed as the same. They do share some common threads; however, sales and marketing are more like two peas in the pod of profitability. One without the other leaves the pod half full.



Marketing can enhance your sales efforts dramatically. If somebody cold called you or stopped by your house uninvited (bad marketing) to sell you a touchscreen phone you've never heard of, the chances of you buying that product are slim. But millions of iPhone 6 devices will sell this week. That's because nobody is better at marketing than Apple.

Whether you sell technology or building materials, the principles remain the same. Without marketing, quality prospects are hard to come by because you haven't done market research to find out who they are or what their needs and tendencies are, let alone introduced your products or positioned them. Sales feels a lot like that cold call or door-to-door approach without marketing.

The best part is marketing is more targeted and effective than ever. The internet and our hyperconnected society can feel like a burden at times, but they have enabled targeted marketing far better than any time in the past.

Space here is limited, but learning more about the difference between sales and marketing and how they complement each other is only a Google search away.

## ODDS & ENDS

### You Decide the Topics

What do you want to learn about in Marketing Express? Send an email to [Kirk Stelsel](#) suggesting any aspect of marketing you want to know more about.

### Have You Used the Toolkit?

We'd love to see what you've done. In addition, check out the [national placements NPCA has created](#).

## Know Others Who Would Benefit From This Email?

If so, please let [Catherine Lewis](#) know and we will add them to our mailing list.

1320 CITY CENTER DR. SUITE 200 | CARMEL, IN 46032 | (800) 366-7731 | (317) 571-9500

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1320 City Center Drive, Carmel, IN, 46032