

Selling & Marketing Precast

Monroe Porter
PROOF Management
(804) 267-1688

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1

About PROOF Management

- Established 1972
- PROOF speakers have made over 4000 presentations
- PROOF has spoken to or worked with over 250,000 construction people
- PROOF offers
 - Seminars
 - Sales & Marketing, Financial & Business
 - Consulting
 - Networking groups

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2

About Your Speaker

- Been doing this for over 30 years
- Specializes in contracting
- Taught seminars in the US, Australia, New Zealand, England and Canada
- Comes from the industry & versatile

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3

Introduction: Marketing is the organizational process of identifying, developing & providing your services to potential customers including:

1. **Identifying and matching** your capacity to the most **appropriate customer base**
2. Understanding **requirements and limitations** such as **geographic, financial, technical and other constraints.**
3. **Development of a plan and message** to reach, attract and retain targeted customers-distribution, product information, branding, etc.
4. How to **communicate, sell and close** the deal.

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Business to business sales and marketing is very different than consumer marketing

Business to business sales are most impacted by the customers buying practices, not the actual job including:

- Fitting into the customers buying system
- Proactive in determining specifications or reactive to specs
- Selling systems versus products
- Strategy identification-specifications, win at point of sale, etc.,

Your customer contact is not going to risk losing his or her job by making you an exception

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5

Marketing Myths

- "Build a better mouse trap and they will come"-**This assumes the customer is unhappy with their current mouse trap.**
- "Technical superiority prevails over packaging and distribution." **This assumes people can see and identify your product superiority.**
- "Salespeople build margins through better relationships." **Unless they bring value, poor salespeople can be a conduit for negotiating a lower price.**

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Epic Marketing failures

- The Edsel-1957 car of the future
 - Bad research, overpriced, ugly, not futuristic-lost 350m
- Apple Lisa 1983
 - 50m in research converted to 10,000 units, out of reach of their consumers and commercial was not their market
- New Coke 1985
 - In attempt to combat Pepsi's other soft drinks market growth, alienated existing customers and only lasted several months
- Amazon's Fire Phone 2014
 - Poor design, few apps, gimmicky features-170m loss

7

Branding & Image Building


The goal of market branding and image development is to make your business and product **significant** in the targeted marketplace through a **consistent** and **unique** presence.

The first rule of marketing, "if people can not see a perceived difference in your product, they will buy based on price"

Don't underestimate the value of a superior product looking different. Color can be a huge product distinction.

8

Creative Problem Solving.....Don't Engineer and Bean Count Your Success Away



Precast Is A Solution Oriented Product

9

Who's Your Real Competition?

- Direct-other precast companies
 - Frequently, small companies are consumed competing for orders and jobs against one another
- Indirect-alternative products
 - More progressive companies see an opportunity to promote alternate products and gain market share
- **Current high demand and product shortages have turned many supplier reps into frustrated customer service agents with little time for sales development.**

10

Who's Your Target?


- Contractors and buyers of your product
- Architects and engineers who specify products
- Property owners who use the products
- Farmers and ranchers

Identify your best customers. Next make a list of other companies that match that profile and pound that list.

11

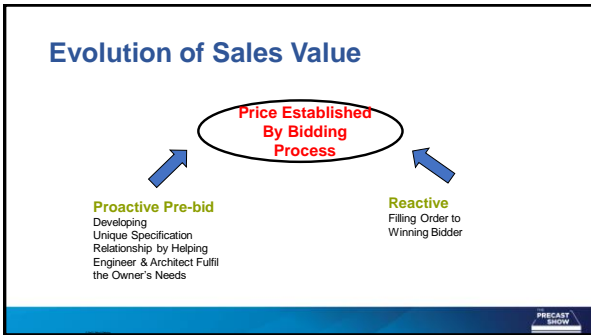
Pull vs. Push Marketing

End User Specifies PULLS product



Contractor/Supplier PUSHES product

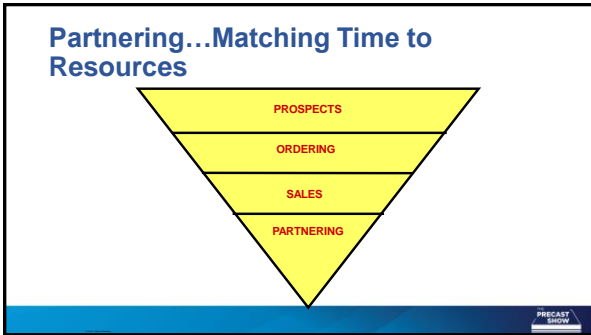
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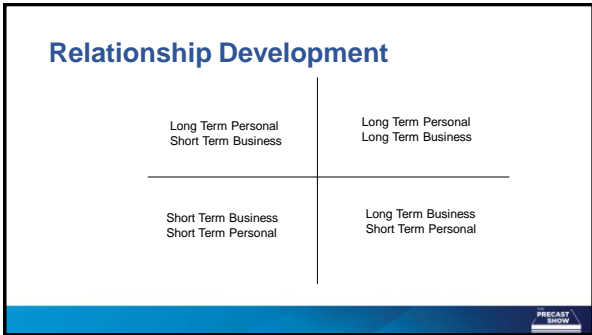
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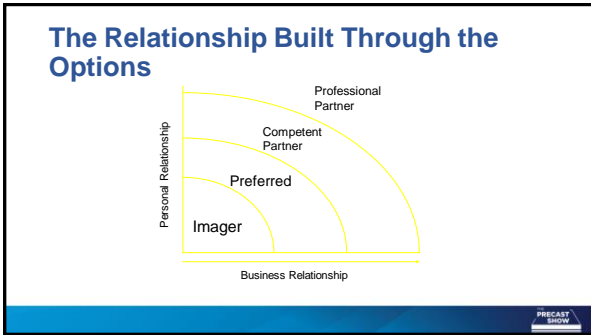
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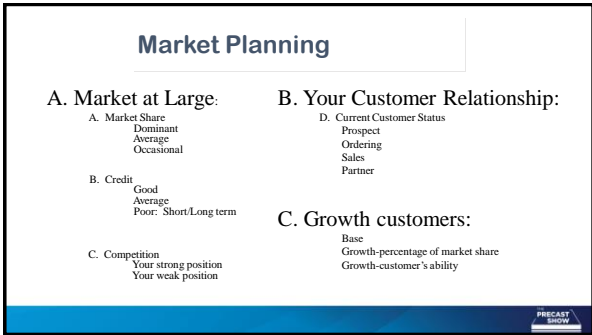
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16



17



18

Market Planning Worksheet-Make a List and Pound It

Customer	MARKET AT LARGE			CUSTOMER RELATIONSHIP		
	A. Market Share Class	B. Credit	C. Competitor Status	D. Current Customer	E. Growth Potential	Priority Accounts

19

Revenue Call Tracking

Mon	Tues	Wed	Thu	Fri
Totals	Weekly Total			

20

Business to Business Advertising..... Target, Target, Target and Target


Branding....point of sale and targeted presentation
 Formula for success: Target your audience and spend money to directly message it
 Direct Promotions...some examples we have used

- Rock, rock, rock
- Can you dig it? We can.

21

Maintaining a Positive Attitude & Overcoming Sales Fear

- Fear is Mother Natures burglar alarm
- Knowledge and confidence are a cure
- Rarely does the customer know more than you
- If you don't know the answer, its ok to say you will find out
- Reprogram how you think to change how you feel




22

Leveraging

Commodity versus Specialty Products
 Leveraging: Your ability to gain commodity or price sensitive product sales through specialty products and services.

Begging With A Purpose



23


Typical Sales Strategies

- Value-engineer or architect specifies and does not accept equal/or
 - Fulfills the project need
 - Provides knowledge and specs
- Role of sales is to educate and make architect/engineers life easier- lunch & learns, specs, etc.

24

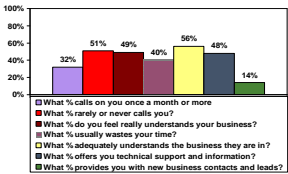
Challenge of Communicating System Value

- A product that appears cheaper may cost more long term or for installation
- Most salespeople cannot communicate systems cost
- Many contractors don't really understand systems costs
 - Contractors tend to equate time to \$
- Our example, masons could not tell you the cost



25

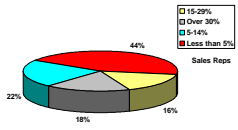
Contractor Opinions



Question	Percentage
What % calls on you once a month or more	32%
What % rarely or never calls you?	51%
What % do you feel really understands your business?	49%
What % usually wastes your time?	40%
What % adequately understands the business they are in?	56%
What % offers you technical support and information?	48%
What % provides you with new business contacts and leads?	14%

26

Q. Of the sales reps who currently work with, what % do you have confidence in that you would offer them a prominent position in your business?



Confidence Level	Percentage
Over 30%	44%
15-29%	22%
5-14%	18%
Less than 5%	16%

27

Relationship Selling

A simple reality is much of a distributor or suppliers marketing cost is in sales salaries

Reminder, business to business sales success is not about the job but rather how people buy things

Three types of sale relationships

- Social
- Operational
- Business

28

Key Sales Components

Selling is communicating your profession to solve customer problems and/or fulfill their needs.

Keys to Selling

- Strategy
- Positioning
- Conversational Skills

29

Customer Buying Logic

- People buy from who they like & respect
- People love to buy things but hate to be sold
- People buy based on their logic not yours
- People buy because they believe you will solve their problem or fulfill their need, not because they technically understand

30

Sample Business Sales Menu to Search How People Buy

“ Everybody does things differently and before proceeding, do you mind if I ask a few questions to makes sure I get you what you need. Some people already have a budget, others are getting prices to build a budget, others are gathering prices to pass to a third party like a home office. Others, if the cost is under a certain amount others simple want to place an order. Help me understand how me understand how this is going to go so I can make sure I give you what you need.”

31

Let's Practice

- Scenario 1: Phillip, who works at a large utility contractor, has a job in your area and calls about drainage piping.
- Scenario 2: Mary Sue who works for a farm distribution supplier calls and wants to get a quote on concrete cattle guards.
- Scenario 3: Bobby Johnson, an engineer designing panels for a small manufacturer build calls with questions on precast panels.

32

Professionals Adapt to Customers

- Extrovert
- Amiable
- Pragmatic
- Analytical

33

The Secret of Good, Better, Best People Want Choices



Conversation goes from why is your price higher to the differences in value.

34

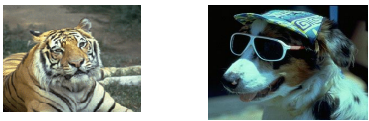
Value of Choices

- Theory of Relativity-people need comparisons to make decisions
- Makes it hard to directly compare prices
- People want simple choices with no math adds
- Helps flush price varmint out of the hole
- Reduces stress & allows the customer to be responsible for their own choice

35

Great Salespeople Are Listeners, Not Talkers

Cat versus Dog Selling



36

Active Listening

- Listening with a purpose
 - Menus
 - Restatement
- Broad questions
 - “Help me understand a little more about that”
 - “Tell me more about that”
- Concluding questions

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37

Restatement

Restatement is what it sounds like. You simply restate what the customer said and listen for their response. It helps:

- the customer feel heard
- connects with the customer
- focuses the conversation

Example:

Customer: “I don’t want to spend a lot.”

Salesperson: “You don’t want to spend a lot?”

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Restatement Simplified:

When the customer makes an emotional or strong statement, simple one-word responses can be powerful. Examples:

- “Really”
- “Wow”
- “No kidding”

Customer: “You engineers tend to over specify everything.”

Salesperson: “Really.” (Be quiet, let them offer more input.)

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39

Questioning...Use Funnel Concept

Start with broad opened questions:

- “Help me understand”
- “Tell me more about that”

Next more specific questions

- “how, what, when, where”

Finish with concluding questions

- “Suppose”
- “What if”



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Understanding Objections

- False versus true objections
- Understand and develop a response for common objections
 - Price
 - Schedule/Delivery
 - Third Party and Higher Authority
 - Think About It
 - Get Other Prices

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41

Negotiations-More About Winning Than Actual Price

- Flinchers**
- Higher Authority**
- Good guy/Bad guy**
- Nibblers**
- Hot Potatoes**
- Take Away**
- Ultimatum**

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42

Thanks

I am more than happy to speak with anyone and answer questions.

PROOF Management
www.proofman.com
Cell (804) 683-6628
Office (804) 267-1688

43

Active Listening Building Blocks

Active listening is listening with a "purpose".
Active Listening follows a system.

Steps of Active Listening:

- Restatement - Repeating information
- Connecting - Matching customer style
- Questioning - Gathering information
- Redirection - Keeping the conversation focused
- Summary - Closing or rescheduling

Connecting - Matching customer style

- Questioning - Gathering information

44

Restatement

- Gets things going
 - Gathers personal or unique information
 - Overcomes objections with trust
 - Controls what's important
 - Reduces sales pressure
 - Creates a sense of safety and trust
- Active listening is not
- Is not mimicking
 - Something most people naturally learned

45

Restatement Examples

Customer: "We are fairly happy with the person we have now"
Your reply: "Fairly happy?"

Customer: "Seems like my boss wants everything done in a hurry at the lowest price"
Your reply: "Really"

Customer: "The schedule of this job is everything"
Your reply: "What I hear you saying is, schedule is the most important factor?"

46

Pacing: The Music of Listening

- Structure – must think of as limited time activity
- Tempo – monitoring the other person's rate and use to maintain momentum and control
- Mirroring – matching the other person's style and establishing comfort
- Timing – use how much time you have left to strategize process

47

Questioning... The Foundation of Good Communication

- Sales is about questioning, not talking
- Sales is about solving problems, not pushing products
- Information gives the buyer an unfair advantage
- Question should follow a funnel type process:
 - Broad questions
 - More narrow questions
 - Concluding questions



48

Sample Funnel Questions

Broad Questions:

- “Tell me a little more about”
- “Help me understand”

More Narrow Closed Questions:

- “What, How, When, Which, Where...”

Concluding questions

- “What if”
- “Suppose”

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49

Closing the Sale

- Closing is a natural conclusion
- Frontend work makes closing easier
- Use visualization to involve the customer
- Offer choices to build buy in
- Avoid threatening words:
 - CONTRACT vs PAPERWORK
 - PAYMENT vs INVESTMENT
 - AFFORD vs APPROVAL-PERMISSION
- Ask for commitment & shut up. “Would you like me to pencil you into our schedule?”

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50

Overcoming Objections

- False versus True Objections
 - To avoid conflict, customers tell partial truths
 - False objections cannot be overcome
 - Frequently false objections are illogical
- Objection strategies
 - Active listening
 - Give it back
 - Tag lines

Work within your team to identify the most common objections you receive.

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51

Understanding Tag Lines

- Less than six objections will make up the vast majority of objections
- Tag lines are preplanned responses and strategies designed for each situation
- Most common objections are:
 - Price is too high
 - Higher authority-must talk to spouse or boss
 - A schedule issue
 - They are getting other estimates
 - Think about it
 - Inexperience or competency

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52