

Marketing Yourself

Presentation to Wider Horizons

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Second Opinion Marketing

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3 Simple Questions

- Why would you **want to**?
- What should you **avoid**?
- How can you **stand out** from the crowd?

What is Marketing?

- Management **process**
- **Identifies**
- **Anticipates**
- **Satisfies**
- Customer **needs**
- Efficiently and **Profitably**

Why would you want to?

Career



Business



Personal



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What to avoid

- Sell, sell, sell
- Tell, tell, tell
- Problems, problems



5 most common **mistakes** salespeople make

- Over concern for strategy
- Lack of thoughtfulness
- Contentment with the superficial
- Poor questioning
- No investment in themselves

Dave Kahle, Sales Trainer

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How to stand out from the crowd

Research and listen



- **Define** your target market?
- **Understand** your market – or audience
 - What are their **interests** and **needs**?
 - What would make them 'buy' you or from you?

How

to stand out from the crowd

- Identify your **USP** or develop a positioning statement
 - What can you offer?
 - What do you stand for?
 - How will others benefit from
 - Knowing you?
 - Buying from you?
 - Employing you?
- It's not about what you **are**, or what you **do**, but what you can **do for them!**

How to stand out from the crowd

- Express it clearly

'I help/work with _____
(target market)

(solution – *not* what you do – *but* what they get)

How to stand out from the crowd

- Package yourself effectively
 - The look
 - In writing – your CV or your brochure
 - Consistent messages and clarity
- Promotion
 - Visibility and credibility
 - Become known for...
 - Network effectively



Marketing Yourself

- Define your target market?
- What are your unique selling points?
- What benefits could someone get from employing you, buying from you, going out with you?
- What do you want to be known for?

For practical ideas and information visit www.secondopinionmarketing.co.uk

A few thoughts on **effective** networking

DO

- Develop a **plan** for networking and stick to it
- Think about and **prepare** for the question – ‘What do you do?’
- Develop a **healthy interest** in business issues
- Ask **questions**

How to stand out from the crowd

- Plan

- Set **goals** and **objectives**
- **Effective tactics** - what you are going to do and when?
- Stick to and **review** your plan



How to stand out from the crowd

Applying some of the theory

Trainer *or* help IT companies
retain their best talent

Marketing consultant *or* work with professional
service businesses to attract new clients

Remember to focus on **BENEFITS** rather
than **FEATURES**

Marketing Yourself

Why not start **NOW?**



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Thanks!

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