

Product Sales and Marketing

17-313 Fall 2023

Foundations of Software Engineering

<https://cmu-313.github.io>

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Administrivia

- Please fill out your Team Assessment Surveys *before* recitation this week!
 - <https://idecisiongames.com/auth/cmushib?profkey=dQF8n91RSjCfU7rd-DWqMA>
- P4B is due Tuesday Nov 21.
- P5 will be released this week. Start thinking about open source projects with your team.
- P5 Checkpoint presentations are the week after Thanksgiving Break.

Learning Goals

- Engineers build better-selling software when they understand their customers' wants and needs.
- Software quality is but one component of software success.
 - And definitely not the most critical.
- Effective techniques for learning about customers.
- Rules of thumb for designing marketing materials.

Market Capitalism

- Markets – Places to sell goods, services, labor, information, etc. for money.
 - Governed by a few laws
 - Supply and Demand
 - Consumers and Producers
- Adam Smith described capitalism
 - Voluntary exchange is mutually beneficial
 - Rational Actor Theory – Everyone acts in their own best interest, according to the best information they have at the time.

How Do People Make Money?

- Sell stuff (hard to copy)
 - Shoes, Beds, Diamonds, Computer Hardware
- Sell your labor (affected by productivity)
 - Piecework, Factories, Consulting, Support
- Sell the right to use information (easy to make copies)
 - Books, Software
- Sell attention
 - Advertising, Internet Memes
- Lubricate the market
 - Banks – Spread between deposits and loans
 - Financial Industry – Connect buyers and sellers for small overhead fee.

Let's Sell Some Stuff

1. What are you selling?
2. Find a potential customer.
3. Find out what your customer says he wants.
4. Dig deeper to find out what your customer really *needs*.
5. *Spin* what you have to answer your customer's needs.
6. Close the deal, start a relationship.

“To satisfy our customers' needs, we'll give them what they want, not what we want to give them.” – Steve James

KISS – Keep it Simple and Straightforward

1. *Hello, my name is Andrew, and I'm the founder of Bel Biscotti.*
2. *For 10 years I searched for the perfect biscotti and when I couldn't find it, I decided to make my own.*
3. *I'm looking for cafés and stores that will appreciate our exceptional product.*
4. *How is your business doing in this lousy economy?*
5. *Oh, it's tough to make sales? I agree. We all have trouble making more money from the same product, especially with such low margins.*
6. *Do you sell any baked goods with your coffee?*
7. *No? People say dunking a good biscotto in coffee makes both taste so much better than either alone. And the margins are much higher...*

From <http://www.entrepreneurmag.co.za/advice/sales/presenting/develop-the-perfect-sales-pitch/>

Sales Pitch – Pain/Agitate/Solution

- Problem
 - Ask the customer what their problem symptoms are
 - His problems are many people's problems you've heard before
- Agitate
 - Make customer talk about implications of their problems: time, money, effort, etc.
 - Commiserate with them the cost of their problems and pains.
- Solution
 - Ask how they feel that they have these problems.
 - Ask what they've tried to do to fix the problems.

• “A smart salesperson listens to emotions, not facts.” – Unknown

WSYP – We Share Your Pain

- <http://www.youtube.com/watch?v=D28FkfJiauk>

Sales Pitch – Presentation to Customers

- Start with a *short* background and mission of your company, and *you!*
- Review the product and service
 - Show how it serves existing customers - testimonials
 - Highlight features, benefits
 - Point out anything that it will do for the potential customer in front of you
 - Stress uniqueness of the product
- Show how your product can help this customer beat their competition
- Lay out the value propositions in terms of your customer's business needs and desires
- *Hear your* customer's apprehensions, agree with them, and then run through solutions/support for them if worries should come true after purchase.

• “Don’t sell life insurance. Sell what life insurance can do.” – Ben Feldman

The Close

- Pitch the value proposition in the form of solving *the customer's* stated problem.
- Remind them how much it costs them to *not* have your solution.
- Listen for signs they're ready to buy
 - How long would it take set up a site for me?
- Offer alternatives
 - Which color scheme do you like for the site? This green goes well with your corporate logo, but orange makes the title *pop*!

Sales Pitch Classroom Activity

1. Get into groups of three.
2. Each group should take two cards of the form X for Y. That's your startup idea and what you have to sell.
3. Develop a pitch and pick a salesperson. (10 minutes)
4. Pick a customer from a neighboring group. Sell your product! (7 min)
5. Switch! Salesperson from the other group picks a customer from first group. Sell! (7 min)

How did it go?

Pitching to the Boss

- What is the big idea?
 - How will this product or technology change the way things are done?
 - What is your special sauce?
- How much will it cost us?
 - People, Money, Time
- How much can you make?
 - What does the rest of the market look like?
 - How will the market grow?
 - When do we break even?

Marketing

Rules of Advertising

1. Perception is reality
2. First mover advantage
 - If you're not first or second, create a new category
3. Focus
4. Differentiate, or end up selling cheap
5. Find a great name
6. Ensure brand consistency
7. Make enemies, not friends

If Microsoft Designed the iPod Package

- <http://youtu.be/G9HfdSp2E2A>

Gap Khaki Ads

- http://www.youtube.com/watch?v=knW1hGwmEXQ&playnext=1&list=PL94B8B7EB5F63DF4D&feature=results_main

MS Surface Ad

- <http://www.youtube.com/watch?v=iB5txqIl8jQ>

Iconic Corporate Logos



Unforgettable Slogans

Have a Coke and a Smile



Taste the Rainbow



Your AI pair programmer



Software for the public good



Android lets you do you

Android 

A better community platform for the modern web



Apple



S3D

Software and Societal
Systems Department

Carnegie
Mellon
University

Can Dall-E come up with a logo?

- <https://labs.openai.com/>

Use Psychology to Engage the Consumer

- The more they see your ad, the more impact it will have.
- Always link the logo with the brand name.
- Show a human face, or a mascot.
- Make it bigger.
- Avoid clutter.
- Find something in which the consumer can participate. Why else would he/she care?

Viral Marketing

- Viral marketing needs to be clever, engaging, shareable, and brief.
- Old school:
 - Spread it by identifying key influencers and let them spread the word to their networks.
- New school:
 - Post it on Facebook.
 - Tweet the link.
- Transport of London Ad:
<http://www.youtube.com/watch?v=Ahg6qcgoay4>

Participation Activity

1. Get back into your previous groups of three.
2. Come up with a logo and a slogan for NodeBB. (10 minutes)
3. Write down all of your names with the logo and slogan and upload a picture of it to Gradescope.