

# Marketing and Sales

# Marketing – “The Four Ps”

- Product
- Place
- Promotion
- Price
- *People*

# Product

- Features and Benefits
- What you leave out is as important as what you put in
- Product mix
- Product line strategy
  - compare Apple and HP laptops

# Place

- Channels
  - direct
  - agent
  - Reseller
- Compare:
  - Amazon and Indigo

# Promotion

- ***Advertising*** does not start with a ***P***
- Classics:
  - print
  - radio
  - TV
  - outdoor (includes location)
- Modern:
  - AdSense
  - YouTube
  - [www.YourCompany.ca](http://www.YourCompany.ca)

# Price

What do you charge?

Consider:

- gold miner
- bike shop
- software publisher

# People

- All products are purchased by people. Yes even industrial products.
- “People buy from People”
- Communication

# Relationship Marketing



# Sales

If you work for a tech company, the field is a good place to be.

- sales
- sales support
- consulting/professional services
- support (including call centre)

# Tales from the sales trenches...

- two ears, one mouth
- qualify, qualify, qualify
- find something the customer cares about
- when the customer buys, stop selling
- be yourself
- solving problems works wonders