

Marketing Restructure

“What to do!?” How comes on next Briefing. ”

What we need to do to be successful

TRW Inc

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Credentials for Rene Salazar

Requires experience and Knowledge to perform this complex task

Peers trust in his performance and delivered products

Agenda for this brief

- ⌚ Disclaimer
- ⌚ Working fine.
- ⌚ In-house capabilities
- ⌚ Marketing Approach.
- ⌚ Analogy
- ⌚ Proposed Marketing Approach
- ⌚ Customers Reactions
- ⌚ Conclusion

Disclaimer

- ∞ **NO CHANGES to the following:**
- ∞ **How you interface to your current customers.**
- ∞ **Marketing strategy/gies- How you treat your customers.**
- ∞ **How you do business with your previous customers**
- ∞ **Accept this as an approach, not how we do business.**
- ∞ **This approach applies to NEW CUSTOMERS ONLY!**

We seem to be working fine.

- ❧ It is not that we can't get work because we can. It is that it can be easier, more profitable, less costly and easier for you to track than it is right now.
- ❧ Have the right ingredients to make more profit for our office.
- ❧ Need a better plan!

What we already have.

- ∞ Good and solid individuals. We have them!
- ∞ Financial Capability. We have it!
- ∞ Technical Capability. We have it!
- ∞ So why aren't we getting MORE work?
- ∞ It's our approach!
- ∞ We have EVERYTHING In-House do good business!!

No Marketing Approach

⌚ You are probably already doing a portion of this due to your success in marketing but, there is:

- No one direction. Using the shotgun approach!
- No coordinated approach.

Car Sales Analogy

- ∞ Sales person (person that assists YOU) knows that this is probably the largest purchase that you will ever make other than your house, in your life!
- ∞ This is why he is being very careful on what he says and how he acts.
- ∞ Salesperson strives to be YOUR FRIEND.
- ∞ Sales Managers are the people that talk hard-nose business & numbers to you, not the salesperson. Otherwise, you won't trust him anymore.
- ∞ Salesperson is trying to get YOU the best deal!
- ∞ Basically, he's your friend!
- ∞ Good guy/Bad guy Approach at work here.

Proposed Marketing Approach

∞ Front-end/Back-end Approach

- Have marketers get large contracts.
 - Customers have no need to work or see this person.
- Have other marketers get customers to tell us what contracts to go after & contracts (& info.) they also have.
 - Customers always sees this person. (Front-end Person)
- Have other marketers do the hard-nose business that is needed to provide technical, costs and SOWs.
 - Customers only sees this person when he/she has to work on the numbers and reqts for each project. (Back-end Person)

Interface to the customer

Front-end

Customer

Mid-Level
Marketers

- > Marketers must have a non-competitive personality.
- > Must also be friendly to our customers.
- > Gets the customers to open up and tell us about new projects & where we should head.

Interface to Large Contracts, Task Orders & Customers

Back-end

Low-Level
Marketers

- > Must be VERY technically oriented!
- > Must be capable of working on numerous projects & SOWs.
- > Must be capable of working with numerous marketers/customers/people.
- > Must be capable of understanding SOWs, contracts(both contracts & task orders) and color of moneies.
- > Must also know how to write them up.

Interface to large contracts

High-Level Marketers

- >Does not have to work or sale to customers.
- >Must be capable of working with large contracts. Know the lingo.
- >Must be capable of getting large contracts for our office.
- >Must know large contract issues.
- >Must be good at writing large contracts.

Front-end/Back-end Marketing Approach

- > Can write & get major contracts!
- > Does not have dealings w/ customers.

GSA

SETS

Other
Contract
Vehicles

High-Level
Marketers

Front-end
Marketing

Customer

Mid-Level
Marketers

- > Talks **ONLY** details & numbers w/ customers. (Hard-nose details)
- > Can get task order contracts.
- > Knows both contracts & technical
- > Good at writing
- > Can put competent SOWs together
- > Hard-nose Technical & Costs

Back-end
Marketing

Low-Level
Marketers

- > Can talk technical enough to get task order contracts.
- > Good working w/ people.
- > Friendlier Appt.
- > Deals with customers.
- > Gets customers to want to give us a contracts.
- > Gets customer to open up & talk about work.

What does the customer feel/think?!

- ∞ Front-end is enjoyable to work/talk to.
- ∞ He/she does not have to deal with someone that is ONLY being nice to them because they have money.(No conflict of interest problems)
- ∞ Basically, they are not being betrayed in anyway! They can be straight up on everything!
- ∞ They can also be your friend and you, theirs.(No friend problems whatsoever.) They trust you!(Front-end)
- ∞ You have people behind you! Its not just you getting the work and doing it to.(Not a big problem but, it's on their mind!)

In Conclusion

∞ Give me the following:

- **Authority & Responsibility for Marketing**
- **Will work directly with you.**
- **Brief Marketing Employees(you & I)**
- **Provide forms and s/w tools to track progress**
- **Reorganize marketing employees(per your coordination)**
- **Track their performance for you.**
- **Let me adjust as needed per your approval.**
- **Let me call Marketing Meetings as needed.**