



Marketing Restructure

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

What we need to do to be successful

TRW Inc

By Rene Salazar

Credentials for Rene Salazar

Requires

and

Peers trust in his performance and delivered products





Agenda for this brief

- ⌚ Disclaimer
- ⌚ Working fine.
- ⌚ In-house capabilities
- ⌚ Marketing Approach.
- ⌚ Analogicals
- ⌚ 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

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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 c
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.

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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 S.
 - Customers only sees this person when he/she provides the numbers and reqts for each project. (Back-end)

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Interface to the customer

Front-end



- > 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.

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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.

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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 SOVs 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.

- > Deal
- > Gets want t
- > Gets up & t

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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 g work and doing it to. (Not a big problem but, it's mind!)





In Conclusion

🌀 Give me the following:

- Authority & Responsibility for Marketing
- Will work directly with you.
- Brief Marketing Employees (you & I)
- Provide forms and sw 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.

