


IEEE Consultants' Business Seminar



Marketing and Sales Via the Internet

October 22, 2005

Carl Angotti

Past Chair, IEEE Engineering Management Society
and IEEE Consultants' Network of Silicon Valley

Angotti Product Development

Definition of Marketing



- **Marketing Overall**

- What is done to create business with a customer, start to finish
- Encompasses Market Research, Competitive Analyzes, Marketing Planning, prospecting, PR, Sales, Advertising, etc.

- **Market Research and Competitive Analysis**

- Gathering Information About Customers
- Gathering Information About Competitors

Definition of Marketing (Cont'd)



- **Prospecting or Promotion**

- **Presenting information** to potential clients to get them to contact you
- **Indirect Client contact:** Advertising, Public Relations, Newsletters, Talks, etc.

- **Sales**

- What is done from the time a client **contacts** you till you sign a contract
- Client contact for **potential sales** during an engagement

Craig's List Prospecting



- **Do keyword search** and look at your competitors on Craig's List. You **must** stand out from among them.
- **Create Advertising/Promotion Copy.** Make a "Resume Like" Brochure to attract clients to call you or visit your website

Craig's List Prospecting (Cont'd)



- **Do Market Research** to create a list of Keywords to put in the “Special Keywords” Section. Give them a reality check.
- **Add the Keywords** to your Resume.
- **Create a critical "Lead in Line"** for your Ad
- **Post and Track** your results

Prospecting with Search Engines



- **Add to Craig's List Process** - Check out your Competitors on **Google** and **Yahoo**
- **Use a "blanked out"** keyword landing page, or index page
- **Use geographic concentration**
- **Find yourself** and notice what is **difficult** about the process

Handling Customer Calls



- **Qualifying Questions:** Have a process in place with **open ended** Technical **and** Business questions.
- **Sound busy:** set up appointment for next week, and for a specific time
- More talk about this in discussion period

More Information



- Email me to discuss any of this further
carl@angotti.com
- Call me, Carl Angotti at 408-759-5046 or go to my Angotti Product Development website www.angotti.com