



**MANAGING YOUR BUSINESS  
TULLAMORE COURT HOTEL  
TUESDAY 18<sup>TH</sup> JANUARY 2011**

**MARKETING**

# TOPICS

## Looking for business

What are my core skills?

What services am I selling?

Who are my customers? - empathise

## Marketing to existing customers (80/20 rule)

Trust & confidence – less fun than seduction

## Attracting new clients

Seduction – conferences, publications

## Marketing Plan

Website, tendering, international work

## Implementation – budget & accounting

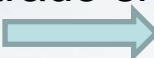
# Selling Products & Services Geoservices

- Product – mud logging equipment
- Services
  - Geological data gathering and interpretation
  - Drilling engineering

## Easy to sell

- Undifferentiated offering
- USP – Quality & reliability
- Geologists with cop on

## How?

Brochures, advertising in trade journals, stands at trade shows, sponsorship of events,  face to face meetings with the customers



**“TRUST & CONFIDENCE”**

global environmental solutions

# Selling Yourself – Sole Trader

- Qualifications
- Core competencies
- Additional Training
- Experience
- Reputation

“only as good as your last job”

How?

24/7 on the job

- Always go the extra mile
- Problem solve
- Share experiences

Constantly update CV

Form alliances

Face 2 face meetings with potential customers



**PRICE?**

# Selling the Geological Consultancy Service Company

Attracting new clients

Seduction – conferences,  
publications, brochures, branding

Marketing Plan

Website, tendering, international  
work

Implementation –

budget & accounting

**BUT WHAT ARE WE SELLING?**



# Exercise 1: What am I selling?



## Planting Your Own Sunflower

Source: Rob Ryan, Smartups



# Exercise 2 WEBSITE

The screenshot shows a Windows Internet Explorer browser window displaying the Douglas-Westwood website. The browser's address bar shows the URL <http://www.dw-1.com/>. The website's header includes navigation links for [About Us](#), [Contact Us](#), [Sitemap](#), and [Resources](#), along with [Basket](#), [Login](#), and [Register](#). The main content area features the Douglas-Westwood logo and the tagline "energy business analysts". A navigation menu lists [Sectors](#), [Services](#), [Publications](#), [Downloads](#), [News](#), [Events](#), and [Search](#). A central text block states: "Established in 1990, Douglas-Westwood is an independent employee-owned company and the leading provider of business research & analysis, strategy and commercial due diligence on the global energy services sectors. We have offices in Canterbury (England), Aberdeen (Scotland) and New York (USA) and to date have completed more than 600 projects and provided products & services to 400 clients in 70 countries." Below this, there is a quote: "What differentiates Douglas-Westwood is its research" - Energy Department Official. A section titled "Employment Opportunities" is also visible. At the bottom, a navigation bar includes "Oil & Gas", "Renewables", "Energy", and "Services". The "Services" section lists: "Bespoke consultancy, advisory and research services. Published business research." with a "Learn more" link, and a list of services: "Advisory", "Publications", "Research", and "Transactions". On the right side, there is a "Global News Coverage" section with a list of news items: "13 Jan 11 Douglas-Westwood Hosts SUT Learning Luncheon", "15 Dec 10 Rigs, recessions and the tyranny of the futures curve", and "02 Dec 10 Douglas-Westwood latest to join supply-chain body". Below this is a "Presentations" section with a list of presentations: "29 Nov 10 Global Offshore Prospects, Singapore", "23 Nov 10 Global Energy Prospects and the Role of Renewables, London", and "10 Nov 10". The browser's taskbar at the bottom shows the Windows Start button, several open applications, and the system tray with the time 22:57.

# WEBSITE

- Easy to navigate
- Brief company history
- Profile of senior consultants
- Description of projects completed – client profile, tasks, duration, value, references
- Annual Reports with evidence of financial strength
- Reports that are in the public domain

Outsource design but retain control of CMS



# Existing Clients

- Secure follow on business
  - Go the extra mile
  - Increase the amount of client contact
  - Build business relationship
- Cross sell services
  - Research the clients business
- Find & pursue the next opportunity

“Managing the Professional Service Firm”, David Maister, 2003

# INTERNATIONAL WORK

## WB, EU, ADB

- “Collaborate to compete”
- Subscribe to a tender service – Assortis, Devex
- Need to visit desk officers in Washington DC, Manila, Brussels regularly
- Find local partners
- Geoscience Alliance

# Thank You



## Happy Hunting !

# Reference Books

- “Managing the Professional Service Firm”, David Maister, 2003.
- “If you can’t sell it, don’t make it”, Larry McMahon, 1979.