



GEORGE MANOLIS

- Mechanical Engineering Associate since 1991
- Has been involved with increasing billings and sales for over 30 years
- Proven track record with SME' & Global Corporations
- Founder of the powerful ten step sales & marketing process



WORKSHOP SUMMARY

Engineers are often very good in technical roles but sometimes fail to sell their designs, their products or themselves to those that need convincing eg their employers, their customers or their clients.

This one-day program will share strategies of how to market the services of consulting engineers. It will demonstrate how to easily and seamlessly make contact with prospects, how to ask leading qualifying questions, how to present your services, offer fee structure and or proposal, and then ask for the business. Using some simple time-tested processes, learn how to make contact with prospects, you will feel empowered with how simple the process is.

Therefore, technical engineers who wish to develop themselves, expand their skills or want to get into new careers in engineering and marketing, should attend this course. Similarly, engineering product supplier firms should consider sending their staff to this course to improve their skills in marketing and networking.

PROGRAMME (8.30 - 9.00 Registration)

9.00 - 10.30 Session 1

- MARKETING: BASIC PRINCIPLES

- Unveiling the Sales & Marketing process
- The importance of CRM (client relationship management software)
- Basic promotional philosophies – things they never told you were important

10.30 - 11.00 Morning Tea

11.00 - 12.30 Session 2

- MARKETING: HOW TO

- How to research and find new clients
- How to meet, greet, converse and build relationships with clients and prospects
- How to increase sales to people already dealing with you

12.30 - 1.30 Lunch (Provided at Venue)



1:30 - 3.00 Session 3

- MARKETING: DOING IT

- Asking the great questions which will improve your understanding of the clients' needs and pinpoint weaknesses of the current incumbent
- Tried and proven ways to make and present your offer or proposal
- How to make a sales presentation which technical people will always remember

3.00 - 3.30 Afternoon Tea

3.30 - 5.00 Session 4

- MARKETING: TECHNICAL ASPECTS

- Leading to a commitment from the prospect
- Handling their concerns
- Learn the math of how much marketing is required to achieve your revenue KPI's
- The matrix of ongoing marketing touches – the do's and don'ts

5.00 - 5.15 Certificate of Attendance & Feedback sheets



COURSE COST

- 1 day course – **\$700 pp**

DATES, VENUES & REGISTRATION

- Registration form (back of catalogue)
- Visit our website www.etia.net.au

FURTHER INFORMATION

- Office (02) 9899 7447
- Mobile 0413 998 031
- Email registrations@etia.net.au