



The Marketing Power *Minimizing sales efforts*

1. Introduction.

In our current business environment, an efficient use of marketing leads to minimizing sales efforts. As stated by the marketing expert, Phillip Kotler, "who really knows, understands and services its client is able to fit its products and services to the specific customer needs so they practically sell themselves". Such is the marketing power.

2. General aim.

Presenting and discussing fundamental concepts of modern marketing, mainly oriented to the industrial market. Basic principles are discussed to develop competitive strategies, in regard to product, price, distribution channels, as well as to specific efforts oriented to market analysis, promotion and advertising. Also discussed are the required strengths for effective customer related processes, including a section to developing negotiation skills needed in modern business.

3. Who should attend.

CEOs, board members and policy makers, senior executives, middle managers, project managers, team leaders and entrepreneurs interested in developing their industrial marketing knowledge.

4. What you will learn.

- Marketing concepts, ingredients and approaches which enable working on developing competitive business strategies.
- Identification of the diverse components of an efficient marketing system, differentiating those controllable from non controllable items.
- Analysis of marketing decisions on product, price and distribution, as well as on the important benefits attained from information generated through marketing sources.
- Fundamentals of market analysis and procedures followed to design an efficient research system.
- Recommendations based on experience to designing an efficient corporate web page, nowadays one of the most powerful promotion tools.
- Application of diverse promotion tools, such as corporate brochures, corporate presentations, expositions/seminars and information modules.
- Media advertising strategies, available channels, approach and measurements of advertising campaigns effectiveness.
- Importance of customer related processes in any organization, highlighting the value concept as the keystone for business transactions.
- Effective sales tools, such as an adequate quoting process, customer data base, sales control systems, technical proposals, commercial proposals and customer retention strategies.
- Negotiation skills, aimed to a win-win condition, by means of target planning and driving all negotiations on a purely rational basis.

5. Seminar topics.

I. Marketing strategy.

- a) Commercial life cycle.
- b) Marketing.
- c) Customer behavior.
- d) Marketing system.
- e) Product decisions.
- f) Price decisions.
- g) Distribution decisions.

II. Market analysis.

- a) Market information.
- b) Market levels.
- c) Research process.
- d) Information sources.
- e) Business intelligence.
- f) Competition analysis.

III. Promotion and advertising.

- a) Promotion decisions.
- b) Internet.
- c) Corporate brochure.
- d) Effective presentations.
- e) Advertising.
- f) Expositions and seminars.
- g) Information modules.

IV. Customer relation.

- a) Value in business.
- b) Customer relation.
- c) Sales organization.
- d) Quotation process.
- e) Customer data base.
- f) Technical/Commercial proposals.
- g) Customer retention.
- h) Negotiation.

6. Instructor profile.



Raul received a Bachelor Degree in Chemical Engineering from the Monterrey Institute of Technology in December 1978, being rated as the best student of his class and recognized by the institution “The Best Students of Mexico” in 1979.

He started his professional activities at the Technology Division of Hylsamex, where he worked in executive positions at the Commercial Division, after development in diverse positions in the Engineering and Projects areas. His professional responsibilities enabled him to carry out business activities in more than 40 countries, in collaboration with prestigious companies of Germany, United Kingdom, Japan and the United States.

He worked as Associated Professor in Chemical Engineering for 11 years (1980-1991), at the Monterrey Institute of Technology, being distinguished as one of the 406 Professors with a major influence on the 105 generations graduated from the institute (70 years celebration). He also taught Chemical Engineering courses during one year at the University of Monterrey.

Among his professional experience, he served as Commercial Vice-president in a Mexican Solar Energy Corporation, where he also participated as Shareholder.

He has authored and co-authored numerous technical articles, presenting conferences in prestigious international seminars in more than 11 countries.

He worked as full time-Senior Consultant during one year in Germany, supporting the commercial activities of a German corporation with world prestige in the engineering and construction field. Main activities were focused on marketing and sales of metallurgical plants worldwide.

In the Strategic Development Project for the Mexican company *Multiceras*, he was in charge of the positions of Marketing Manager, Strategic Development Director, as well as Managing Director for a seven month period. This experience enriched significantly his vision and skills in business development.

During a 3 year period (2010-2012), he performed as Managing Director of Empresas Vilher in Guadalajara, Jalisco, directing a talented group of 50 people, in commercialization of specialty ingredients for the food, feed and transformation industries.

Convinced of the importance of keeping a continuous formation, Raul uses reading as his primary knowledge source, in diverse subjects such as philosophy, psychology, human development, history, science, politics, among others.