



PSA Sales & Marketing Committee TEC 2018

PSA TEC 2018 EXECUTIVE SUMMARY

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TEC 2018 Sales & Marketing Committee Review

During PSA TEC 20187, PSA's Sales and Marketing Committee hosted two peer-led, interactive education sessions: *Networking: It Ain't Just Cocktailing and Handshakes* and *Marketing Content: Methods for Increasing Company Participation in a Company's Marketing Message*. These interactive sessions were delivered by industry experts and peers who shared their experiences and insights into being better Sales and Marketing leaders in their organizations and in the industry.

Networking: It Ain't Just Cocktailing and Handshakes

Networking is about making connections, though it's not just for a sale or to gain a customer. Networking is not only a means to get to know the movers and shakers in the industry, but it can also help yield immeasurable rewards. In this session, PSA's Sales & Marketing Committee and attendees explored the idea that networking is more than attending a structured business event with a purpose of exchanging business cards, instead taking advantage of everyday events and occasions as the perfect opportunity for building connections and growing our personal and professional networks.

In conversation we explored the idea that planning, and preparation should be focused on having questions to ask based on your setting to begin conversation, allowing time to learn about people you encounter instead of working on an elevator speech or preparing for what to say about yourself. Being clear on goals, being good at guiding a conversation and being comfortable listening to learn as much as possible about the people you are engaging with. Also covered were strategies for executing follow up as a critical aspect of networking.

Through a group exercise, attendees explored networking in a variety of every day settings including a wedding, a funeral, a fundraiser, and a sporting event; the purpose being how to adjust to any kind of setting as an opportunity to meet someone new, have a conversation that presents chances to help each other in the future.

Marketing Content: Methods for Increasing Company Participation in a Company's Marketing Message

What makes for effective marketing content? How can you get everyone in the organization to support and participate in the company's marketing message? Having a clear understanding of your company's mission, vision, and core values is the first step to getting everyone in the organization on board with your message. Brand and culture are interchangeable and projecting your culture (i.e. core values) is the most efficient way to build marketing content.

Through group discussion, we explored best practices for how mission, vision and core values are spread across member organizations and what channels companies were using for public facing messaging as marketing vehicles. Conversation included that like any other area of your business, with marketing it is important to have a strategy and efforts focused on what is important.

Group Idea Sharing:

How are your mission, vision and core values communicated across your organization?

- Annual sales kick off meeting
- Marketing materials with content scripting as a tool
- Internal newsletter
- Communicated in divisions/regional locations
- Employees are required to memorize within first 90 days of employment. By doing so they earn a t-shirt which can be worn on Fridays.
- Part of the hiring process
- Posted in meeting rooms
- Weekly meetings where one core value is discussed in depth
- Hold contest for content about core values

How do you communicate your mission, vision and core values externally?

- Lunch and learns
- Weigh in on emerging Issues
- Contest board
- Team member spotlight
- On website
- Through use social of social media
- Built in our go-to market strategy
- Part of our brand integrity – our experience commitment to customers
- Newsletters
- Vehicles
- Pledge to customers

To learn more about PSA's Sales & Marketing Committee and all PSA Committees, please visit our website: www.psaeducation.com – create a free account and get started utilizing all of the great tools developed by PSA's Committees!