

# **Engineering Marketing Strategies**

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## Congratulations!!

Welcome to *Engineering Marketing Strategies*, your do-it-yourself guide to creating a Marketing Plan that works for your engineering firm.

Once you've been through this guide, you'll know precisely what it takes to write an effective Engineering Marketing Plan and supporting documentation. More importantly, you'll have a sample of a powerful Marketing Plan to get you started.

This is the next step in your business story. From this point on, you won't have to stab in the dark – you'll have clear direction. You'll start to see some real results for your efforts.

Once completing the on-line course at our web-site [www.engineeringbusinesspubs.com](http://www.engineeringbusinesspubs.com), you will be awarded with 8 PDH. The on-line seminar includes reading this guide and passing four tests on our web-site.

Currently 30 U.S States require licensed engineers to obtain continuing education credits (CEU) or professional development hours (PDH) in order to renew their license. The PDH awarded by our seminar will be accepted by your state licensing board. **I personally guarantee it.** If your state board rejects our on-line seminar PDH, please forward us a copy of the board's letter and we will refund to you the cost of the on-line seminar.

## How to Use this Guide

Each step covers an important aspect of your Marketing Plan – these are things that you must give special consideration to before implementing your Marketing Plan.

You will be surprised how much this guide will reveal about your business marketing efforts. It will get you to think about important issues that may have never crossed your mind in the past. It may also uncover new issues. But it is never a better time to put together or update your Engineering Marketing Plan than now.

While reading please go ahead and jot down some notes in the spaces provided. It will help to improve your Engineering Marketing Plan.

Later sections will go into greater depth describing how to develop a Unique Selling Proposition, and Engineering Attire.

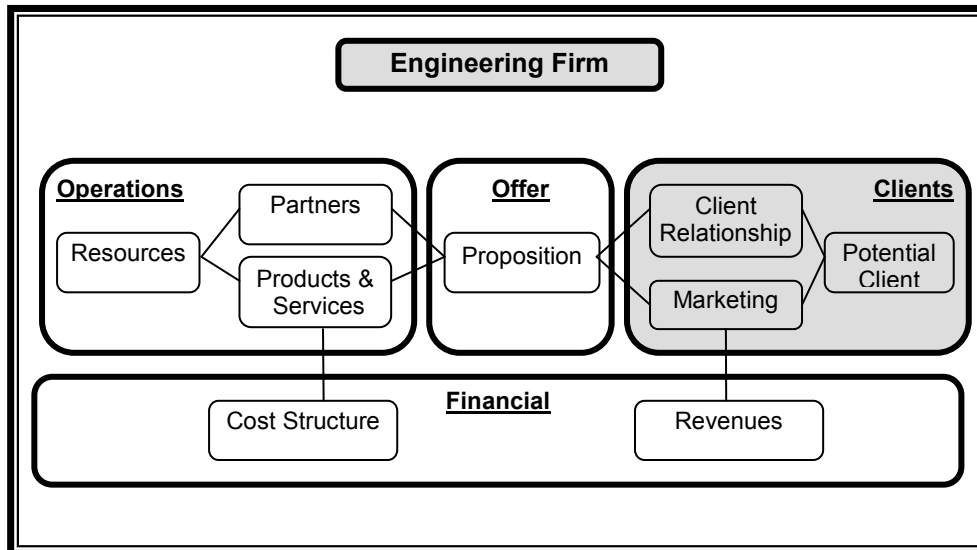
Now, it's time to get started.

## Marketing Engineering Clients

It takes many good deeds to build a good reputation, and only one bad one to lose it.  
Benjamin Franklin

The Civil Engineering Business can be described as four components consisting of Operations, Financials, Clients, and the Offer. A diagram of the connection between these individual components was further discussed in the *Engineering Business Plan* guide. The guide can be found on our website [www.engineeringbusinesspubs.com](http://www.engineeringbusinesspubs.com). That diagram is redrawn in the Figure below.

Figure 1 – Engineering Business Model with Categories

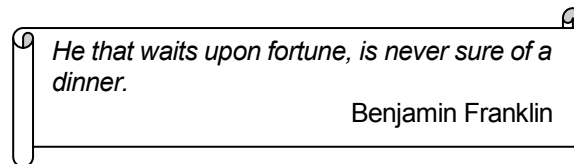


This guide discusses the Client Component which consists of building the Client Relationship, determining the Potential Client, and Marketing your existing and potential clients.

Let's get started with the Marketing Plan.

## What is a Marketing Plan

The company can only be sustained by marketing. Every task depends on the marketing efforts of each individual. When the economy is humming along quite well and the demand for engineering is great, marketing is quite easy; hang your placard, make a few phone calls, and attend a few functions. When the demand is high it's difficult to handle the work load, and you have the ability to pick and choose the jobs you want to take on. But when the economy slows and there is very little demand for engineering work, a well established marketing program is all the more important and may very well be the difference between survival or not.



What is marketing? Some think it is selling. Some think it is mailing brochures. Some think it is networking. But in reality marketing is all of this and much more. Marketing is basically getting your potential clients to think of your company when they need the services and products your engineering firm provides. Marketing is telling people what you do over and over again; never stopping. A well established Marketing Plan that is followed takes time to create and then to maintain. In this course we will discuss how to create and how to follow a well thought out plan.

There are many marketing books in the bookstores and libraries, but most of them are not specific to the professional service or consulting business; especially engineering. Due to the rise in online businesses there are vast amounts of information available on the internet for professional services, but almost none of this is engineering. Most of the professional service information is about how to increase traffic to a website, obtaining a higher placement on the search engines (Search Engine Optimization; SEO), which maybe important to an engineering business online presence but not to its overall marketing efforts.

There are many ways to market, some methods cost more then others and some reach more prospects then others. The marketing methods of a professional firm are completely different from a retail business. Ninety percent of the marketing books you find in your favorite book store or online have nothing to do with professional businesses; especially engineering. Having sales on holidays and advertising in your local newspaper is a complete waste of time and money for an engineering company. Marketing a professional service firm is about developing trust and networking. The marketing of any engineering firm is unique and follows a different set of rules.

Unlike marketing for any other business engineering services are performed in person, in writing, through conferences, luncheons, on the web, by the phone or any other way

we can think of. Ask any successful engineering firm manager what the secret is and they will say something like “Referrals”, “Word of Mouth”, “Networking”, “Doing Follow-ups” and so on. This sounds so easy so why don’t we have abundant clients wanting our services beating down the doors and demanding our time? Well there are several reasons why engineers don’t market like they should:

- *Don’t know where to begin* - Being overwhelmed by all of the possible marketing strategies can be daunting. Some seem to be a better option than others but you are not sure. Not sure what to do can make you stop or stall, or just give up.
- *Not sure how to put a plan together* – Once you have decided on which strategies you want to implement, you are not sure of the process or steps to take to ensure the plan will be a success. You may find yourself doing cold-calling but wondering if you should also be doing mailings.
- *Motivation* – If you don’t get any results quickly it is hard to keep on following the plan. Why should you keep working on sending out fliers even though you have not received any responses?

It’s easy to blame the economy for not having any leads, but a simple solution is as easy as establishing a marketing campaign. You may wonder when it is a good time to start a new campaign. The answer is that the campaign starts the first day of the business and is then on-going and never ending. When the marketing stops or slows down the number of clients in your pipeline will begin to decrease. The two are directly related to one another.

There are some companies who hire marketing managers and expect that all marketing efforts are done by that department manager. Marketing is not something that can be assigned to an individual or department it is done by everyone in the company. The people represent the firm. The way they speak, dress, behave, and even smell all reflects the attitudes and direction of the company. This also extends to the correspondence, reports and plans that are produced by the staff. The appearance of the plans including the neatness, orderliness, sharpness of the reproduction all reflect on the firm. The technical reports produced reflect the firm’s image. Even the results at the construction sites which are built according to your plans reflect on the business’s technical expertise. Was it easy for the developer to build the proposed project without any inordinate amount of change orders due to unclear plans? Where the plans inaccurate on the location of existing improvements? The public representations given by the company reflect the company’s reputation as a leader in the industry. Whether you are knowingly in the act of marketing or not you are doing just that.

### **Engineering Marketing Strategies**

Have you every try to find a book specifically on marketing for an engineering firm at the book store or library. Well, if you are like most other engineers who have tried, you found no

such book. There are several books available on the market that are especially written for the professional service business, but often these books cover the professional service business in general. Real estate agents do not market the same way as accountants, or as doctors, or as architects, or as engineers. This is because the engineering client base is different. Real Estate agents tend to market to the general public who are in the market for a new home or property, while an accountant generally markets to other businesses. There are similarities in the marketing strategies shared by all of the professional services businesses.

NOTE A well written book about professional service marketing is written by C.J. Hayden, "Get Clients Now." This book is specifically written for the professional service industry. She breaks marketing down to five general categories; Direct Contact and Follow-up; Networking and Referral Building; Public Speaking, Writing and Publicity; Promotional Events; and Advertising. These categories can then be applied to the four major stages of marketing; Filling the Pipeline, Following-up, Getting Presentations, and Closing Sales. This list is organized by the most to the least effective types of marketing for professional services.

Marketing strategies addresses certain needs of the company's Marketing Plan. The company finds weakness in it marketing campaigns and addresses those areas in the plan with strategies to improve the company's results.

An example would be the company is finding it difficult to find leads. The company reviews its marketing efforts and finds during the leading Generation Phase the staff does not ask the current and past clients for additional work. The marketing team adds to the Marketing Plan a section that discusses that the cheapest and best clients are their existing and past clients. All they require is periodic contact and follow-up.

The marketing team also finds that their company has been spending a large sum of money on advertisements in the newspaper and phone book. These advertisements have lead to poor quality and expensive leads. The team decides to revise the Marketing Plan to reduce the advertising campaign to a more manageable budget, and redirect the advertising to attending networking events.

### ***10 Keys to Specific Marketing Strategies***



For the most part professionals are really good at their chosen profession, and are really good at working with their existing clients, but not as good at marketing. An engineer must realize that the typical marketing strategies that most companies employ do not apply to engineering. The marketing strategies that apply to the engineering profession are fairly inexpensive, but do require time to develop. The most effective to least effective tactics to

gaining new clients are personal contact; networking; building referrals; public speaking; writing; and publicity. Also note that these tactics are relatively inexpensive, and work in all of four stages of marketing. Below is brief description of some of those strategies.

### *Key 1: Business Cards*

The smallest business brochure is the business card. Business cards are a form of marketing, but the purpose is merely for starting communication. This communication can begin with introductions during a meeting at a City conference room meeting, or it begins when an individual is looking through his stack of cards to find a Civil Engineer. He finds your card which he received a year ago at a seminar. The simple rule for business cards is to keep it simple but descriptive enough. There are a lot of styles of business cards. Most of them are collected and added to someone's electronic contact list.

Cheap business cards printed on your printer does not market well. These types of cards make a statement that you are not very successful and don't think very much about your appearance. A hastily put together business card can also be interrupted as a company that may not be here very long. It is all about building trust. It would be a shame to loss trust by a business card.

The engineering profession generates fairly large contracts. The company's billboard, your business, should be on the same level. The business card should include at a minimum Your Name, Title or Function, Company Name, Address, Phone and Fax Numbers, E-Mail Address, and Web-Site.

Of course the prospective client will want to know what services your firm provides. Imagine working for an Engineering Firm that issued new business cards to the staff to hand out in a new market segment. The business name did not reference Civil Engineering nor did it state what services they provided. When asked the company's principles said they like the cards this way. If anyone wanted to know what services the company provided, they need only to ask the staff. An international civil engineering firm in Las Vegas actually issued these business cards to their staff. These cards were handed out to prospects during luncheon, socials, conventions, and where ever else they were meeting people. Yes, they received a lot of interest; a lot of interest from the wrong prospects. Most people would accept the card and then asked what they did. After the engineers stated their marketing line the individual would just stuff the cards in their shirt pocket. Most of the staff ended up writing on the cards that they were a Civil Engineering firm providing Land Development services.

Having a short, concise description of the services your company provides printed and distributed to your prospects is marketing. Be prepared to state what services your firm provides by creating a 10-second introduction and to use it as often as possible.

“Hello, my name is Fred Coaster and I provide Portland, Oregon with Land Development designs that develop our community with environmentally friendly, sustainable and economical growth. I’m a Civil Engineer.”

Remember to keep it simple but memorable.

### *Key 2: Personal Contact*

The best marketing is simply speaking to someone. You receive a lead on someone who may need your services through your contact list. You decide to contact this individual. In engineering this can be accomplished by using the phone, meetings, sending mailers, and emailing.

Phone Call – Your first contact maybe through a phone call. If the person you are calling has been referred to you by someone you know, then this is a *warm call*. If you are calling this person out of the blue then he is a *cold call*. Typically the warmer the call the more likely they will want to talk to you.

Meeting – You may decide to meet a prospect over lunch or coffee. A lot of meetings are held in coffee shops. It’s a relax environment and you are distracted by the operations of the business. In some cases it may be better to meet in their office to go over the details of your services.

Sending Mailers – Sometimes the best way to make contact is to simply send a personal letter, not a boiler plate, to someone you think really needs your services. The letter needs to be tailored to their needs. You may want to attach something like related articles, conference invitations, or newsletters. You will want to follow this letter with a phone call. Instead of a letter, you may want to introduce yourself by sending a postcard with your web-site, and later follow-up with a phone call.

Emails – Instead of paying for postage you may want to send an email. Many people prefer emails over phone calls and mailers, because they can open the message when they want and they can save the message in an electronic folder. But the disadvantage is that you don’t know if they received the email or if they even opened the message. And some businesses receive so many emails that may not even notice yours. If you do decide to send an email, make it personal by providing links to articles, e-zines, conferences, invitations to meetings, conferences, training programs, and websites that you think may be of interest to them.

### *Key 3: Networking*

Networking is the best way for an engineering company to market its services. Networking is nothing more then finding and communicating with your prospective clients. An effective networking event creates a pool of contacts that you can exploit to find new clients, make

referrals, and gather information. This can be accomplished by attending professional meetings, visiting their online communities, having lunch with existing and former clients, volunteering and serving on committees, swapping contacts, and giving referrals. By effectively networking you will find a number of new clients that are looking for someone like you. Start talking to anyone and everyone you know and ask if they need your services or if they know of someone who might need your services.

*Never leave that till tomorrow which you can do today.*

Benjamin Franklin

#### *Key 4: Referrals*

This also works when a job you completed for one of your referrals did not go so well. By sending them several new jobs will help to smooth out old wounds and reestablish a good relationship.

Another way to gain new clients is by giving referrals. The clients of engineers in Land Development are constantly asking for referrals for a Grading Contractor, Underground Contractor, General Contractor, Architect, Landscape Architect, Geotechnical Engineer, Structural Engineer, Traffic Engineer, Surveyors, Realtors, Commercial Bankers, Lawyers, and the list goes on. The same is true for all other fields of engineering. If you have a list of referrals for each category for your clients, and each of your referrals list you as one of their Civil Engineer referrals, the opportunity of new clients contacting you is greatly increased without spending a dime on advertising.

#### *Key 5: Website*

We are now in the internet age, and most clients will use the internet to research your company. Websites are your company's online marketing brochure. There are two types of web-sites for professional services; the online brochure and lead generator. The online brochure model describes your company; who are the principles, the services the company provides, significant projects the company has completed, client list, and contact information.

The majority of websites used by engineering companies is basically an online company brochure. They typically state who they are, their contact information, the projects they have completed, list of clients, contact information, and the services they provide. Anyone searching the internet for an engineering company in their local area will visit the site, look around and either contact them or move on. The flaw with these sites is that there is no reason for the visitor to return.

A site that can build credibility with the client is a site that also has information that the visitor can use. This type of website is a lead generator. Information on the site can be

in the form of articles, newsletter (e-zines), blogs, and freebies. You also want to gather information on your visitors. Ask them to sign-up to receive your newsletters. You may want to give freebies for just signing-up. You want your visitor to see your site as a resource.

The online lead generator web-site will need much more content than a standard company brochure website. The information gathered on the website acts as a resource for the reader. Information web-sites that are updated periodically are also more useful to your viewers. In addition, content rich sites tend to have a higher ranking on search engines.

Viewers, visiting your website for the first time, are known as cold prospects and usually do not buy anything. This is why you want to offer something free on the website like a newsletter or an e-book. This allows you to obtain their e-mail, and they will be waiting for the material. When the individual returns to the website they become a little warmer, and they are more interested in your articles and blogs and other newsletters. Each time they return they become warmer, and eventually they will contact you for services or purchase products. There are several very good books on how to create an informative website. This is a simple way of filling the pipeline and creating an additional income.

Some of the items that can be added to the informative website are:

- News articles about Engineering and the related fields
- Frequently Asked Questions (FAQs) about Civil Engineering
- Links to other Resources; such as Government Offices, Professional Organizations, other Engineering Companies, and Architects
- How-To Guides for Processing Projects through Government Offices
- Local Trade Shows and contact information

Your site will also be reviewed by search engines. The higher your website ranking on a search the more likely someone will click to visit your site. In fact, if you are not on the first three pages of a search result they will not find you.

Since most engineering companies actually do not have a web presence, to appear on the front few pages of a web search for engineering is not really all that difficult. Most of the engineering websites are poorly constructed and out of date.

An easy marketing tool is a good company web-site. If you are uneasy with building and maintaining your site, it might be better to hire someone to sit-up your site. A professional prepared website will keep visitors coming back to your site.

There are certain things you can do to improve your sites ranking on a web search. First, make sure to use key words like your community name, type of engineering,

“engineering,” and “engineer.” Search engines will also increase your ranking depending on the number of links to your website, updating your site with new content regularly, and the number of visitors. There is really no reason to pay anyone or company to reach the top rankings.

### *Key 6: Public Speaking*

Another important marketing strategy is public speaking, which does not always mean having to speak in front of a crowd. Hosting meetings, serving on panels, making presentations, speaking on the internet, and giving classes and seminars are all speaking venues. At a speaking event the audience has an impression that speaker is an authority on the subject; an expert. If you want to see the difference, attend a conference as only as an attendee - you are just a face in the crowd. You may make acquaintances with several individuals that you may or may not see again. If you work the crowd well, a few more may enter your pool of contacts which may lead to clients or information on possible clients. But now imagine yourself as a speaker at the conference. Everyone who attends your sessions is interested in your subject matter. Many may actually need your expertise in solving their particular situation or they may know of others who could not attend the conference but need your service. The individuals attending your presentation recognize you as an expert chosen by the conference committee to speak on an important subject. If you plan the conference well, your chance of obtaining referrals and future clients is greatly improved.

### *Key 7: Writing*

Authors are also seen as experts in their field. Writing and publicity adds credibility and visibility. This strategy includes writing articles or tips, reprinting previously written articles, writing a column, publishing a blog, and writing pamphlets, guides, manuals and books. Writing a 1500 word article is real not that difficult. Trade magazines are always looking for articles. In addition, webmasters, newsletter editors, local magazines and newspapers editors are always looking for articles. Booklets and guides that explain the design process can be given to prospective clients. In addition, in today's world of the internet most people search peoples name to see what comes up. If your name results in a list of articles, pamphlets, and books, they will instantly know that you are a true expert in your field. When you walk into their office to give a presentation you will instant credibility.

### *Key 8: News Releases*

An easy way to get your company name in the media is by submitting News Release. They also call these Press Releases, but in reality you are telling the media news about your company. There is a lot of credibility to be gained if you are being quoted by the media, having stories written about you, and being interviewed on broadcast media. The idea is to get your clients to hear or read your name in the media. When they see your name and company popping-up monthly in articles, they will think of you when they need your service.

News (Press) Releases can be about anything. The best trick is to pick a topic about an event, news, information, or a story that is unique and doesn't happen every day. You may want to write about the upcoming E-Week and how engineers have benefited society. You may want to write about how engineers have assisted earthquake victims in Haiti and Chile. You may want to write about a new technology and how it will save home owners thousands of dollars. If you want to look at examples of Press Release take a look at the following link <http://www.prweb.com/pr/release-example/index.html>

### *Key 9: Promotions*

Even if you hold an event in your conference room, promotional events can be extremely expensive to sit-up and follow through. Make sure you have a good idea how much you stand to make versus the expense of the event. If you are not careful this single strategy can cause you to loose money. But if you are sure that you can make it work then there are several tactics you can follow.

Training seminars / Workshops – These can be done in a conference room at your office, another company's office, hotel, or convention center. The individuals attending these seminars are interested in the services you perform. You may put on a seminar on *How to Process a Success Zoning Applications*. Everyone who is attending is potential client, and they see you as an expert that can help them. Other professions like lawyers, accountants, and financial advisors using the tactic quite often.

Webinars – The promotions are the same thing as seminars and workshops except they are performed o the internet. Their main advantage is that they are much cheaper to for the event holder and the attendees, because no one has travel to the event site.

Trade Shows – These events can be very expensive, especially if they are out of town. There are some companies that do all of their marketing through trade shows. Engineering companies generally perform their work in the states that they hold a license. Sitting-up a display at trade show outside of these states may not provide the necessary results. Try to pick trade shows that will have a large audience and is searching for your services. You want to draw the attention of as many attendees as possible, obtain their contact information, and after the show follow-up with emails, phone, calls, and marketing kits.

Open House – This event works best for large companies that can afford a huge expense for catering service, entertainment, and the disruption in work performance.

Sponsorship – This is a relative inexpensive promotion compared to the other tactics. Sponsorship gets your name announced to the audience, printed in the event publications and website. Again the same is true for sponsoring charities, non-profits, little league sports, and other community groups. Sponsorship can be a good way to attract people with similar interest.

### *Key 10: Advertisement*

There are some relatively easy ways to advertise your engineering company; the internet, newsletters, trade magazines, and the phone book. Most advertising media is not worth the money for an engineering company.

Internet – On the internet you could pay a service to drive traffic to your site; pay-per-click is the most common. A well design engineering company web-site will attract plenty of traffic. A pay-per-click service is not necessary. Another method is to pay a website to place your advertisement on their site. But why would an engineering company want to do that? Make sure that your engineering company listed in their directories along with your website address. Most sites will include your business in the directory for free. Let your website be your advertisement.

Newsletters – There are a number of newsletters out there that are logical places for an engineering company advertisement and most will accept advertisements for a price. But many of these advertisements are nothing more than vanity, making a statement to other engineering companies that they are there. Does anyone really read these advertisements and say I have to contact these guys. Perhaps some advertisements do generate leads, but the better way to draw a potential client's eye is by having an article in that same publication.

Trade Magazines – Another tactic is to advertise in a trade magazine. Make sure to advertise in a magazine that your targeted audience reads. Trade magazines generally have a larger reader base than newsletters. One of the advantages of trade magazines is that they are kept and left in the waiting room for visitors to read. If your visitors are like most, they glance through the pictures, read some of the articles, and then move on the next magazine. Most do not stop and read the advertisements. If you have the time, try to get your article in the magazine.

Phone Book – Probably the least effective place for advertisement is the phone book. Phone book advertisements are expensive, and can not be revised until the next printing of the book. Most phone book companies will print your engineering company name; address; phone number; and possibly your website address for free. The phone companies will also offer you an opportunity to advertising in their book. These advertisements are usually very expensive and the returns are usually very low if any. The only recommended advertisement is to have your website address printed. If you have extra money for marketing and you have exhausted the other inexpensive marketing strategies, then go ahead and place an advertisement in the phone book.

Which of these strategies do think you can implement in your Marketing Plan? Why?

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## Unique Selling Proposition

Most engineering firms do very little marketing outside of word of mouth and maintaining client relationships. But there are some definite marketing tactics that every company should implement. An important step is to publicize a Unique Selling Proposition (USP). A USP is what makes your firm different from your competition. If you want to immediately stand out in the engineering community, have a clearly defined USP. Ask the question “why your potential clients would choose to do business with your firm versus the competition?” What separates your engineering firm from the competition? The answer is your USP. Your engineering company has better services, a guarantee, better selection of services, longer business hours, more flexible payment options, or a combination of all of these and more. You should be able to summarize your USP in one sentence, and your potential clients need to think or say, “I have to do business with you.” Most companies inadvertently talk about creating a USP, but don’t actually implement it.

But most USP’s are not unique. What most firms do is to review other USP’s and copy the best words. They will search the internet, review several business books, and might even ask other individuals and then combine the results into their own USP. A true USP answers the client needs. So what is it that clients are looking for? According to *How Clients Buy*, most buyers want to tell a professional service provider the following:

- *Reliability*. Do what you say you are going to do, and be on time about it. This is listed first, because it's so important. How many times have you heard engineers not meet the deadlines they promised? Developers work with very tight schedules, and depend on the sub-consultants meeting their deadlines. Delays cost money, and often more than the engineering contract amounts. This is also where most of the litigation occurs.
- *Accessibility*. In today’s age of the cell phone engineers are very accessible at any time and any day of the week. Clients expect you to answer your phone, and if

they leave a message a return call is made as soon as possible. What the client wants is for the engineer to be there when they are needed.

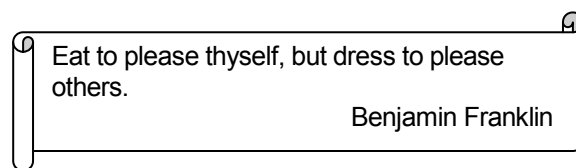
- *Impact.* Due to the nature of the profession, every job is different, and no one solution can solve every problem. So the engineer must first understand the client's need and then provide the best services that solve the need. In addition, the proposed engineering services must be targeted at enabling the client to reach their ultimate goal.
- *Fit.* All clients are different, and you can not work with everyone. Depending on your business management style, you may be a better fit with a demanding client, a novice who needs to be walked through every step, or a hands free client. To keep your clients happier it might be better from time to time to suggest another engineer who may be a better fit. Sometime it is better to let them go then hold on and ruin your reputation.
- *Importance.* There is no better feeling for your client then to know that they are part of the design team. It is extremely important to let your client know that they are a part of your team, letting them know the design options and your recommendations.
- *Service.* Exceed your client's expectation by delivering a great service. This may mean personally meeting with client on a regular basis throughout the life of the project. Personally delivering correspondences and plans, and taking the time talk with your client. Keeping them informed on the project status. Constantly providing the best service possible.
- *Prudence.* There is more to a project then engineering design. Understanding the consequences of a design option or process and how it impacts the overall project is extremely important to the client. Although value engineering review determines that a design revision would save the client \$50,000 to build, may not be a good decision if adds two additional months to project's schedule to process the revision. These additional months may cost the client \$200,000 on carrying the loan and construction delays. Be careful and do your homework before you suggest a course of action for your clients.
- *Research.* The basics of engineering never really changes, but the technology and products are constantly being improved upon. The newest trend in engineering is green technologies, and this is affecting every category of the profession. Staying on top of the technologies is a continuous study.
- *Listening.* Understanding what the client needs, is essential in providing a service that is tailor made. Your client may only want to develop the front half of their property with a convenience store. It wouldn't be prudent to provide plans that develop the entire property. They may not want to develop the back area of the

property at this time? Unless you are listening, you will not know. The client may have a multitude of reasons that do not include engineering.

- *Teaching.* Your client is coming to you for help to complete their project. They know they do not know everything, but expect you, the expert, to know exactly what to do. Teaching them the process makes them a better client. They will come back to you with their next project, because you took the time to explain the process and involved them in the design. The more they understand the more information they can provide to you, and will have the necessary documents ready for you as needed.
- *Business Management.* The client does not understand why the agency's reviewing the engineering plans need to make any comments. In their opinion a good set of plans should have no comments. In fact, they are mostly right. If the business has a good quality control and quality assurance program in place, then there should be very few if any comments on the plans. Especially, any comments that would require revising the plans due to a poorly designed concept or one that does not meet codes. Any comments received should be for alternative that may not have been considered. No client wants to pay for training inexperienced personnel or missing information that should have been included in the initial design.
- *Relationship Management.* There are two types of business relationships; good and bad. Everyone in your office needs to feel and say good things about all of the clients. If your staff is making bad or derogatory comments about your clients, it will be long before your clients will find out. Once your clients think that you think of them as an adversary, they will start to look elsewhere for a new engineer. Without clients you have no business.

Even if your firm has one employee, being unique will make your firm stand out from the crowd.

## Engineering Attire



First and foremost engineering is a professional service business. The public expects engineers to have a certain appearance, and to be dressed less than expected can indicate that your services are less than expected. Engineering contracts are usually in the amounts of thousands and some times hundreds of thousands of dollars. The client expects that you appear to be someone who is accustomed to receiving the contract amounts that you are demanding. Engineers are usually extremely knowledgeable

about the service they provide, and they are usually very prepared to provide the service. It would be terrible to lose a contract due to the engineer's appearance. Based on your appearance a client may determine whether you have the competence to handle their project. In any business setting, impressions are critical. Should you be judged by what you wear? Perhaps not, but the reality is, of course, that you are judged. A person wearing jeans and flip-flops may be as competent and intelligent as the one wearing a business suit, but we may subconsciously choose an individual over another based solely on their appearance.

What you wear actually sets the tone of how you and your firm are perceived in the public's eye on a daily basis. You want the company's personality, drive, and commitment to be professional and its capabilities and expertise in engineering to be the stand out, not its staff appearance.

So what is the expected attire for engineers and their staff? The company should have an Employee Manual which is separate from the Marketing Manual with a section addressing the minimum requirement for daily business dress. But note that your attire is a part of marketing.

We will not be discussing the Employee Manual in this guide. If your firm doesn't have an Employee Manual or have not update it in several years, it would be good to review that chapter now before proceeding onward.

Each department may have a different set of guidelines and standards for business attire depending on the services that department provides. Employees in the office with little to no contact with clients and guests can usually wear casual attire. But the office staff that will be in constant contact with clients and the public while representing the company will be required to wear business attire. Other individuals such as surveying crews and geotechnical engineers who work in the field are dressed quite differently.

The size of the company also dictates attire. Small companies generally provide services in niche areas such as Geotechnical, Land Surveying, CAD, Structural Analysis, Code Compliance, and so on. Each has expected attire. If the small company provides a host of services by the same individuals, then a change of clothes maybe required throughout the day. Blue jeans, Tee-shirt, and steel toe boots maybe appropriate for a survey crew, but not appropriate at a public presentation later in the same day.

Here are some guidelines on how to dress for office workers:

## ***Business Attire***

- **Neatness counts** - No matter what you wear; your clothes should be neat, clean and fit well. Keep your shoes in good condition. Have cleaned and trimmed fingernails, well-brushed teeth and fresh breath. No body odor. Use minimal cologne or perfume. Dress as you want to be seen – serious, professional, upward-bound and ready to meet clients. If you show pride in yourself, it shows you care for your work.
- **Less is more** - Company's dress code should have a simple and successful appearance. For men and women make use of simple or minimal jewelry, and remove all facial and body piercing. Hair should be clean, neat and professionally styled, avoiding styles that cover the face or one that constantly needs to be brush back. For women, make-up should be subtle.
- **Women's attire** - It's always best to keep the outfit on the conservative side. Skirts that hit just above the knee, slacks, a tailored dress with a jacket, and pantsuits are the traditional business look. Blouses or sweaters should provide visual interest but avoid those that are transparent, tight fitting or have low necklines, revealing waistlines or details that draw attention to the woman. Overly high heels or too many accessories should not be worn.
- **Men's attire** - A button-down shirt, polished shoes, a white or light blue dress shirt and a suit or jacket with dress slacks is traditional business wear. Selecting a subtle or simple patterned tie enhances credibility. Wear socks. Select a leather belt that visually blends or matches the shoes.
- Business attire minimum requirement is a dress shirt, tie, dress slacks, dress shoes. Most managers usually dress in this manner while in the office.
- Business attire while in the public can vary and depends on the audience. Public meetings with VIP such as a City Council meeting, require the addition of the business jacket. Meeting with clients in the field may not necessarily require a jacket.

## ***Casual Attire***

- Casual attire is usually reserve for the design staff. The individuals that are not in contact with the public and representing the company.
- Casual doesn't mean sloppy. Your clothing should still be neat and clean.
- Casual doesn't mean lacking. Shorts, halter tops, flip flops, low cut neck lines, and miniskirts do not fit the description of casual.
- Casual doesn't mean tight or provocative. It is best to avoid any sexual tension within the work place.
- You can't go wrong with khakis and a sport shirt or a nice sweater. Blue jeans are also OK, as long as they are not tattered, filled with holes, or worn out.
- If you are going to a meeting or making a presentation, professional attire should be in order.

If you want a good understanding of professional attire, then please read “Dress for Success” by John T. Molloy.

### ***Physical Appearance***

Whether we like it or not, our physical appearance does in fact make a statement to our colleagues and clients. Whether you are under weight or over weight, diet and exercise is a necessary routine that we need to incorporate into our lives. Some may need more than others, but continuous exercising at least three times a week for an hour can do a lot to reach our ideal weight and build muscle. There are plenty of activities that we can do whether at the gym or playing sports. A physically fit person presents a far different image than an overweight person. A physically fit person is expected to be energetic, excited, happy, and a go getter. A physically unfit person whether over or under weight, is assumed whether warranted or not to be lazy, slow, not ambitious, and a drag to be around.

To get into physical shape does not require much time. Join a health club, a gym, or a neighborhood sport team, go walking, jogging or hiking, and so on. Don't fool yourself by playing a sport that doesn't require much physical exercise like bowling or golfing with a golf cart thinking it going to help to maintain your weight. Playing a sport to lose or maintain weight should make you sweat.

There are numerous diet plans to help loose weight. But most of these plans don't work for most us, because they require us to starve or to do without. In reality the best way to keep from gaining weight is limiting fast foods and sodas and eating sensibly. Eating four plates full of food at a buffet on a regular basis is going to make you fat. Eating fatty foods is going to make you fat. It's common sense.

Warning: Before you start any diet plan or exercise program check with your doctor to make sure you are in a sufficient healthy condition. To do otherwise may do more harm than good.

### ***Personal Hygiene***

This is a tough subject to discuss, because acceptable personal hygiene means different things to different people, groups, and cultures. As a consultant our personal image is extremely important. We want to look our best at all times, because we never know when we will meet our next client. These are some basic rules of the business:

- Bathing at least several times a week is essential especially after exercising.
- If you sweat easily especially under the arms, body deodorant maybe necessary. But note that over doing colognes and perfumes are also distracting.
- Most men need to shave at least daily. Even if they have a beard or a mustache, trimming and grooming the facial growth is necessary to maintain a professional appearance.

- Teeth should be brushed at least daily but any dentist would recommend at least twice a day and flossed. White teeth represent a healthy person. Yellow and stained teeth give the opposite appearance.
- Believe it or not the smell of your breath can turn away more people than anything else. After brushing your teeth make sure to use mouth wash, and in some cases using breath mints may be necessary.

Now that you seen the basic marketing tactics let's get to work creating a Marketing Plan.

### **Phases of Marketing**

Every marketing book you may have read or seminar attended will summarize the marketing plan as consisting of several phases. Your business is people and in order to have business between people they have to establish trust first. And that trust is developed through personal relationships. Your clients will only do business with someone they know and like. Marketing can be summarized into four phases; Creating Leads, Follow-Up, Making Presentations, and Closing. Marketing strategies apply to each of these phases as described below.

#### **PHASE 1 – CREATING LEADS**

“Creating Leads” is also known as “Prospects Generation” or “Filling the Pipeline”. During this phase marketing efforts and activities are geared towards finding people who might be interested in your product or services. They are not necessarily clients or someone you already know, but someone new. For years you may have been told by engineers that they don't need to find new clients, because their existing clients are feeding them all the work they can handle. If you have built your business to such a point that there is no need to make marketing calls that's great. But when the economy starts to slow or drops off, your existing clients may not be able to feed you any additional work. Then you are forced to fill your pipeline with new leads.

Engineers can categorize your client's markets into two sectors; Public and Private. The Public Sectors are the Utility Companies, and City, County, State, and Federal Governments and Agencies. The Private Sectors are Home Owners, General Contractors, Developers, Investors, Architects, and other Engineers. Knowing the needs of these markets is absolutely important in developing the marketing plan.

Most of the marketing strategies for a business that sells a product do not apply to a service oriented business. Yet most of the literature in magazines and books describe marketing strategies that have very little to do with the consulting business. You can

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make and deliver all of the door hangers you want and you will not receive any leads. The main way to generate leads for the engineer is word of mouth. Initially the best way to get the word out there is to make your firm as visible as possible, and to be accepted as the experts in field. If your potential client has an engineering need, you want him to think of you. There are a number of ways to generate leads for a professional engineering company.

Engineers are often very apprehensive when it comes to speaking to others in a public sitting, especially, someone who is not among the engineer's peers. But this is your livelihood. See if this ever happened to you? A group of individuals from New York are in Las Vegas looking for investors in their new construction product. Things are not going very well so they decided to stop off at a coffee shop to take a break. While in line one of the men struck up a conversation with a stranger. The stranger, a well dressed man had just left a meeting with his construction company. Now by looking at the way this man is dressed you would never guess that he owns a construction company. During the conversation they both found out that they had a common friend in California. This common friend was an investor in both the construction company and the New York men's new construction product. The Construction man became instantly interested in the product and wanted to have a meeting later to discuss how he could also invest in the product. This is a true story.

The point of the story is that these people would have never met if they did not struck up a conversation at that coffee shop, and what is even more truly amazing is that someone from New York knows someone in Los Angeles and that person knew this man in Las Vegas. The two strangers that never meet before just developed a business relationship by a simple conversation.

You should always talk about your business with anyone you meet. You should talk with the parents at the cub scout meeting, the adults at your sons baseball game, and while playing bingo at a church gathering. While you are waiting on the bell at your daughter's school talk with the parents. Make sure you are carrying business cards all of the time. You just never know who you might meet.

After talking with people in person the next best method is direct contact with the individual you are trying to market. Sending out a mass mailing or calling will have very little effect for an engineering company. This is known as cold calls, because you don't know who you are contacting and they don't know you.

Filling the pipeline is best accomplished by calling old clients you have not heard from for a while to request referrals. The other reason for making direct calls is to pre-qualify prospects before the meeting. You want to make sure that they are the right person to listen to your presentation and that they are financially capable of hiring your firm.

Of course when trying to find new leads you will have to build contact lists. There are several techniques to do this. Here are some sources:

- Internet search. Every practicing architect has a state license and that licensed individual can be found on the state's board of licensed architects. The same is for engineers. You can also search the business license for developers, contractors, architects, and engineers. The web information can show who the principles are, phone numbers, and address. Then you can cross reference that with the professional license.
- Online Yellow Pages. Also list various businesses by category. Again you can look up the professions of developers, architects, engineers, and contractors. The only problem with this list is the information can be out of date.
- Trade Directories. These directories are found with such organizations as the Chamber of Commerce, American Society of Civil Engineers (ASCE), and American Institute of Architects (AIA). This may require you to become a member of the various organizations before they will release their directories.
- Associations membership rosters
- Rental of mailing lists. Mailing lists can be leased that provides the mailing address, email address, key personnel, and other specific information. These lists can have additional constraints to just residential developers or commercial developers, or even to specific geographical areas. The rental fee is usually based on 1000 name increments. You can not reuse the list without paying a fee, but those individuals who respond to your mailers are yours.

The best method to contact a number of people in a short period of time is by mailers or e-mails, but again note people prefer in-person contact or phone calls. Mailings and e-mails allows the contact to just throw the mail away or delete the e-mail and you want necessarily know. If you chose to use this method send articles of interest, event announcements or links to a useful web-site. Be informative. Your purpose is to remind them of you.

Another approach to gaining more people in the pipeline is to attend events and social gatherings. Any event that your prospective clients would attend like mixers, conferences, luncheons, fund raisers, lectures, workshops, awards ceremonies, professional associations, private gatherings for meeting new people, and lead exchange groups were leads and referrals are swapped.

Don't let your pipeline dwindle or shrink to nothing. In tough times you have to increase your efforts to keep prospects in the pipeline. Spend more time on the phone, networking whatever it takes to find people interested in your services. During a decline in the market, all of your marketing efforts must increase. Not doing so will spell absolute disaster for your company.

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Inevitably you will be asked by your clients for referrals of other professionals and contractors that can assist them in accomplishing something. At this point you will need to turn to your referral list. Due to your company's agreements with other company's whether informal or formal, the company needs to make sure that the staff references only the company's approved referral list. This marketing method is usually known as referral partners, which means that they also refer business to you. If your firm is not referring clients to them, they will reciprocate by not referring clients to you.

In the civil engineering profession engineers deal with a large number of individuals from the beginning to the end of the development. The more linked you are to the local community the more likely work will be referred to you. Just think of all of the individuals they can refer clients to:

### Entitlements:

- Architects
- Residential Designers
- Residential Realtors
- Commercial Realtors
- Residential Appraiser
- Commercial Appraiser
- Commercial Loan Brokers
- Investors
- Commercial Property Managers
- Land Planners
- Attorneys Specializing in Land Development

### Design Phase:

- Architects
- Surveyors
- Geotechnical Engineers
- Structural Engineers
- Mechanical Engineers
- Electrical Engineers
- Plumbing Engineers
- General Contractors

### Construction:

- General Contractors:
- Graders
- Specialized Contractors
- Construction Management Contractors

And the list can go on and on. If the client trusts you, he will believe that you will refer people and companies that are like minded, and provide a good service.

Now, let's take a look at specific strategies for generating leads.

- *Description of company services.* A clear, concise description of all of the services your firm provides. Be sure to include the features, benefits, structure, and cost of the service. This description can be used as the basis of numerous marketing material including brochures and websites
- *Niche Market Description.* Define your company's ideal client. Is your client in the private or public sector? Are they a large experienced developer or a novice small developer? Are they municipal or state government? Defining your niche will focus your market campaign on these specific targeted clients.
- *Business Cards.* Your smallest but most used business publication is your business cards. Your business cards represent your company 24 hours a day. An engineering business card that is professionally produced states your business is professionally ran. A card printed on your office printer also makes a statement that is not always very flattering for an engineering firm.
- *Website.* Most engineering websites are the company's online brochure, describing the services the company provides and projects the company has completed. To act as a lead generator the site needs to do more. The site needs to be filled with resources that are up to date with the latest information that your targeted client will find as useful. Because of the resources, other sites will want to link with your site. These activities will raise the ranking of the website on search engines, and getting more targeted client to view your site. Increase your website visibility by making improvements to get higher placement on search engines, keyword rich content, activity on social network platforms, and writing articles for publication on other websites and magazines. Whether your website is about your company or is content rich site about some part of engineering make sure you have a way for prospective clients to contact you. Have a newsletter opt-in or a sign-in sheet on the site. They will be more willing to give you their information if you offer something for free. The goal is to obtain leads.
- *10-Second Introduction.* This is a simple introduction of company by stating who you are and what you do in a memorable way. If you are a civil engineering company in land development, you might say something like "Hi I'm Joe Smith and I design environmental friendly communities. My company is ACME Engineering, and we provide civil engineering and surveying services."
- *Prospect List.* This is a list of targeted clients that you want to do business with. You could lease a list from a company, or you could do the research and create this list on your own. If your target is developers in the local area, then it would be quite easy to create this list. First go to your chamber of commerce and find all of the contact information for developers. Next research the local business license at your city or county website. Review the phone book. Ask your network of friends who they know. Before long you will have a long list of prospects. There are numerous sources for information. Check with local associations, events, conventions, conferences, publications, and websites are some of the sources.
- *Publication Opportunities.* Like speaking opportunities, authors are seen as experts in their field or practice. There are many types of publications. The basic are articles which can be published in newspapers, newsletters, trade magazines, websites, and a host of

other publications. Of course other publications include writing Pamphlets, Guides, Manuals, and Books on specific engineering topics.

- *Writing Articles* – Articles are about 400 words long. An article about something you work with every day should not take very long to write while a subject you may know less about will take longer to write because you will need to do some research. The idea is to get your name and the company name into the publications that your clients read. An author has instant credibility. The cost for having articles published is practically nothing.
- *Writing Newsletters* – Many marketing experts will say that any business can and should use newsletters as part of the marketing program. The problem with most newsletters is that they are nothing more than sells letters, and usually end up being thrown into the trash. Newsletters that are saved and even used as references are filled with useful content that is pertinent to your clients. If your business caters to the land development industries, then your newsletter should be filled with articles that are useful to engineers, contractors, architects, investors, developers, financial brokers, real estate brokers, and so on. Newsletters should be about 4 to 5 pages long. Word of mouth can quickly spread about your services once people start seeing your newsletters in the waiting room magazine rack or the side tables with the trade publications. Marketing with newsletters can be expensive if using the post office. Newsletters sent via email are very inexpensive, but only send emails to those individuals using the opt-in sign-up sheet on your website.
- *Newspaper Expert* – Send a personal biography to the local newspaper, and copies of articles and other publications references. Let them know your area of expertise, and that when they writing articles in your area of expertise to please contact you. Being quoted in a news article is an easy and free way to market.
- *Speaking Opportunities*. Find an opportunity to speak in front of an audience. Speakers have instant credibility and are seen as expert in their field. There are many venues for speaking. Some of the more common places are groups, association meetings, conferences, and conventions. Even speaking regularly at the public meeting representing projects is an opportunity to promote your business. Most public speaking especially in local venues are for free. Turn these speaking opportunities into marketing opportunities. In the speaker introduction have them say the name of your company, and at the end of your speech and in your hand-outs make sure to let everyone know how to contact you.
- *Publicity*. You can also offer your opinions to be quoted in publications and media programs to the editors and reporters of newspapers, magazines, radio talk shows, and news programs. The same individuals also may want to interview or profile you on their programs.
- *News (Press) Release*. News Releases (Press Releases) are briefs on news worthy events submitted to the media. The media often uses this News Release as fillers in their publications. News worthy articles can be anything from the company being awarded a very large project, news services, new equipment, office expansion, a notable

staff addition, completion of unique projects. If they decide to publish the News Release, the editors may also want pictures, bios and additional information.

- *Social Networking* – The age of Flickr, Facebook, Twitter, LinkedIn, Blogs, and a multitude of other social networks has arrived. Use these platforms to establish yourself as an engineering expert.
- *Direct Mail* – Develop a contact list and a budget to send out mailers reminding your prospects that you are still in business, the services you have to offer, articles you have written, press releases, and so on. Stay in contact. When they need an engineer they will make contact.
- *Conventions* – Pick the right conventions. Not all conventions will have your prospective clients. If your company specializes in municipal waterworks then a Landscape Architect's convention is probably not well suited for your firm. While at the convention mingle with the crowd. Pass out your business cards. Get their business cards. Lease a Vendor Booth, and meet even more individuals. The goal of the convention is to gather leads; fill the pipeline.
- *Trade Shows* – There are two ways to attend trade shows as an attendee or speaker, or as a vendor. Some trade shows are free to attend, but most will cost money to register. The main mission at the show is to obtain leads. So pass out your cards and advertisements, but also obtain names and contact information.
- *Consumer Shows* – Attend Home Owner Shows or consumer shows and listen to what every one is saying. If someone wants a room addition or wants to build an ancillary building on their building, they will need an engineer. Be ready to give them your business cards or to give them referrals. If you have the funds available, lease a booth at the show and pass out pamphlet to everyone that comes to you.
- *Meetings* – Attending meetings is another way of obtain leads. Everyone watches everyone in a meeting measuring their knowledge, experience, presentation skills, social skills, and more. Your future maybe someone in the meeting or someone they know. Make to bring plenty of business cards to a meeting, and pass one out to everyone in the meeting. First impressions are lasting.
- *Promotions*. You may want to put on a free workshop or demonstration on a specific topic that your targeted clients would be interested in attending. When hosting workshops or demonstrations make sure you have enough room for your audience. This can be ensured by requiring reservations. You can also sit-up an exhibit at a local trade show. Trade shows can be expensive. Make that the trade show you decide to exhibit is specifically for your targeted clients.
- *Advertisements*. Perhaps one the most expensive type of marketing for an engineering company is placing advertisements. If done properly and placed in the right publications or media can produce a very successful campaign. If your firm plans on placing advertisement in publications or a website, make sure the publication or website is specific produced for your targeted client.

## PHASE 2 – FOLLOW-UP

Once receiving a prospective lead you want to follow-up. Follow-up is a process of reminding your leads of you, and to see if they are in the market for an engineer with your skills or if they know of someone else who maybe in need of your services. Most leads are probably not quite ready for you, but want to stay in contact with you.

Let's say you just attended a networking function and now you have a stack of business cards (Leads). It is now time to contact these individuals within a few days after the event while your initial greeting is still fresh on their mind (Follow-up). Every article about follow-up states the same thing that this is where most sells are lost, because many people for one reason or another just don't take this step. Something as easy as picking-up the phone and placing a call is often left undone. Granted it may take several follow-up contacts before you can move onto the next phase.

There are several strategies to follow-up on leads.

- *Contact Management System* – This system is really a database listing all of the leads an individual or a group of individuals in the firm has received. The database keeps the lead generation organized, and it keeps track of who is performing the follow-up calls, mailings, and meetings. The database will also store key information about the lead, like the birthday, spouses name, anniversaries, likes and dislikes, and much more. There is software that is specifically designed for this task, which can save a lot of time compared to tracking the contacts by hand.
- *Marketing Kit* – Some firms will actually prepare different brochures and letters for the specific lead varying the information depending on the lead's needs. The marketing kit is generally a folder with side pockets and slots for business cards. Placed inside the pockets is a cover letter stating where you meet the lead and what was discussed. The kit may also include engineer's bio, your business cards, pamphlets on services they would be interested in, newsletters and articles that your firm has published, recent News Releases, related Project Sheets to demonstrate your expertise, and maybe Testimonials from satisfied clients. The package is designed to draw their interest and desire to make further contact with you. Marketing packages can be expensive to print and mail to every lead. You might choose to send these packages only to pre-qualified leads. Leads that are in need right now for engineering services that your firm provides.
- *30-second Advertisement* – This is a statement about a paragraph long that tells a lead what your firm does, how you might be able to assist them, and why they should talk to you. This scripted introduction can be used in a number of ways. The introduction can be used as an opener for presentations. It is also useful when you are attending a meeting and they ask everyone to introduce themselves. Be prepared to use the advertisement when you make a follow-up call and get an answering machine, leave the message and let them know you will try to contact them later.

- *Meetings* – Meetings can be held in many places like coffee shops, restaurants, golf course club house, and so on. They don't have to be held in someone's office. A relax atmosphere is much better at this stage of marketing. You are only trying to establish a relationship. But meetings of this kind can be expensive, especially if your company's budget is not very big. Some businesses may have the adage to never eat lunch along. Always invite someone to meet you for lunch. Of course, if you are inviting, the etiquette is that you are buying. Everyone loves a free lunch. Also remember that your prospective client may not be in the market right now for an engineer, but is looking to sit-up a relationship with a new engineer for their future projects. In order to build a relationship with the client you will need to meet them from to time. Inevitably these relationship building meetings will lead to a discussion about what services you have to offer. Eventually, they will be ready to get started on their project and they will call you to make a formal presentation at a company meeting.
- *Mailings* – It's fairly easy to put together a marketing package that can be sent to a lead. The package can be as simple and inexpensive as a post card. The postcard should be very simple showing your company name, web address, your name and email address, and possibly a Unique Selling Proposition. The idea is to simply remind them of you, and having them wanting to contact you or least awaiting you to contact them. If you want to go all out, you could send an envelope filled with brochures, newsletters and other publications. But why? Do you know what the client needs at this point? Most likely not. A simple post card in most cases is the best way to make the initial lead follow-up. Also note that you can not do follow-up meetings every week with your prospective client nor do they expect you to do this. During these inactive periods you should send them a mailer either by mail or email with a topic of interest to them. Typical mailers are brochures on new products, new techniques, or even new services your firm is now providing. Other good mailers are News Releases, your published articles, links to websites, and inventions to upcoming events.
- *The Internet* – A part of the process of obtaining leads is to get their email address. Most everyone prints their email address on their business cards. Make use of this by sending them a message a day or two after meeting with them. Remind them of your discussions, and attach a brochure and/or attach a link to your company's website. You might ask them when would be a good time to connect them via a phone call or possibly a meeting or a lunch. Your goal is to begin a relationship that might eventually lead to a proposal.
- *Building a Personal Relationship* – Most leads are just not ready for your services. They may have done a project before that required an engineer, but they are contemplating a project now that will require your services. They maybe in the middle of project and already have the necessary consultants on board. They maybe in between projects and are just gather references, but are not ready yet to start the project. The best approach is to build a relationship with them by building your credibility with them.

- *Contact Lists.* One of your most important marketing following-up tools is your contact list. In today's world most lists are kept in a database either on the computer or on the internet. These electronic files can then be used to create mailers, reminders, and other marketing material.
- *Calling and Mailing List.* The most effective method is to call – mail (email) – call. A single call will not in most cases lead to anything. You may have to call at a better time. In the mean time you want to send a mailer or an email to introduce yourself. Then they will be more interested in your follow-up call. If during your phone call they express interest in your services, then is the time to send that marketing kit. If you get an answering machine leave your 30-second commercial.
- *Newsletter or E-zines.* An alternative to mailings are newsletters or e-zines. The typical newsletter is 2 to 4 printed pages, while an e-zine is the same thing except in electronic format and are usually attached to emails. There are several good software and websites that can assist you in publishing a quality newsletter or e-zine. Make sure that when you create a newsletter it is full of content that is useful information that the client will want to keep as a resource. You'll know you have done a good job when you see filled with your newsletters in a client's office.
- *Personal Connections.* Of course the best people to follow-up with are the people you already know. They will be willing to talk to you and even help find new leads. They may even introduce you to their contacts. In sells they call this your hot and warm list. The further removed they are from you the colder they get. That's why they call it cold calling when you are calling someone you don't know. The better you know an individual the more likely they are to do business with you or help you find better leads. If your list of personal contacts has been exhausted then you need to get out there and get involved and form new relationships.

### PHASE 3 – MAKING PRESENTATIONS

For the engineering profession making presentations depends on the audience. Not all presentations are for sells. In fact, most presentations are nothing more then letting your prospective clients know your expertise; what area of engineering your firm specializes. These types of presentations are actually part of Lead Generation. Making presentations in Phase 3 are when a potential client, prospect, is interested in your services, and wants to know if you can fill their needs. There are several approaches to making Presentations, but all are geared to the final phrase which is the "Closing."

The next part of the Marketing Plan is how the firm performs company presentations to prospective clients. The presentation is made to listen to what are the client needs, and describe what your company can provide and how your company can fulfill the client's needs. The object of the presentation is to talk about the client not you. Let them tell you what they need; don't start your conversation with what your can do for them. They just might not need your services. In order to make your Presentations stand out from the competition, the Marketing Plan should address one or more of the following strategies:

- *Prospect Qualifying.* The objective is making a presentation to the decision-maker that has a project and a budget for your services. This is done by asking qualifying questions. Start your conversation by asking open-ended questions that requires the prospective client to answer with more than a yes or no. Ask questions like do they have a problem that your services can resolve. Does the prospective client need your services? Are they the decision-maker, or is there someone else you should talk with? Are they ready to start on the project, or are they still a ways off? Can they pay your fees? Who else is proposing on the project? All of these questions pre-qualify the lead to determine if they are in the market for your services, if they have a budget in mind, and if they have a timeline. All of these questions can also be placed on your website's contact form.
- *Rehearse the Presentation.* A well thought out presentation that has been rehearsed several times will stand out. Concentrating on the power point presentation, and sample materials and not on the actual talking points may be a major mistake. Practicing the presentation with the props is necessary to get familiar with the material, and to time the speech. It is also recommended to record a video of your practices to notice your mannerisms and the impact of the props. Practices increase your confidence and minimize your nerves, which make for a much more professional presentation and increasing your chances with the client.
- *Make Your Web-site Stickier.* Visitors to your web-site may stay for a while or return several times until ultimate they make contact with you. Search the internet and you will find a number of ways to make visitors stay longer. They want to see a website that is loaded with information that they can use. Adding new information on a regular basis encourages them to return. Fill the site with articles, case studies, a message board, calendar, blogs, tools, resources, and freebies. There are basically three techniques to make website sticker.
  - Freebies - Not only have your company information on the website, but also add a lot of content-rich information; useful information that the client can use. They will return to the website just to learn more about how to process plans through the County quicker.
  - Content - Offer free material such as a newsletter, an e-book, or booklet, if they leave their email address. An autoresponder can then forward the free material to their emails. The nice thing about autoresponders is that they can be sit-up to send multiple messages to an email address. Each message can be scheduled to be sent 1 day later, every week or month thereafter.
  - Interaction - Another method is add interactive tools to the web-site like construction bond estimate calculators, government review agency calendars, or even the ever increasing popular blog comments.
- *Increasing your Visibility.* Clients tend to want to have a well known expert on their team. It's a much easier phone call if they recognize your name. You have instant credibility, and they look forward to talking with you. If you are making new contacts

and they are not aware of your engineering firm or you, you need to increase your visibility. Several strategies have already been discussed that will increase your visibility. You can become active in organizations, join committees, write articles, make presentations, provide free workshops and demonstrations, and submit press releases. Requesting to make a presentation to someone who already knows you, is far easier than someone who is unknown.

- *Researching the Competition.* Usually the engineering competition in any community is easy to identify. Even the services provided by the engineering firms are similar. What is different is how those services are provided and who provides them. You need to know what your clients like about competitors and what they don't like about them. Knowing your competition is essential to developing your competitive advantage.
- *Researching the Targeted Market.* Understanding what your targeted client wants and needs will assist you in your marketing kit. The easiest way to determine this information is simply to research your existing clients. Ask them the questions, and they will definitely give you the answers.
- *Improving Market Position.* Companies considered to be in the top tier of the profession will garner more work than those at the other end. You and prospective clients may have a completely different opinion on your company's ranking. The important data is how they think of you, and this is only determined by asking questions. How does your company compare to the competition? Do you provide better services? Are you cheaper or more expensive? Are you an expert in the field of engineering? If the answers to these questions place you low in the category, then it's time to improve those impressions. This can be accomplished by doing the same activities as was discussed for increasing visibility.
- *Defining Company Services.* Most engineering firms can provide numerous services, but in order to get to do a presentation the prospective is only interested in a few services. They don't necessarily want to know about all of the other services. Discuss the services that will meet their needs and wants.

### PHASE 4 – CLOSING

Yes, the ultimate marketing goal is to turn the prospect into a client, and then maintaining your relationship with your existing clients. The time from generating leads to establishing a client can take a few days to months, and sometimes longer. That is why once you have clients you will do whatever it takes to maintain the trust with them. This process begins with the client signing the agreement.

There are many ways to write a proposal, but the best presentation leads to a signed agreement to perform services. To create more opportunities with proposals you must think out of the box. The typical engineering proposal consists of services to be provided and a price for each or all of the services. Proposals are marketing tools that demonstrate the company's expertise and professionalism. The proposal should stand

apart from the other proposals the potential client may receive. In short, proposals are an outlined plan to accomplish the client's desired results.

The Operations Plan needs to address how every proposal issued by the company will appear and the order of its contents. The proposal is a structured plan that your company has compiled to solve the client's needs. Depending on the client and the size of the proposal, the proposal presentation can be as elaborate as a power point presentation with key team members discussing different parts of the plan, or it can be as simple as sitting at a dining room table and discussing the specific tasks with the client. The proposal should be well structured and follow the basic outline below:

1. Cover Letter
2. Agreement
3. Assumptions
4. Specific Tasks
5. Compensation Summary
6. Preliminary Plans
7. Project Schedule
8. Company's Completed Related Projects
9. Testimonials

This outline can be shortened to a few pages for fairly a simple project or it can be expanded to more than 30 pages for larger and more intricate projects. Of course the government proposals may follow a different format, but the main points are basically the same. Once the proposal has been discussed with the client and everyone is satisfied with the plan. Direct the client to sign the agreement. The agreement once signed by both parties is a legally binding document. There are several engineering agreements templates available, but it is recommended that a lawyer review the document prior to adding the agreement to your proposal packages. Make sure you clearly understand each line of the agreement. In some instance the client may want you to sign their agreement. In this case make that your lawyer reviews their document, and again you understand every line. If you are having trouble getting clients to sign the agreement, there are several strategies that you can use to increase your success.

Below are some specific marketing strategies that can be used in the Closing phase.

- *Closing the Sale.* At the end of the proposal presentation the final step is the closing. You want a signed agreement when you have completed the meeting. The client has spent the time with you over the previous three stages, and knows that you are credible. They know that you are the expert for this type of engineering service. So what is stopping him or her from signing the agreement? The best way to get to the closing is by being prepared to respond to their hesitation. Have a script ready to go for answering any questions they may have. The point is just don't be afraid to ask for their signature.

## ENGINEERING MARKETING STRATEGIES

- *Qualifying Prospects.* If you are presenting to the wrong prospects, you will not receive signed contracts. Pre-qualifying them with questions while you are in the Follow-up or at the latest in the Presentation stages will avoid this situation.
- *Present Your Proposal to the Decision Maker.* When meeting with the lead ask a question about they will be making the decision to sign your proposal or will they assist you in meeting with the individual that has that authority. In some cases especially with very large firms your will make your presentation to a screening community prior to presenting to the decision makers. If you leave it to someone else to represent your proposal, the chances of an approval are greatly diminished.
- *Building Stronger Relationships.* Engineering contracts can be a very expensive bill. Prospective client will be making a major commitment by signing your agreement. Before they do this they want to know that they can trust you. That you will follow through on your commitments, and that you have the resources and skills to complete the contract. One method that overcomes this obstacle to start building a stronger relationship up front in the marketing process. Spend the time to make yourself visible. Be involved with the associations, networking events, conferences and other gatherings that they attend. Send them invitations to events that you will be attending that is of interest to them. Send articles and other publications that would be of interest to them.
- *Increase Your Credibility.* Restate your accomplishments and credentials. In your presentation follow your name with any advanced degrees, licenses or certificates like a Master of Science or Doctorate of Philosophy degrees, Professional Engineer license, and LEED certified. You may want to state in the presentation what boards and committees you are a member like the County International Building Code committee. If you are a published author, your client would definitely want to know. Your client wants to know that they are dealing with a highly accomplished individual that is a recognized expert in the community. This recognition may be just what is needed to win the contract.
- *Improving Presentation Skills.* It is true that most engineers are not very good at public speaking, and making presentations is not always an easy task. The easy way to improve on your presentations is to first make an outline, and then script out the important points. Finally, rehearse the presentation until it feels right. There are associations that you can join that will help you improve your presentations. The most notable is Toastmasters. Remember at the end of your presentation ask for the sell.
- *Improving Selling Skills.* Most engineers will definitely say that they are not salesmen. But in fact in a presentation you are selling your services. The better your sales skills, which are usually overcoming objections, the more likely you will be awarded contracts. It is highly recommended that you read books on selling, attend workshops, and practicing. Be prepared to answer their objections, by making a list of possible objections and your response.

## ENGINEERING MARKETING STRATEGIES

- *Project Folder.* In your presentation show similar projects that your firm has completed. The projects should give the project name, project size, project description, developer, architect, contact names, and any testimonials. Let the prospective see your client list. Show the prospective client that you have the experience and creditability to complete their project.
- *Leave-Behind.* Whether you achieve an awarded contract or not you may want to leave one last thing for them to look over. You leave it as you are leaving the presentation or mail it to them. This may include a sample copy of engineering plans, technical reports, articles, booklets, newsletters, testimonials. It may also include other items that the client will use every day like calendars, pens, picture, coffee cups, and so all with your company logo and USP. Do a search on the internet for marketing products. The idea is to make your name stand out.
- *Improving Professional Credibility.* If the prospective client is not quite sure that you have the ability to complete the project, you just might have a credibility issue. There a number of ways to improve your credibility. You build your credibility with your client early on by showing your work in the past. Sending prospective client articles you written before the presentation. If your credentials are lacking, then you are going to have to the necessary steps to it build up, but it will take some time to develop. Get to work writing publications that we have already mentioned, sending out News Releases, and get quoted. Establish yourself as an expert in the profession.
- *Improving Testimonials File.* Make an effort to obtain testimonials from your clients. These testimonials can be used in all of your marketing material. Place hand-out sheets in your marketing kit, and include in your presentations.
- *Represent Your Own Proposal.* No matter how well intentioned, having a lead company representing your proposal and several other companies' proposals as one team, does not always work. Having one spokesman for the entire team presenting at the meeting without a company representative from each team member shows the client a lack of interest. If your firm is teaming with a group of companies on a project, each company should have a representative make a presentation for their portion of the proposal. It is always better that each team member interact with the client to demonstrate their competence and technical knowledge to handle the client's needs. An assured client is much more ready to approve a proposal.
- *Follow Up.* After making the proposal presentation and the client wants to review the proposal before signing you will want to schedule a follow-up phone call with the client. If they have not signed the agreement as of yet you may want to ask some open-ended questions. Questions like
  - "Is there anything you don't understand or have questions about in the proposal?"
  - "Is the proposal missing anything?"
  - "Is there a specific date as to when the agreement will be signed?"

## ENGINEERING MARKETING STRATEGIES

These types of questions will allow the client to open up and indicate whether they will be using your services or not.

Now, let's apply these strategies to your situation.

What marketing strategies are you currently using in your Market Plan? Describe.

### Filling the Pipeline

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### Following Up

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### Getting Presentations

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### Closing Sales

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Are there any stages that are weak? What additional strategies are you planning to implement?

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Your marketing strategies ideas can now be added to your Marketing Plan

## Developing the Marketing Plan

### *Writing the Marketing Plan*

The Engineering Marketing Plan is a series of daily, weekly, and monthly steps to be followed by the firm's personnel. Yes, everyone has a marketing responsibility. A written plan should be in-place and followed by the staff. When creating the plan keep in mind the individuals personalities and skill sets. What might come natural to one person might be completely intolerable to someone else. The plan should be monitored by key personnel, and when necessary modified to handle changes in the market. The Marketing Plan is simply a road map stating what you know about the competition and their marketing efforts, what strategies you will implement to counteract their marketing, and increase revenues. The basic outline of a Marketing Plan is as follows:

- *Section 1. Overview* – This section should be brief and summarize the overall plan. This section should also include your business purpose, services and products your firm provides, and your strategic goal.
- *Section 2. Company Analysis* – This section is about your business. It should include information on who are your key personnel, the company's history, key partners, your market location, company strengths and weaknesses, and the obstacles the company faces to reach it goals.
- *Section 3. Market Analysis* – This section identifies the challenges and opportunities in your market or the market you want to be in. The analysis should cover the following:
  - *Market Size* – Describe size of the market, and is the market growing, stagnant, or declining.

- *Market Segmentation* – Where is the market located (Geographic), who is your market (Demographics), and what are the characteristics, behaviors, and lifestyles of your market (Psychographics)
- *Marketing Environment* – What are the business and marketing trends in your market?
- *Section 4. Customer/Prospect Analysis* – What do your Clients and Prospects want? What are the benefits they want? Why do they choose one engineer over another? Do they make their decision based on price, service, quality, value, credibility, or something else?
- *Section 5. Competitor Analysis* – In this section you will need to do a SWOT analysis on your competitors. SWOT is an acronym for Strengths, Weaknesses, Opportunities, and Threats.
- *Section 6. Marketing Objectives* – What are your company's goals and objectives? Your goals should be in numerical terms, and objectives should be how you will achieve your goals.
- *Section 7. Marketing Strategy* – Now is the time to commit the strategies we have discussed for the four phases of marketing.
- *Section 8. Budgets and Projections* – Show much will it cost to implement this plan for the next year and the following three years.
- *Section 9. Action Plan Timetable* – Show when each marketing strategy will be implemented or improved throughout the year, and when the marketing reports will be due (monthly, quarterly, semi-annually, or annually). Normally marketing reports are done quarterly, but if the marketing conditions are changing rapidly monthly reporting may be more in order.

See our sample Marketing Plan at the end of this guide.

### ***Implementing the Marketing Plan***

Once the marketing plan has been written with the strategies to be implemented in all four phases of the marketing process, the next step is to actually put the plan to work. Since the entire staff is involved with marketing, the first implementation step is the training. The staff will need to be trained on the Marketing Plan. Each phase will need to be described, explaining the strategy, and what is expected by the company.

The second step is to put the plan to action. On a certain date the entire staff is required to implement the Marketing Plan, which will include the timeline for the various strategies. The training should have removed most of the rough spots and misunderstandings with the plan, but expect that there will be some problems to still occur. The problems encountered should be discussed with the team, fixed, and move forward with the plan.

**Accountability**

Once the marketing plan has been implemented, it will be necessary to follow the progress of the plan and to make changes as necessary. Attending seminars in the local community and sending flyers to prospective clients may seem like the right approach, but it may not prove to be the case. A table similar to the one below should be reviewed monthly to determine progress.

If the strategies are not working, then you will have to examine why. Maybe the strategies are not being implemented in the right way. Maybe your clients do not respond well to the strategies. Maybe the strategies are right, but your competitors are using the same strategies, and your clients don't see the difference between your firm and the competition. In this case, you need to implement additional strategies to win your clients over.

Table 1 - Strategy Tracking Record

Strategy	Leads	Conversion Rate	Number of Transactions	Average Sale	Margins
That have worked					
1					
2					
3					
4					
That have not worked					
1					
2					
3					
4					

## ENGINEERING MARKETING STRATEGIES

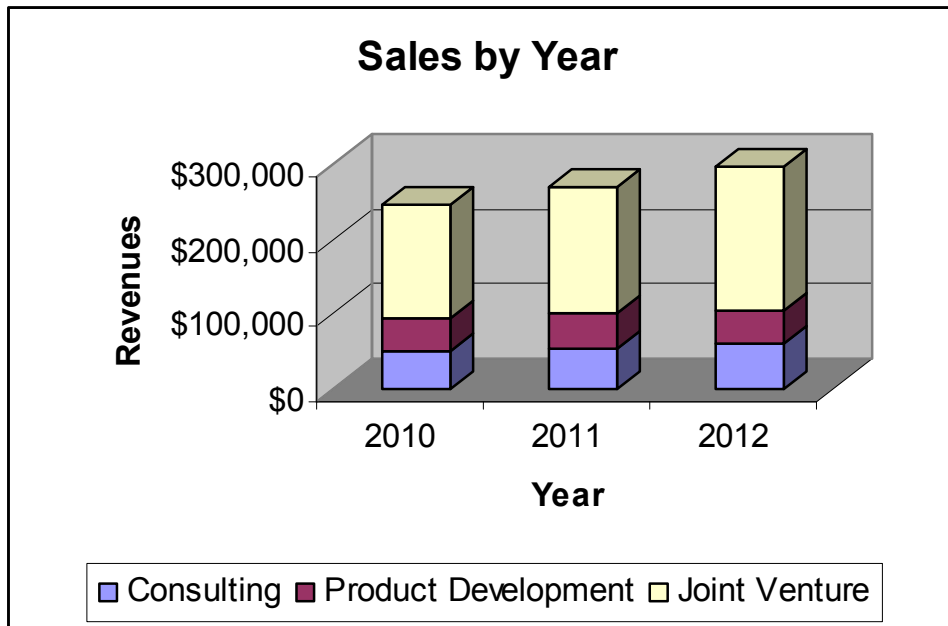
The marketing plan is constantly being revised to respond to the activity of your clients, the competition, and the markets. If you are constantly studying what is happening in your industry you will be able to stay ahead of the competition with the Marketing Plan.

## Sample Marketing Plan

### 1.0 Executive Summary

HAUNTEC Civil Engineering Services (HAUNTEC) provides professional engineering services for land development projects. This marketing plan illustrates our market segments and the strategies we are employing to gain clients and create a solid revenue stream. Our firm has developed a unique relationship with its clients by providing recognized engineering experts in fields of water resources and land development. Our engineers are published in their field of expertise and are often requested to make presentations at several trade conferences in the United States. Our clients benefit by having the profession experts representing their projects.

Although HAUNTEC has been able to maintain market share during the past several years, the recession has significantly reduced the number of available projects. We are continuing to increase our marketing efforts to increase our workload in our existing market and find new markets to increase the company's revenues. Due to the local community business and development forecasts, HAUNTEC anticipates the development market to increase at most by 3% annually if not stagnant for the next three to five years. By seeking to expand into other markets HAUNTEC is expecting an annual growth rate of 10%, with a large portion of these revenues coming from new project joint ventures.



## 1.1 Vision

Our vision is to provide top quality engineering designs that will reduce design time and save the client money to develop the project. We do this by working with the latest computer software and technologies and following a rigorous Quality Control and Quality Assurance program.

Our marketing challenge is to strength our bond with our existing clients and assists them in creating new projects. We intend to accomplish this by creating joint ventures to develop several community projects including a Medical Office Building, an Art Museum, Independent Living Center, and an Ethnic Themed Center.

## 1.2 Objectives

1. Generate over \$245,000 in new signed contracts by the end of 2010.
2. Increase joint venture agreements to increase the number of contracts 200% by the end of 2011.
3. To be positioned to take advantage of new projects as the Land Development comes back on line by the end of 2012.

## 2.0 Target Markets

Our ideal client is a small developer who is looking to develop 20 acres or less for a residential community or commercial center. These developers are usually found through word of mouth or through our network of architectural and surveying firms.

These clients can fit a wide range of age groups. These clients are usually self employed or companies with properties that they want to improve. Our clients that are individuals are usually investors while the company representatives are usually with an real estate investment company or developer.

Our other clients are other engineering companies and architectural firms. The engineering firms are usually seeking a specific service we provide such as Traffic Impact Studies. The architectural firms are usually seeking an engineering firm to form a temporary partnership.

## 2.1 Target Market Segment Strategy

Our strategy to overcome the reduction in the market is to partner with various firms to create our own projects. This strategy started in the middle of 2008 and was fully implemented in 2009. Those efforts have lead to the possibility of four major design projects to begin in 2010. We are seeking to form similar partnerships with our other clients.

We have also increased internet presence by revamping our web-site and increasing our ads in trade magazines. We are also taking advantage of the slow economy by making additional speaking engagements and publishing articles. By increasing our name recognition we should be able to gain market share and increase revenues.

## **2.2 Keys to Success**

The primary key to success is to keep the name of our business in the minds of developers and architects. Many small engineering firms in our community have closed in the past two years due to the economy. By remaining active in the community and increasing our presence on the internet and in local publications we will be able to attract new business. This can be tracked using metrics such as the number of times we write proposals, and the number of visits and number of request for information on our web-site. Success can also be tracked by creating industry buzz by writing articles for trade publications and making presentations.

## **3.0 Marketing Plan Strategy**

Our targeted clients do read their trade publications and research the internet to keep current with the latest information. In order to keep the company name in our targeted clients' media, HAUNTEC is planning a series of publications and speaking engagements.

In addition, our company web-site is being retooled to pages dedicated to content about the industry. The web-site will invite visitors to comment on our blogs and other current topics. HAUNTEC will respond to these comments as field experts.

### **3.1 Establishing HAUNTEC as the local community expert in Water Resources**

Water resource experts especially engineers are in high demand in southwestern United States. Most consultants in this field are vendors. The engineering community is mostly in the government. Consulting engineers are needed by both the public and private sectors. Establishing HAUNTEC as the local community's expert in this field would be extremely advantage to our firm. The local competition has not penetrated this market. HAUNTEC can take advantage of this young market.

### **3.2 Establishing HAUNTEC as a local Community Expert in Property Entitlements**

Although the local land development market is stagnant, property is being bought and sold. In order to increase land value property owners are rezoning, merging abutting parcels, and filing other land use applications. In our industry these types of land use

application filings are property Entitlements. Many land owners try to process these applications on their own or hire lawyers to prepare, submit, and make the public representations. In most cases a lawyer is not necessary, and an engineer or architect is a better chose for the client.

Our goal is to establish a reputation for our expertise in Land Use applications, and garner a larger market share. In the past this service was not a company priority due to the low consultant fees involved usually \$500 to \$1000.

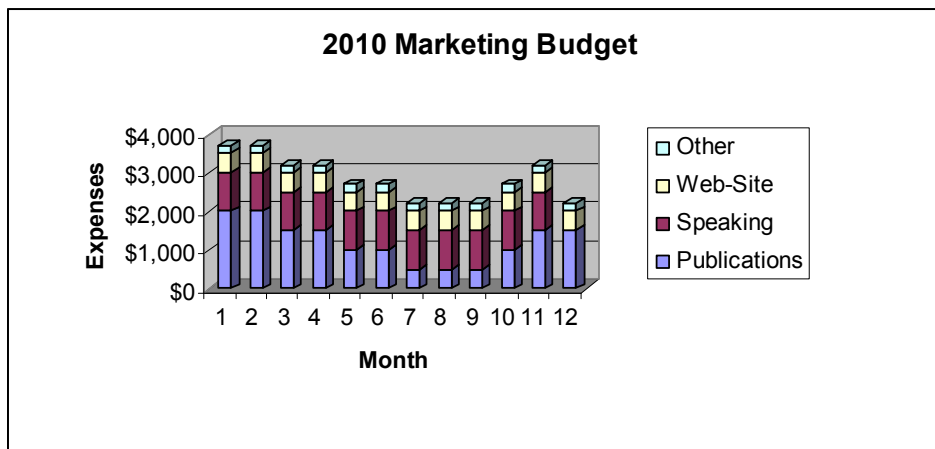
#### 4.0 Expense Budget Summary

Marketing expenses are mostly for the staff required to do the marketing activities listed, including publication writing, maintaining and updating the website, and speaking engagements. The vast majority of the software tools needed to implement the activities, such as analytics and landing page creation, are available on existing company software.

#### 4.1 Expense Budget by Month - Year 1

Because the staff will be involved the marketing activities, we do not expect an increase in marketing staff during 2010. Once the marketing plan has been updated and implemented, the marketing activities will be monitored by senior staff and all staff members will involved with the marketing activities. Below is a breakdown of marketing expenses by month for 2010.

**Figure 1 - Monthly Marketing Budget**



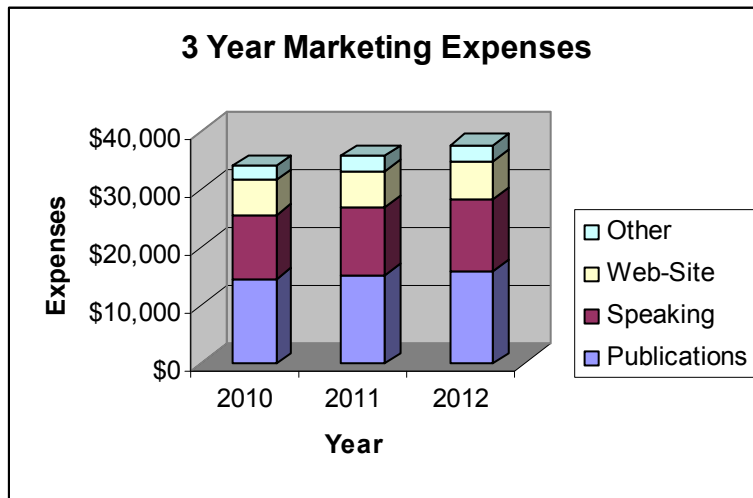
**Table 2 - Monthly Budget Expenses**

	Jan	Feb	Mar	Apr	May	Jun
Publications	\$2,000	\$2,000	\$1,500	\$1,500	\$1,000	\$1,000
Speaking	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Web-Site	\$500	\$500	\$500	\$500	\$500	\$500
Other	\$200	\$200	\$200	\$200	\$200	\$200
Total	\$3,700	\$3,700	\$3,200	\$3,200	\$2,700	\$2,700
Percent of Sells	18.12%	18.12%	15.67%	15.67%	13.22%	13.22%
	Jul	Aug	Sep	Oct	Nov	Dec
Publications	\$500	\$500	\$500	\$1,000	\$1,500	\$1,500
Speaking	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$0
Web-Site	\$500	\$500	\$500	\$500	\$500	\$500
Other	\$200	\$200	\$200	\$200	\$200	\$200
Total	\$2,200	\$2,200	\$2,200	\$2,700	\$3,200	\$2,200
Percent of Sells	10.78%	10.78%	10.78%	13.22%	15.67%	10.78%

### 4.2 Expense Budget by Year

We anticipate 2011 and 2012 marketing expenses to slightly increase, again mostly for covering the cost of additional staff to help facilitate the additional requirements for marketing activities. We expect marketing expenses to be around 13% of total sales.

**Figure 2 – 3 Year Marketing Budget**



**Table 3 - 3 Year Marketing Budget**

	2010	2011	2012
Publications	\$14,500	\$15,225	\$15,986
Speaking	\$11,000	\$11,550	\$12,128
Web-Site	\$6,000	\$6,300	\$6,615
Other	\$2,400	\$2,520	\$2,646
Total	\$33,900	\$35,595	\$37,375
Percent of Sells	13.84%	13.21%	12.61%

## 5.0 Sales Forecast

Sales will come from three sources:

1. **Engineering Consulting** - this includes engineering contracts in the public and private sectors. Most of these contracts will be Entitlements and land Development projects.
2. **Product Development** – this includes assisting companies in receiving certification on new green construction products.
3. **Joint Ventures** - this includes the engineering work generated by partnering with other companies to develop large scale projects.

Sales in these main areas are anticipated to increase gradually over the next three years as shown in Table 3.

Table 4 - 3-Year Sales Forecasts

	2010	2011	2012
Consulting	\$50,000	\$55,000	\$60,500
Product Development	\$45,000	\$45,000	\$45,000
Joint Venture	\$150,000	\$169,500	\$190,950
Total	\$245,000	\$269,500	\$296,450

## 5.1 Sales Forecast by Month - 2010

Below is our 2010 year's sales forecast broken down by engineering service type:

**Table 5 - 2010 Sales Forecasts**

	Jan	Feb	Mar	Apr	May	Jun	
Consulting	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	
Product Development	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	
Joint Venture	\$0	\$0	\$10,000	\$10,000	\$10,000	\$10,000	
Total	\$7,750	\$7,750	\$17,750	\$17,750	\$17,750	\$17,750	
	Jul	Aug	Sep	Oct	Nov	Dec	Total
Consulting	\$4,000	\$4,000	\$4,000	\$4,000	\$5,000	\$5,000	\$24,000
Product Development	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$22,500
Joint Venture	\$15,000	\$15,000	\$20,000	\$20,000	\$20,000	\$20,000	\$40,000
Total	\$22,750	\$22,750	\$27,750	\$27,750	\$28,750	\$28,750	\$86,500

## 6.0 Progress Measurement and Monitoring

In order to make sure that we are on track, we have in the past measured our success by the number of proposals we have written and the number of awarded contracts per month. A normal month usually ran about five proposals per month with an average of 2 becoming contracts. Since 2007 these numbers have drastically changed. The number of proposals has significantly increased, but the number becoming contracts have been reduced (about 10 to 1). The other key is that the dollar amounts of the awarded contracts are much smaller. Hence the metrics to be used in 2010 has been adjusted.

### 6.1 Key Marketing Metrics

6.1.1 Engineering Consulting - We estimate that we will need to make 7 proposals to win 2 contracts per month. We will reduce the number of proposals by pre-screening our leads to ensure that the prospect is actually looking to hire an engineering consulting and not just researching.

6.1.2 Product Development – We currently work with three clients that are interconnected with five different green products. Our metrics is to increasing sales by 10% per month to these clients.

6.1.3 Joint Ventures – We are projecting to create a new project every 6 months by partnering with other businesses. These are long term projects that should last a period of two years per project.

### 6.2 Other Success Metrics

Other key metrics we will measure to monitor our success are as follows:

- Number of speaking engagements – 1 every 3 months
- Number of publications (articles) – 1 every 3 months
- Revamping the company web-site by March 2010

## **7.0 Marketing Organization**

HAUNTEC is a small engineering company with a staff of three individuals. Our team is comprised of a professional engineer and a professional land surveyor, and a CAD Operator. In addition, our professional engineer and professional land surveyor are extremely experienced at marketing, and are very connected with the development community.

Mr. Haun, President, established the company in 2005 and oversees the general management and marketing for the firm. Mr. Haun is recognized expert in the field of Civil Engineering especially Land Development and Water Resources. He has written several publications on the subject, and has been a guest speaker at several trade conferences.

## About the Author

Joe Alvin Haun, PE, MSE

Joe Haun is a highly experienced Civil Engineer, author, public speaker, and business advisor who have worked in the engineering profession since 1983.

Mr. Haun's early career was in the United States Air Force as an Engineer Assistant. A Desert Storm veteran he has a unique perspective of the Middle East.

Mr. Haun graduated from the University of Las Vegas, Nevada in 1994 with a BS degree in Civil Engineering and in 1995 with a MSE in Civil and Environmental Engineering.

Mr. Haun worked with several engineering firms in the Las Vegas valley until February 2005 when open his own engineering company HAUNTEC, which has grown to a designing multi-million dollar projects in Nevada and Utah and in the countries of Iraq and Costa Rica. Review his growing company's website at [www.haunteceng.com](http://www.haunteceng.com) to see the firm's latest capabilities.

Mr. Haun has published articles in engineering magazines and has given speeches on water resources, and is currently working on several articles on permeable pavements.

In 2009, Mr. Haun started Engineering Business Seminars and Publications to. His first publication is the "Engineering Business Success." He has created many self-study engineering business seminars for Professional Development Hours credits. Visit the web-site [www.engineeringbusinesspubs.com](http://www.engineeringbusinesspubs.com) to review the latest seminars and publications.

## Recommended Reading List

Engineers are constantly learning about new techniques, products and design methods. Improving your skills as a business leader is no different. Reading books is one of the best ways to improve your skills. Below is a list of books we recommend.

- *Engineering Business Success* by Joe A Haun (book)
  - *Engineering Business Plan* by Joe A Haun (seminar)
  - *Engineering Marketing Strategies* by Joe A Haun (seminar)
  - *Engineering Operations Strategies* by Joe A Haun (seminar)
  - *Engineering Financial Strategies* by Joe A Haun (seminar)
  - *Engineering Proposal Strategies* by Joe A Haun (seminar)
  - *Engineering Joint Venture Strategies* by Joe A Haun (seminar)
  - *7 Habits of Highly Effective People* by Steven Covey
  - *First Things First* by Steven Covey
  - *Awaken the Giant Within* by Anthony Robbins
  - *Unlimited Power* by Anthony Robbins
  - *The E-Myth Revisited* by Michael E. Gerber
  - *Get Clients Now* by C. J. Hayden
  - *Dress for Success* by John T. Molloy
- ❖ Please visit our web-site [www.engineeringbusinesspubs.com](http://www.engineeringbusinesspubs.com) to order Joe Haun products from our recommended book list.
- ❖ Our on-line seminars include the manual, down-loadable from the web-site [www.engineeringbusinesspubs.com](http://www.engineeringbusinesspubs.com) , and sample letters and forms. After completing the seminars the participant will receive a PDH certificate showing the number of units awarded.

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