

APICS Marketing.....It's Easier than You Think!

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Agenda

- **What is Marketing?**
- **What is Sales?**
- **Marketing Techniques**
- **Ideas from the Floor**



What is Marketing?

■ Webster's Dictionary:

“The aggregate of functions involved in moving goods from producer to consumer”

or

“To expose for sale in a market”



What is Sales?

- **Webster's Dictionary:**

“To persuade or influence to a course of action or to acceptance of something”



Marketing

- We APICSans (spelling?) have talked about marketing a lot over the past 10-15 years
 - We will review some ideas
- Then we will talk about your ideas

Marketing- - - Testimonials



What Students are saying about Colorado APICS Certified Supply Chain Professional (CSCP) and CPIM Programs

swisslog

"I was recently promoted to Master Scheduler due in part to the CPIM course I have taken through APICS. Although I had a bit of knowledge going in, the classes have really broadened my knowledge and help me see the "big picture." Anne Tucker, Master Production Planner, Swisslog Healthcare

RMO

"Gaining my CSCP certification qualified me for a promotion to Supply Chain Manager. The content of the course has been invaluable as I utilize my knowledge to better configure and implement new ERP system, setup supplier contract, measurements and evaluations." Jamie Swan, Supply Chain Manager, Rocky Mountain Orthodontics

ORACLE

"As an Account Representative for ERP systems, CSCP was very valuable to better understand the issues our customers are facing. I now feel more informed and confident on the terminology and concepts our customers are looking to achieve. The course provided me with a deeper understanding of the benefits and information flow systems provide to an organization." Michael Nichols, Application Sales Manager, Oracle Corporation

AVAYA

"Supply chain management is a critical strategic issue for many companies. For accountants who get CSCP certification, it allows you to work more intelligently and effectively with partners." Mike Hurbut, Inventory Reporting Manager, Controllers Group, Avaya Inc.

MSS

"Several students from the CSCP course I instructed have called or emailed me to let me know how much the technology section had helped them in their job. Many supply chain managers do not get involved in the details of information technology on a daily basis. The technology knowledge that CSCP provides has proven to be a valuable tool to supply chain professionals!" Roger Harris, General Manager, MSS Technologies Inc.

Colorado APICS Education...Real People, Real Results!!



What Students are saying about APICS CPIM and C.P.M. Courses

LEANIN' TREE

Deb Trent, Materials Analyst / Buyer, Leanin' Tree Greeting Cards: "I completed the exam for C.P.M. Module 2 in 50 minutes and passed easily. Not typically a slow test taker, so this is significant. The only material I studied was the material that you presented in class. Your material is so well summarized that the exam was a breeze."

AIR METHODS

Deborah Davis, Purchasing Supervisor, Products Division, Air Methods Corporation: "The C.P.M. course touched the bases I needed in relationship to my job. The study guides made a valuable help with preparing for the exam. I would recommend this course to anyone in purchasing."

NORGREN

Randy Perry, Production Planner / Buyer, Norgren Corporation: "Thank you, I've been very busy here at Norgren and taken on a tremendous amount of responsibility that's given me some valuable experience and positive exposure to upper management. This is due in part to earning my CPIM, something I wish I would have done long ago."

Raytheon Aircraft Company

Sue Gorman, Master Scheduler, Raytheon Corporation: "The C.P.M. Study Guides you provide were GREAT! They helped me pass the exams!"

AVAYA

Marie Martinez, Supply Chain Analyst, Avaya: "APICS CPIM classes have helped my critical thinking in assessing inventory abilities. It has also allowed me to be a better gatekeeper of inventory management for Avaya. We have already begun to see the benefits."

Colorado APICS Education

Real People
Real Companies
Real Results!!

Marketing - - - Tools

■ Elevator Pitch

- 30 seconds to 1 minute pitch
- Benefits that your Chapter and APICS offer
 - Use words like: good, money, easy, new, proven, guaranteed, results, safe, save, bes complimentary

■ Chapter Brochure

- Summary of the Chapter/APICS



Colorado Chapter 81

The Association for Operations Management

Colorado Chapter
Serving the following communities:
Metro Denver
Boulder
Longmont
Grand Junction

"Making Businesses Run Better"

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Marketing - - - Advertisements

APICS Education in Colorado
Does it make a difference?

INVENTORY MANAGER
The nation's leading...
APICS Inventory Management Specialist (IMS) certification is a highly respected credential that is recognized by employers as a key indicator of professional competence in inventory management.

PRODUCTION PLANNER
The nation's leading...
APICS Production Planning and Control (PPC) certification is a highly respected credential that is recognized by employers as a key indicator of professional competence in production planning and control.

DIRECTOR OF MATERIALS
The nation's leading...
APICS Director of Materials (DOM) certification is a highly respected credential that is recognized by employers as a key indicator of professional competence in materials management.

PRODUCTION PLANNER
The nation's leading...
APICS Production Planning and Control (PPC) certification is a highly respected credential that is recognized by employers as a key indicator of professional competence in production planning and control.

APICS
A standard that industry demands!

- Point out that almost all job advertisements for Supply Chain Professionals in the newspaper, Dice, Monster ask for CPIM, CSCP or “APICS” credentials



Marketing - - - Mailing/Emailing

- Newsletters---worth the investment
- Education Catalogues
- Email Newsletters/Education Catalogues
- Email reminders of meetings
- Text reminders of meetings, education deadlines
- Linked In, Twitter, Constant Contact
- Websites



Future Meetings
Previous Meetings

Professional development meetings are made available to members and non-members monthly from September through November and January through May each fiscal year. They are usually held on the 2nd Thursday of the month at varying locations in the greater Denver metro-area. Make sure you check the dates below as the day of the week may vary. The meeting activities and times are listed below. Please check the monthly newsletter for special events or changes to the usual schedule.

5:30pm - 6:30 pm Networking & Registration
6:30pm Dinner
7:30pm Business Meeting
7:45pm Speaker

For reservations please call Angie Stuck at 303-421-0797 by Noon on Monday prior to the meeting.

The cost is: \$28.00 Members \$10.00 Students
\$35.00 Non-members , \$5.00 Speaker only with no meal.

Don't miss this important opportunity to network with professional colleagues and hear excellent speakers.
There is a \$100 Giveaway Drawing at each meeting. To be eligible you must be a Colorado Chapter 81 member in good standing. If your name is drawn, you must be present at the meeting to win.

NOTE: In addition to PDM's, Chapter tour information is noted below:

No meetings/events scheduled at this time.

Quick Links

- Calendar
Job Postings
Certification Maintenance
Newsletter
APICS National Website
Photo Gallery



In this issue

o *Downloadable Newsletter*

Newsletter



May 2011

Newsletter

Archives

Downloadable Newsletter

[Click here](#) to download our newsletter.



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Education

[Click Here for CSCP Information](#)

[CSCP Certification Information and Schedules Available!](#)

Computer Based Testing scheduled June 25, 2011 to August 6, 2011

and December 3, 2011 to January 14, 2012

Colorado Chapter CSCP Program - May 2011!

Click link above for details.

[Click Here for Sarbanes Oxley Course Information](#)

[Understanding Sarbanes Oxley
for Operations Professionals](#)

Monday & Tuesday



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Member Area

Please login before proceeding to members areas

Log-in:

E-mail address:

Password:

[Forgot Username/Password?](#)



Marketing - - - Tools

■ Mail Lists

- Various sources to buy lists
- May develop own listing
- From Manufacturer's directories
- From contacts
- From Dinner Meetings

■ Get an invitation to tell them about APICS benefits

- I once made a 1 hour presentation to Senior management and we taught classes for 7 years!

Marketing - - - Tours

- Market your chapter at tours
 - Make sure you have brochures and information available
 - A testimonial about APICS at the tour by an executive of the host company is GREAT!

“The company previously had ad-hoc and experience-based operations systems. These were based on intuition, but not on best operating practices. Resistance was large and insurmountable prior to educating a majority of the staff on the APICS’ body of knowledge and securing their support and assistance with the principles following establishment of management’s vision and direction.”

K. Michael Hoganson, Swisslog Senior Vice President



Marketing - - -

PDM's/Students

■ PDM's

- Have brochures and registration bulletins on tables and or in the back of the room
- Make sure your BOD's are Marketing your chapter and programs

■ Students

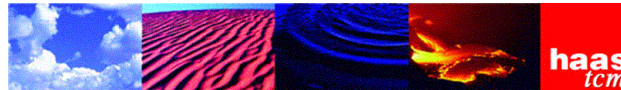
- Market to Professors and speak in classes
- Market to Career Development on campus and have panel discussions on careers

Marketing - - - Branding

- Always Use your Brand!
- Always Use your Brand!
- Always Use your Brand!
 - In accordance with the APICS Style Manual



When does Marketing become Sales?





Use Marketing To Sell

Recent Comments from CPIM Class Evaluations

“The CPIM courses are the **Best** courses I have **Ever** taken.”

“The CPIM modules have been **Better** than any college courses I have **Ever** attended.”

“I have recommended this class to **Many** people as the one of the **Best** classes I have taken.”



Contacts

Normally it takes 7-10 contacts with a prospective customer to get a sale.

- Marketing can be 3-4 of these contacts, Sales is the balance



Ways To Make Impressions

- **10 ways to get APICS in front of your customers**
 - Thank you notes for orders, referrals, continued business
 - Short note about a positive meeting
 - Article from magazine or newspaper
 - Something about their competition
 - Relevant joke, cartoon, etc.
 - Product announcement
 - An APICS newsletter
 - Notice of seminar that might be of interest
 - Special sale or offer
 - A reminder of a pending order
- **This should be an ongoing nurturing effort**



All this is Great but what about today's Economy Challenge?

Attitude

- When the economy is down you have to be “up”
- Must realize that now is the time to win more market share
- You don't want to survive.....you want to thrive!

Today's Economic Challenge

Costs...

- In tough times, it always seems like sales and marketing is a quick target for cost cutting
 - This is not the time to cut
 - This is the time to invest more!
 - Investment might be in reduced costs or increased services
 - Win the customers that others are not even looking for in these times...expand your market share

Today's Economic Challenge

Loyalty...

- This is more important in tough times
- Loyal customers tell others about you
 - Now or in the future
- Loyal customers buy from you
 - Now or in the future
- Customer satisfaction is worthless
- **Customer Loyalty is priceless**
- Must create loyalty!



Today's Economic Challenge Reputation Makes Marketing Easier!

- What are you known for?
- What are you known as?
- Ask why they buy from you?
- You need to have best service
- You need to have best reputation



Have a Long Term View

- Don't be afraid to invest in the future
- Don't be afraid to offer help in time of need
- Don't be afraid to market discounts
- We are not for profit, and not for loss....but
 - Don't be afraid of "Free"
 - Free can be part of Marketing
- Earn trust and respect for future sales
- Invest....invest...invest



Best Practices Discussion

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

References

The Sales Bible: Jeffrey Gitomer

Selling to VITO: Anthony Parinello

Execute to WIN! : Robert Riefstahl

Everyone is a Customer: Shuman/Twoombly and
Rottenberg

Sales Rules of Roger Harris: rharris@msstech.com

Thank YouThank you very much

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