



Connecting people and resources
to accelerate discovery by empowering
the science gateway community

Sales & Marketing

Focus on Sustainability

Strategies for Developing, Operating, and Sustaining Your Gateway

Online Program Hosted by the SGCI Incubator

December 9, 2020

sciencegateways.org

Award Number
ACI-1547611





PLAN FOR THIS WEEK...

MONDAY

**Sustainability
Basics**
12 - 1:30 EST

Goal Setting
Budgeting

TUESDAY

Sustainable
Revenue Models

WEDNESDAY

Sales and
Marketing

THURSDAY

Pitch Your
Sustainability
Strategy

**Feedback
sessions**
3 - 4pm EST

**Feedback
session**

**Feedback
session**





TODAY WE WILL COVER

- Why sales & marketing matters for gateways
- Sales funnel and making an ask
- Marketing strategies to implement



What is marketing to you?

POLL #1

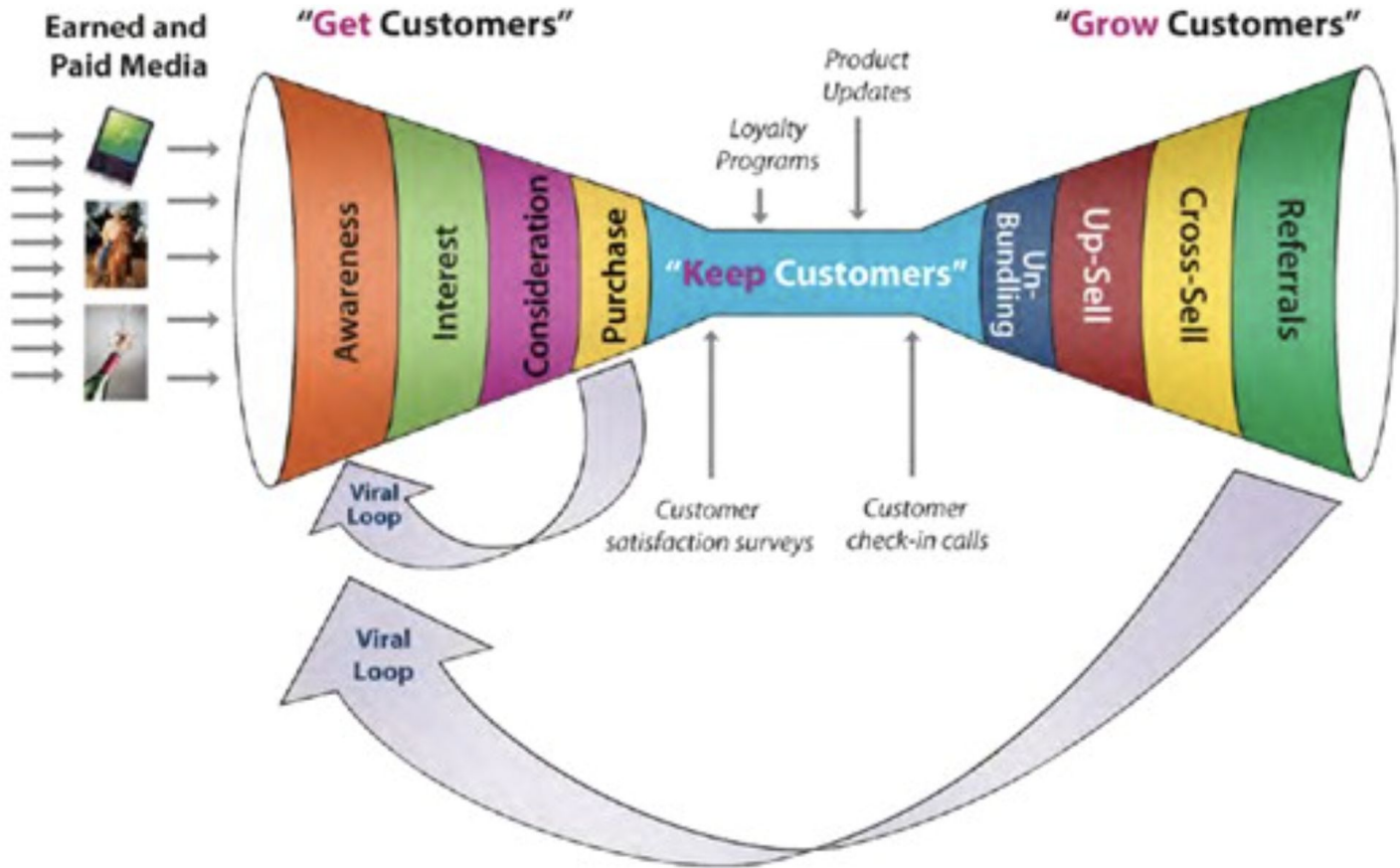
- Communication to users
- Awareness building to a broader audience
- Important to my gateway
- Evil



All are correct!

- Marketing is necessary for communicating the value to your potential users
- It is not a one time thing
- It doesn't have to feel gross

Sales Funnel

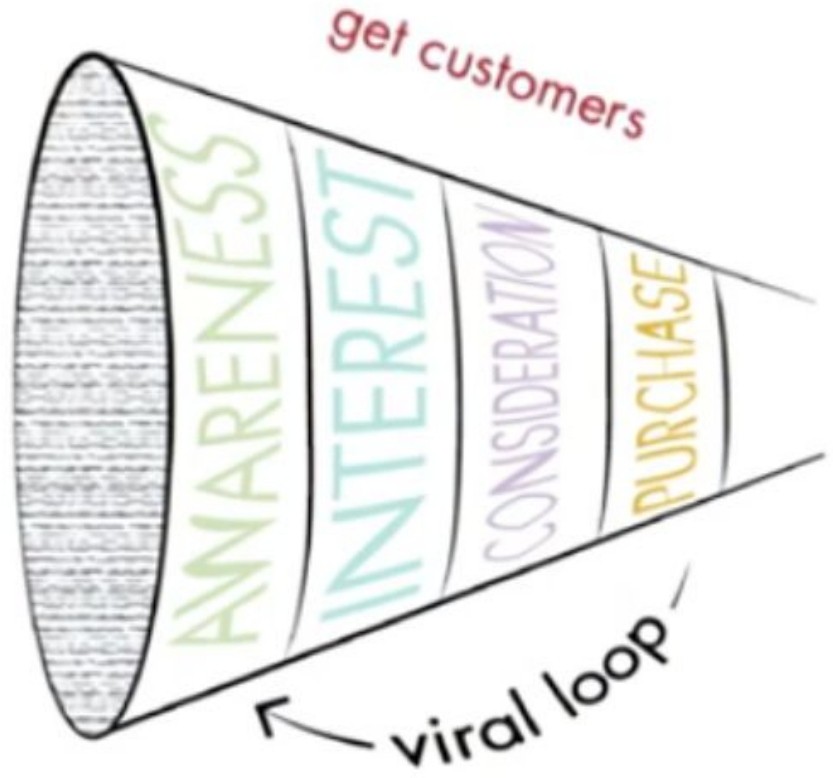




Sales Funnel

GET - KEEP - GROW

EARNED
+ PAID
MEDIA



<https://guides.co/g/how-to-build-a-startup/3031>





Marketing is a Strategy

- Difference between marketing, advertising and promoting.
- They achieve different goals
- What are your goals with your audience and the “get” funnel?



What is your goal?

- Potential users need to know about our Gateway
- We want to increase usage of the Gateway in specific ways
- We need to sell something
- We need to convince administrators to support the Gateway
(by giving money, in-kind contributions, or otherwise)
- We need to forge partnerships with other peer organizations



Exercise: Take 5 minutes to develop

- **Audience:** What audience are you targeting?
- **Goal:** What is it that you want this audience to do?
- **Sharing Value:** What value will you share to convince them?
- **Channel:** How will you share this with them? (*conference booth, social media campaign, face-to-face meeting, etc*)
- **Success:** How will you measure success?

Measuring goals

Las Vegas
December 4-7, 2018



- Awareness: 100 attendees at presentation
- Understand: 80 attendees
- Consider: 40 attendees
- Purchase/Decide: 3 attendees



Definition of Selling

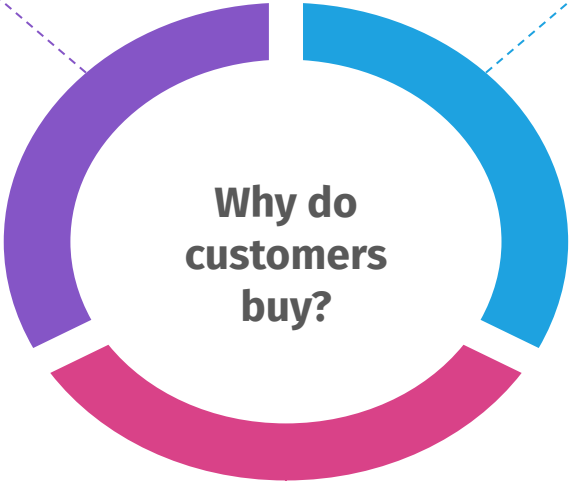
Why customers buy or switch from current provider

Technical

The product and services you represent offer the customer a better or different outcome

Psychological/Emotional

Buying your product/service or doing business with you makes them feel better



Economic/Business

Offer a business benefit that is different than what your customers are currently getting



Current Marketing

- Clean Fabrics
- Remove odors
- Odorless



Understand the Customer

Current customers

- Finishing spray
- Freshly cleaned scent
- Reward after cleaning



“Isn’t it great! My cats don’t even smell!”



New Target Market



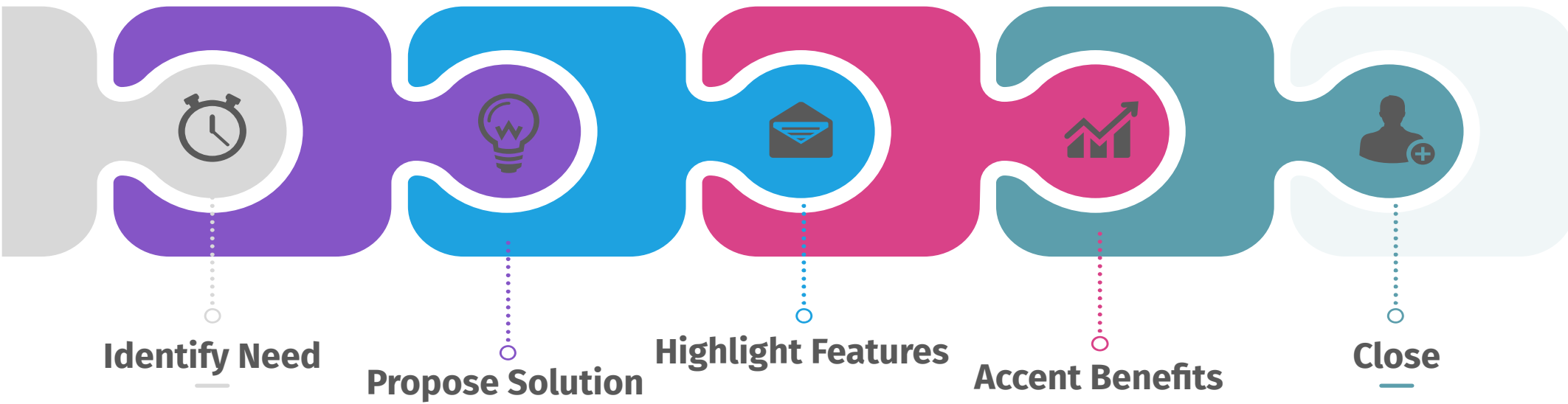


Customer Discovery Goals

- **Fact finding meeting**
 - Identify or better understand the problem of the customer
 - Confirm that you are targeting the right segment
 - Develop richer personas, understand customer journey
- **Learn to speak their language**
 - Understand how they talk about the problem
 - Indicates how you should market to them

The Selling Process

The In-Person Selling Process





Breakout Rooms

Pitch to your colleagues:

1. Identify what role they are playing
2. Go through the selling process
3. Close with a final ask

1-minute pitch

2-minutes for feedback

Making an Ask

