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
PLAN FOR THIS WEEK...

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainability Basics</td>
<td>Goal Setting Budgeting</td>
<td>Sustainable Revenue Models</td>
<td>Sales and Marketing</td>
</tr>
</tbody>
</table>

Feedback sessions
3 - 4pm EST
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
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

EARNED + PAID MEDIA

GET - KEEP - GROW

get customers

viral loop

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?
We have targeted respiratory technicians at the AARC conference with a presentation about studying variation in default settings between vendors in order to increase REMEDI awareness.

- 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

Why do customers buy?
Understand the Customer

Current Marketing
- Clean Fabrics
- Remove odors
- Odorless

Current customers
- Finishing spray
- Freshly cleaned scent
- Reward after cleaning
“Isn’t it great! My cats don’t even smell!”
New Target Market

HAVE YOU GONE #NOSEBLIND?
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

Identify Need
Propose Solution
Highlight Features
Accent Benefits
Close
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