

SUCCESSFUL MARKETING OF ENGINEERING SERVICES

*From Finding Prospects to
Generating Repeat Business*

- Learn how to quickly determine the attractiveness and potential of any market
- Learn how to ask the right questions to get your firm considered for specific projects
- Learn what you should—and should not—do in a formal presentation and much more

A home study program with one-on-one guidance from your personal instructor / partner . . .

BETTER AND MORE SUCCESSFUL MARKETING OF SERVICES

LEARN TO EVALUATE TRENDS

AN ADDED BENEFIT— MARKETING MANAGEMENT FORMS

ACQUIRING NEW CLIENTS AND RETAINING OLD ONES—THERE HAS TO BE A BETTER WAY— AND THERE IS!

In today's competitive climate, acquiring new clients and retaining old ones seems harder than ever. It needn't be. Marketing is a process, a step-by-step combination of activities and attitudes about what you do and for whom you do it. No matter what your experience and background, you can quickly and easily learn that process. To help you, we've created a completely new learning-at-home experience for you. We call it,

“SUCCESSFUL MARKETING OF ENGINEERING SERVICES: From Finding Prospects to Generating Repeat Business

This unique distance learning course is conducted entirely by correspondence—mail, fax, e-mail or online in your own office or home, at any pace you select.

HERE'S WHAT YOU'LL LEARN IN 20 HOURS . . . OR LESS

You'll begin by isolating and examining the critical elements of the marketing process. Then you'll go on to the evaluation of trends. You'll learn to use the eight factors which will help you target the markets that are best for you. You'll learn the key to making contact, how to identify client hot buttons and how to be the consultant the client wants to hire.

WHAT EVERY SUCCESSFUL MARKETER MUST KNOW — HOW TO CULTIVATE NEW CLIENT RELATIONSHIPS

Chapter four will teach you this vital skill. You'll learn how to set up a project-specific discussion meeting in a relationship reinforcing way, and set the right expectations for that meeting. You'll learn to ask the right questions to enable your firm to be considered for a specific project and how to match the client to the right client manager in your organization. This unit alone is worth the entire enrollment fee.

AN ADDED COURSE BENEFIT— A COMPLETE SET OF MARKETING FORMS

These forms will help you organize your marketing activity for maximum effectiveness. They will guide you through each step of the marketing process from first contact to project follow-up and review.



HOW THE COURSE WORKS

When you enroll, you'll receive your "Successful Marketing of Engineering Services" loose-leaf binder and course materials. Even after you complete the course, this binder will provide a permanent reference source for all your marketing management activities. In each of the six units you'll be provided with:

- a specific, to-the-point discussion of an area of Marketing Engineering Services Management;
- examples, where appropriate, that show you how to apply the principles you've learned; and
- a series of Skill Development Exercises designed to help you practice your newly learned skills and solidify the knowledge you've acquired.

INSTRUCTOR SUPPORT WHEN YOU NEED IT — PLUS A TOLL-FREE NUMBER

You'll send your completed Skill Development Exercises via mail, fax, e-mail, or do them online—your choice—to the MGI Analysis Center. Your exercises will be carefully reviewed by your personal instructor/partner, who will provide helpful comments whenever necessary. If you have any questions, we'll give you a TOLL-FREE 800 number to get them answered. And remember, whenever you send in your exercises, we'll process them.

WHO SHOULD TAKE THIS COURSE

You should take this course if you want to help your firm acquire more new clients in less time than ever before, generate more new business from your firm's existing clients and enjoy the recognition and rewards that accompany such achievements.

LET A RECOGNIZED MARKETING EXPERT HELP YOU ENHANCE YOUR MARKETING SKILLS . . . AND YOUR FIRM'S RESULTS

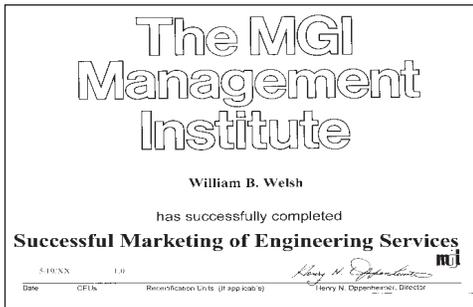
Dr. Stuart W. Rose is an architect and a graduate structural engineer, with his doctorate in organization development. He is co-developer—with Dr. Richard E. Byrd and Helen Mandeville Byrd—of “The Mandeville Techniques,” a process which has changed the marketing fortunes of thousands of design professionals.



For over 25 years, Dr. Rose has conducted hands-on marketing workshops for virtually all of the professional societies, and continues to do training and consulting for scores of firms in the design professions.

WHEN YOU FINISH . . .

You can complete “Successful Marketing of Engineering Services” in about 20 spare-time hours. When you do, you’ll have earned 2.0 Continuing Education Units (CEUs) and you’ll receive a signed Certificate of Completion testifying to your accomplishment.



Perhaps most important of all, you’ll have gained the knowledge and understanding you need to contribute to your firm’s marketing success and, as a direct result, you’ll gain the recognition and rewards which accompany such contributions.

ENROLLMENT INFORMATION

Detailed information on enrolling in “Successful Marketing of Engineering Services” is located on the back page of this brochure.

ENROLL IN THIS VITAL COURSE TODAY!

COURSE CONTENT

Unit One: Marketing Overview

This unit will give you a structured and detailed framework for your entire marketing efforts. It will give you a step-by-step procedure from identifying strategic markets to maximizing work from key clients. It will give you specific techniques to improve your ability to get the kind of work you like.

Unit Two: Setting Directions

The eight factors to score market attractiveness; how to create and use a marketing direction matrix; proven marketing tactics for markets of interest; the four factors that will affect your ability to get work in any given market; how to build technical skills quickly in a new market.

Unit Three: Finding New Clients

This unit will show you how to develop and foster the mindset that makes it comfortable for you to find and develop new clients. You’ll learn the Mandeville techniques—a proven ten-step method for getting new business. You’ll learn how to determine the most effective package of information to send after a meeting to elicit a positive client response.

Unit Four: Cementing the Client Commitment

How to use Mandeville to set an agenda for a productive project-specific meeting; how to use the questions on the Mandeville form to build client confidence and elicit the project information you need; how to listen for the key words that will telegraph the client’s real needs.

Unit Five: Responding to Clients

The four parts of an effective offer; the necessary evidence you need in the proof section of the offer; the most important part of the four-part process; the appropriate agenda to ensure a second meeting; the eight steps of a formal presentation; the three essential elements to have on your proposal cover.

Unit Six: Getting Feedback and Maximizing Repeat and Referral Business

How to set up an effective and simple system to monitor your client relations; how to establish a measurable benchmark; how to tell clients that you value and expect their feedback; how to use the feedback loop to get repeat business and referrals; how to reduce your marketing dollars by maximizing the value of the client.

Appendix

A complete set of special forms to help you manage, focus, and monitor, the entire marketing process.

ALL
IN
YOUR
OWN
OFFICE
OR
HOME . . .

AT
YOUR
OWN
PACE . . .

AND
WITH
YOUR
PERSONAL
INSTRUCTOR/
PARTNER
TO
HELP YOU

Enrollment Information

Upon completion of this course, you'll have earned 2.0 Continuing Education Units (CEUs), and you'll receive a two-color Certificate of Completion, suitable for framing.

A SPECIAL DISCOUNT PRICE— SAVE A FULL \$50.00

The list price for "Successful Marketing of Engineering Services" is \$295. However, ASCE is pleased to offer its members a \$50.00 discount.

The course fee includes your loose-leaf bound course manual, review of and detailed comment on all your skill Development Exercises, and personal response to every question you send in. And remember, that's all it costs—no time away from work, no travel, no other costs of any kind.

TOLL FREE TELEPHONE ENROLLMENT

JUST CALL 1-800-548-2723 (ASCE)
Or use our fax number 703-295-6144
If faxing, a copy of a check or P.O. is required.



CONTINUING EDUCATION FOR ENGINEERING PROFESSIONALS

This course was developed and is conducted for ASCE by the MGI Management Institute, Hawthorne, New York.

For more than 30 years, MGI has been a leader in continuing education for the professions. Among its many clients are APICS, the Educational Society for Resource Management, the National Society of Professional Engineers, and the Society of Manufacturing Engineers. MGI has provided, and continues to provide practical, up-to-the-minute self-study experiences for thousands of engineers, manufacturing managers, and other professionals.



ENROLLMENT FORM

To: ASCE Continuing Education
P.O. Box 79536 Baltimore, MD 21279

YES, I want to enhance my marketing engineering services skills. Please enroll me in "Successful Marketing of Engineering Services" and send all materials at once. My check, credit card charge, or purchase order is enclosed as shown at right.

I understand this includes all course material, processing of all my Skill Development Exercises, and personal response to all my questions.

Name _____

ASCE Individual Member # _____

Title _____

Company _____

Address _____

City _____

State _____ Zip _____

Phone _____

Fax _____

Email _____

PAYMENT INFORMATION

ASCE Member (\$245) _____

Non-Member (\$295) _____

Postage & Handling \$6.95

Total Price \$ _____

Check enclosed (payable to ASCE)

Purchase order enclosed*

Charge the above amount to my credit card as shown below:

MasterCard VISA AMEX

Discover

Card Number _____

Expiration Date _____

Name on Card _____