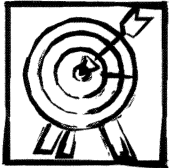


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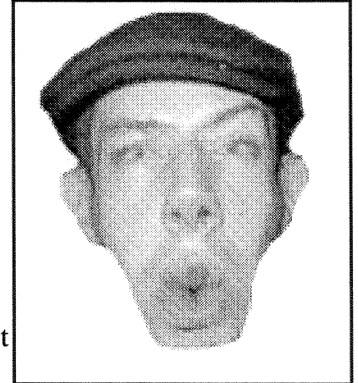
In this edition of  
SIGHTINGS:

- Project interview pitfalls to avoid
- Words that sell
- What is marketing?

## Project Interview? **Avoid These Stupid Mistakes**

You have invested a ton of time and money building a strong, trusting relationship with the prospect. For months you have feed the prospect tidbits of information on your firm. You know the prospect's major concerns and project critical success factors. You prepared a superb proposal that was easy to read and full of features and prospect benefit statements.

Now you have been short listed and invited to the interview. It is another excellent opportunity to invest more time and money.



**Recent research commissioned by the Society for Marketing Professional Services Foundation confirms that the project interview is all about people chemistry.**

Once placed on the interview invitation list, prospects know your firm has the technical ability to complete their project. The interview is really an opportunity for the prospect to answer the question, "can we work with this firm?"

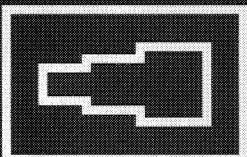
Many firms make the following stupid mistakes at interview time:

- ✓ Fail to completely plan and rehearse the interview.
- ✓ Talk excessively about themselves and their experience instead of the prospect's projects and needs.
- ✓ Show a tray (or two) of slides – yawn - in a dark, warm room (that's where they grow mushrooms in manure you know.)
- ✓ Discuss only technical issues, when typically the owners are concerned about schedule, costs, alternatives and quality.
- ✓ Appear or act nerdy, geeky, superior, pompous, impolite or cold.
- ✓ Fail to manage the interview time perfectly.
- ✓ Fail to seek and answer owner's questions *more-----*

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## Words That Help You Sell

With this edition of *Sightings*, we begin a multi-part series on words that help you sell..

### Today's theme: SERVICE

- ❑ ...turn to us with confidence
- ❑ ...working with you
- ❑ ...think of our staff as your staff
- ❑ ...when and where you need us
- ❑ ...sound advice on...
- ❑ ...listen carefully to you and then
- ❑ ...your project gets our priority attention
- ❑ ...guide you every step of the way
- ❑ ...a good friend to have by your side
- ❑ ...your friends have the solution to your
- ❑ ...provide instant feedback

### Stupid Interview Mistakes continued

- ✓ Fail to be themselves, be truthful and direct.
- ✓ Meet the firm's sub consultants for the first time at the interview--- showing a gross lack of TEAM ability.

The interview is the moment of truth between you and your future client. Make sure you have the rehearsed content, delivery and the "tone" you want. Reinforce why your firm is better and different and how those features translate into benefits for the prospect. Good luck!

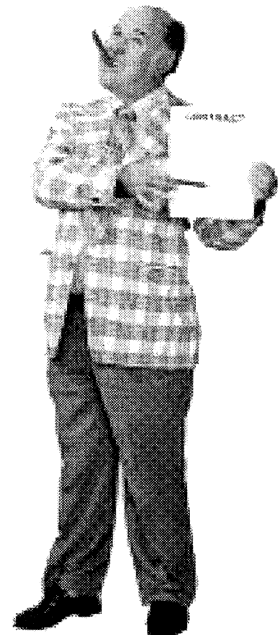
## WHAT IS MARKETING?

Old textbook definition:

- ❑ The act or process of buying and selling in a market.  
OR
- ❑ The process or technique of promoting, selling and distributing a product or service. Boring. Old-fashioned and limiting.

Try this new and improved definition:

**Today, marketing is: Everything and anything a firm does to create awareness of and demand for its services.**

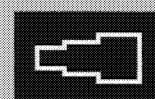


So what percent of the employees in your firm are in marketing and sales? You better answer 100 percent. In today's marketplace there are few solo tackles. It's all a team effort. Here are the right moves from the playbook:

- ❑ Provide quality service with a passion.
- ❑ Understand your market and your clients better than anyone else.
- ❑ Focus on your goals and your targets.
- ❑ Keep your client information systems up to date.
- ❑ Share internal resources and opportunities.
- ❑ Develop and work your strategic marketing plan

### WHAT IS THE LONGVIEW GROUP?

*Seeking more efficiency and effectiveness in your professional service business? The Longview Group provides INSIGHTS in marketing, human resource, firm management and organization, project management and planning through training, on-the-job coaching, expert counsel, and extra-hands services.*



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