Marketing Presentation & Notebooks

BEST

Music City BEST Competition

Marketing Presentation

Goal of this Session

To learn how to address the needs of a potential client, share product and brand information, and navigate the business environment.

Section 1: Introduction, Problem Solving for Clients and Closing the Sale Rubric

- The team introduced themselves and explained their roles within the company. **10 pts**

- The team (company) was knowledgeable and referenced the client's (judge's) needs listed in the Request For Proposal (the Game Story). The team defined the problem to solve. **20 pts**

- The team explained their product's features and how the product's benefits solve the client's problem. **20 pts**

- The team proposed the product's cost, delivery, warranty and avenues for training of the client's workforce to operate the new product. **20 pts**

- The team included its social responsibility and sustainability of their company and the impact it has on their community. **20 pts**

- The team provided an action statement for the client. **10 pts**

LIPSCOMB UNIVERSITY | RAYMOND B. JONES COLLEGE OF ENGINEERING

TENNESSEE VALLEY ROBOTICS
tnvrobotics.org

Part 1: Customer Development

➤ Customer's (Clients) don't buy **Products**, they buy **Solutions** to **Problems!**

➤ What is the Client's Problem? (Need)

➤ How does your **Solution** match their **Problem**?

Brainstorming Activity

Group Exercise

Brainstorming Rules

- Defer judgment
- Encourage wild ideas
- Build on the ideas of others
- Stay focused on the topic
- One conversation at a time
- Be visual
- Go for quantity

Identify Key Themes in Your Story

- Identify the key themes in your story
  - Themes are important to storytelling and need to connect to the customer's **problems**, **needs**, and **emotions**
  - Themes are what the story is **about** –they not the plot of the story!
  - Themes should help customers understand the **transformation** (Change) your product delivers
  - Good stories explain the **stakes** involved in a purchase decision

Group Exercise

Develop your key themes related to your topic

Prepare to present your themes visually

Story-telling Tool #1: Customer Personas

A customer persona is a fictional, composite, and generalized representation of your typical customer.

Personas help tell stories!

Persona Example

Who would buy an "off-road" Baja-style car kit which requires home assembly but can also be modified to the customer's preferences?

Joe "The Extreme Sports Enthusiast"

Weekend Warrior

Joe goes off-roading nearly every weekend and enjoys competing in off-road events.

Bio

Age: 28
Marital Status: Single
Occupation: IT Engineer
Income: 90K

Competitor

- Adrenaline Junkie
- Enjoys Competition
- Is Interested in Customization
- Looking for Competitive Edge

Recreational Expe

- Lives for the Weekend
- Wants to "Get-off-the-Grid"
- Enjoys the Escape
- Wants to Have Fun

Larry "The Hobbyist"

Tinkerer

Larry likes to build things and work with his hands on projects. He enjoys the challenge of completing a project.

Bio

Age: 48
Marital Status: Married (3 Kids)
Occupation: CPA
Income: 160K

Projects

Enjoys Challenges

Likes to Work With Hands

Likes to Experiment

Escapes in DIY Projects

Hobbies

Enjoys Being Outdoors

Likes Activities with Family

Enjoys Showing His Work

Enjoys Relaxed Experience

Karen "The Youth Program Director"

Program Developer

Karen loves to develop new creative programs. She is buying for a Youth Organization.

Bio

Age: 41
Marital Status: Married (2 Kids)
Occupation: Youth Development Expert
Income: 75K

Educational

Focus is on Learning

Youth Development

Challenging Skills

STEM Focus

Creative

Unique Options

Experiential Focus

Motivational Focus

Exciting Options

Good Visuals
Presentations Should...

- Convey **Facts**
- Convey **Concepts**
- Convey **Emotions**

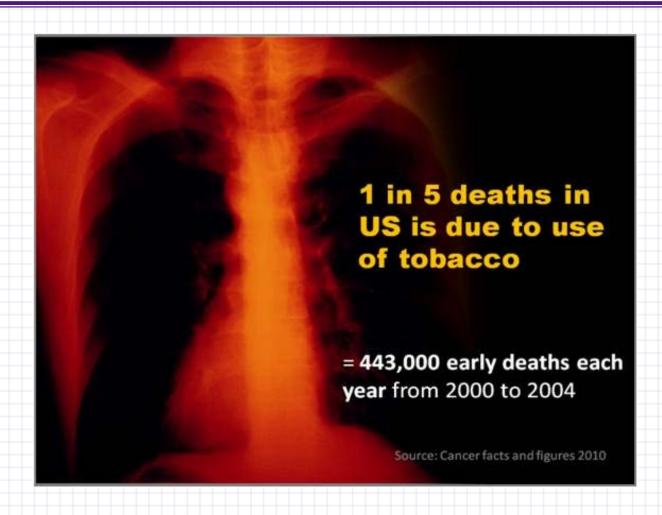Key Point the "Hero" in your visual should be the Message—Not the Graphic!

Convey Facts—Option A

1 in 5 deaths in US is due to use of tobacco

= 443,000 early deaths each year from 2000 to 2004

Source: Cancer facts and figures 2010

Convey Facts—Option B

1 in 5 deaths in US is due to use of tobacco

= 443,000 early deaths each year from 2000 to 2004

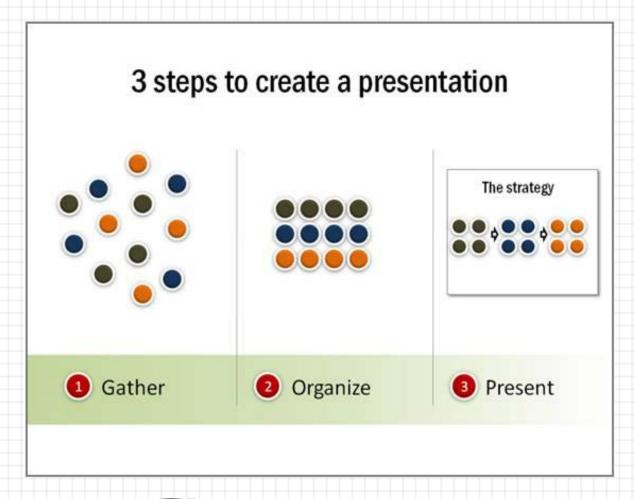Source: Cancer facts and figures 2010
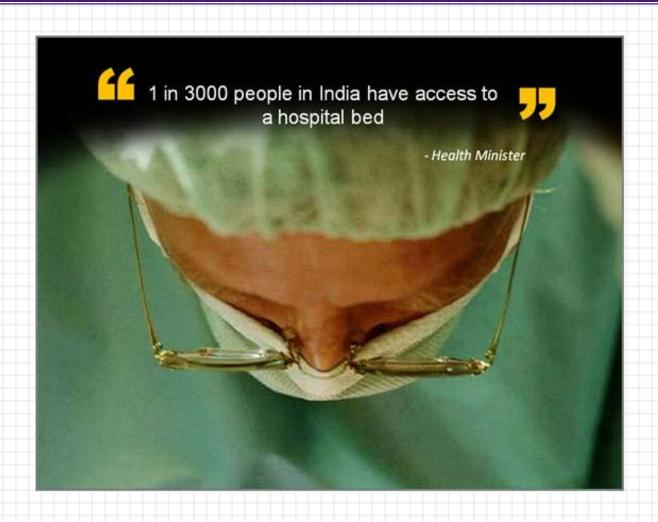
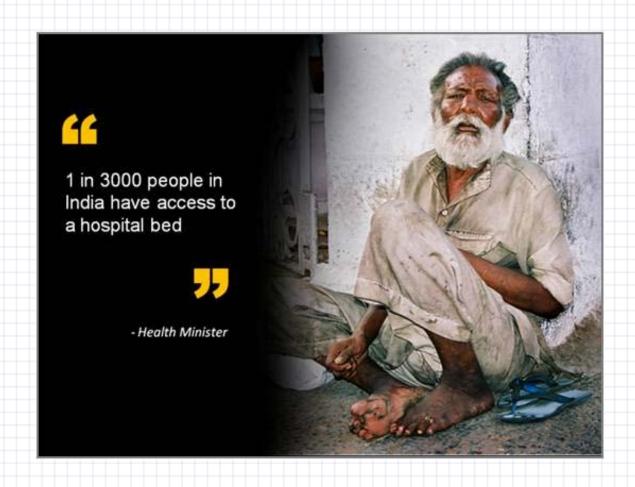# Convey Concept—Option A

Convey Concept—Option B

3 steps to create a presentation

1 Gather 2 Organize 3 Present

The strategy

Convey Emotions—Option A

Convey Emotions—Option B

> **1 in 3000 people in India have access to a hospital bed**
>
> *- Health Minister*

Summary of Visuals

- In all 3 of the previous examples the "Hero" of the graphic in Option B is the **message and content** –not the actual **visual**.
- If a visual is overpowering it may distort your message!

Section 2: Brand Promise Rubric

- The team created a consistent brand and brand promise. **15 pts**

- The team clearly defined how the product is unique, desirable and produces a benefit(s) to the client. **20 pts**

- The team provided a value proposition and how the value/trust can be acknowledged by the client. **15 pts**

- The team expressed a mission statement for their company. **15 pts**

- The team identified factors that differentiate their brand and product from the competition. **20 pts**

- The team created a strong visual identity integrated into the brand, value and mission statement. **15 pts**

Part 2: Brand Promise

- Developing a Brand first requires identifying and developing a **unique value proposition.**
- What is your unique value proposition?

UNIQUE VALUE PROPOSITION

A statement that describes the benefit of your offering, how you solve your customer's needs, and what distinguishes you from the competition.

UNIQUE VALUE PROPOSITION

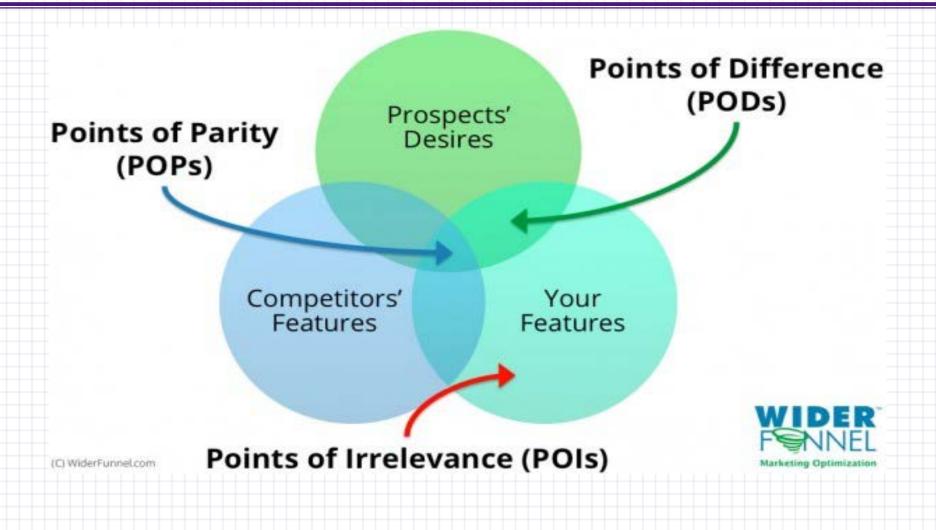UVP occurs when your points of difference intersect your customer's needs!

Unique Value Proposition

Points of Difference (PODs)

Points of Parity (POPs)

Prospects' Desires

Competitors' Features

Your Features

Points of Irrelevance (POIs)

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Storytelling Tool #2: Customer Journey Map

- A **customer journey map** is a story designed to provide insights into the **customer**'s **journey**.

- While a **customer persona** focuses on a person, a **customer journey map** focuses on an **experience**.

Great Business Stories

- Describe the **Problem**
- Explain the **Breakthrough**
- Show how great it feels to have a **Resolution**

Great Customer Journey Presentations have "AIDA"

- Grab listener's **ATTENTION** by demonstrating you understand the problem
- Keep **INTEREST** by active listening and engaging with the client
- Create **DESIRE** by giving them some compelling details and examples to show the value of my proposition.
- Motivate **ACTION** by encouraging client to take the next step (i.e. buy your product)

Active Listening

Group Exercise

Principles of Active Listening

- Repeat what is said to you.
- Write it down.
- Maintain eye contact and provide non-verbal cues
- Avoid outside distractions.
- Listen from the heart.
- Practice, practice, practice.
- Mirror body language.
- Ask clarifying questions.

Part 3: Business Processes

- Put it all together!
- Be engaged
- Be creative
- Practice active listening
- Use visuals when possible

Section 3: Business Processes and Professionalism Rubric

- The team met the 4-8 participant guidelines and was dressed professionally or theme based. **5 pts**

- The team was conversational and engaged in discussion. **10 pts**

- The team utilized active listening techniques to keep the client engaged. **10 pts**

- The team used storytelling or testimonials. **10 pts**

- The team acted in a professional manner. **10 pts**

- The team used a creative visual impact of presentation (i.e. infographics, etc.) **5 pts**

BEST

Project Notebook

Project Notebook

- Describes how the team designed, built, and tested the robot
- Provides evidence of how the Engineering Design Process was followed
- Demonstrates that safe practices were followed
- Explains the software design and verification process
- Includes a Research Paper – 2 to 5 Pages

Engineering Design Process Overview

Steps

Steps
Requirements
Initial planning
Design
Implementation
Test

Techniques/Tasks

Requirements
- Defining the Problem
- Analysis
- Concept Exploration

Initial planning
- Exploring Offensive & Defensive Game Strategies
- Brainstorming for Design Concepts
- Assignments
- Scheduling

Design
- Prototyping & Simulations
- Evaluating Design Alternative
- CAD drawings

Implementation
- Finalize Design
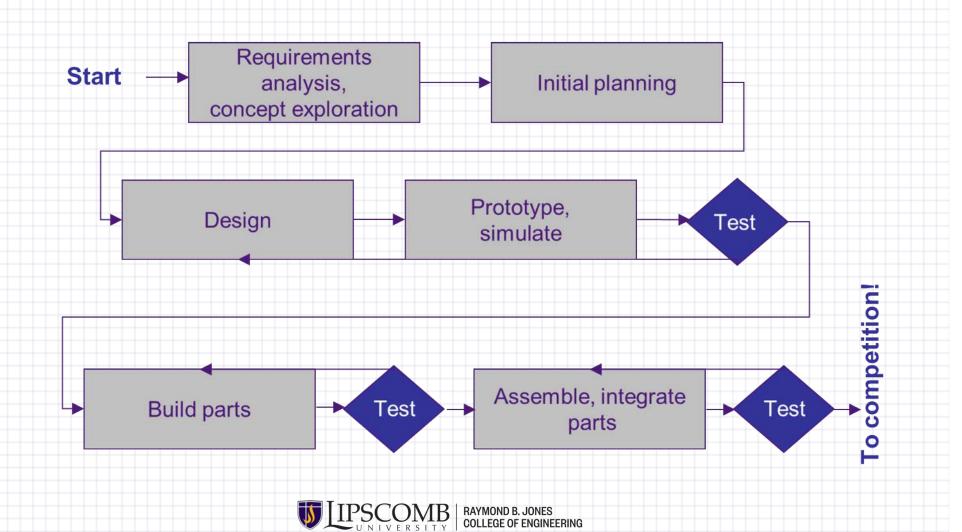- Build Parts
- Integration
- Game Strategy

Test
- Testing Results
- Trial Run Performance Results
- Lessons Learned

Engineering Design Process Flow Chart

Create a Notebook Team

- Identify the notebook development team
  - This shouldn't be a one person effort!
- Leaders
  - Notebook Editor – notebook planning, writer coordination, writing, editing, page design, assembly
  - Secretary – photos, scanning brainstorming sketches, activity logs (team activities, decisions, accomplishments), demographics
- All robotics team members should play some role
  - Not everyone will write the notebook, but everyone should contribute information

Be Sure to Plan Ahead!

- Have an initial plan and schedule
  - What is needed?
  - Who is going to do what, when?
  - What do you need to do it?
  - How are you going to do it?
  - How long will it take?
  - How will I know when I'm there?
- Think about the audience
- Create an outline
- Organize your information
- Decide what graphics you need for each section
- Finalize assignments and schedule

Additional Resources

- Team Handbook on the Game Wiki page (https://cps-vo.org/group/MCBEST/wiki)
  - General Information section
- Extra Notebook Tips Document
  - Kick Off Presentation section