

# NEWSLETTER

*"It's better to hang out with people better than you. Pick out associates whose behavior is better than yours and you'll drift in that direction." — Warren Buffett*

## INTRODUCTION

When I started Earle Durham & Associates I wanted to put together an informal network of associates that would allow us to assist our clients in improving their "Sales Force Effectiveness." This network needed to provide services that complemented each other, offering a more complete solution for our clients. I also wanted to partner with associates whose "skills and expertise" would have a significant impact on our client's profitability!

As an added benefit I have already learned a great deal from our associates. As Warren Buffett says – *"Pick out associates whose behavior (skills, experience and expertise) is better than yours and you'll drift in that direction."*

In the following pages I'll introduce you to our associates who specialize in:

- Marketing communications
- Market research
- Outsourcing
- Incentive marketing
- POS reporting
- Cost recovery (purchasing)

I encourage you to make them part of your teams efforts to improve your "Sales Force Effectiveness."

I would like to thank George Bournazian of BtB Marketing Communications for providing this month's Featured Article – "A Public Relations Program should be an integral part of your Marketing Campaign".

I look forward to seeing and hearing from you soon.

Sincerely,

*Earle*

### Inside this issue:

- Introduction
- Networking Connections Webpage
- Introductions of Associates
- Featured Article – by George Bournazian  
"A Public Relations Program should be an integral part of your Marketing Campaign"

# EARLE DURHAM & ASSOCIATES ADDS “NETWORK CONNECTIONS” WEBPAGE TO OUR WEBSITE

To make it easier for our clients and associates to connect we've added a new page to our website. The [Networking Connections](#) webpage contains a brief description, contact information and links to our business associates websites. Visit this site regularly as additional associates will be added from time to time.

Networking Connections Link: <http://earledurhamandassociates.com/networking>

## INTRODUCTIONS OF ASSOCIATES:



BtB Marketing Communications

I had the opportunity to work closely with BtB Marketing Communications during my role as Director of Sales and Marketing at FCI. They were able to significantly improve the market's perception of FCI through the effective utilization of advertising, public relations (press releases), trade shows, product literature, and other tools. They also assisted with our internal communications and sales meetings. They have a team that listens to their client's needs and provides an excellent return on investment for your Marketing Communications budget.



Bishop & Associates, Inc.

Spending nearly 30 years in the Interconnect Industry I've grown to rely heavily on Bishop & Associates' market research reports. Ron Bishop and his team have built strong relationships throughout the industry and provide valuable insights throughout your forecasting, planning and budgeting processes. His team also provides merger and acquisition support, recruiting assistance, his monthly Bishop Report and many other services to the industry.



Sandmark Global

Mark Bender, one of the founders at Sandmark Global, and I worked together at Berg Electronics for many years before he moved on to ViaSystems. After leaving ViaSystems Mark partnered with Sandesh Gowda to form Sandmark Global an outsourcing company that offers their customers a comprehensive range of manufacturing and engineering services via their own operations in strategic regions of the world and their worldwide network of partners and suppliers. They have strong ties in both India and China and can significantly shorten the learning curve in understanding how to do business in those regions.



Performance Strategies, Inc.

I had the opportunity to meet and work with Jim Adams and his team during my time at Belden. Jim and his team have been running incentive marketing programs since 1992 and offer a turnkey program handling all of the logistics of an effective sales promotion, and generally at a total cost less than if you did it on your own. This frees up your sales team to focus on selling, training and servicing your channel partners and customers.

## INTRODUCTIONS OF ASSOCIATES: (CON'T)



Budde Marketing Services, Inc.

I had the opportunity to work with Budde Marketing Services both at FCI and Belden. Michael Budde and his team manage the sometimes overwhelming amounts of POS data providing monthly and special reports. Their reports are always on time, allowing their clients to properly pay commissions, and providing excellent information for the sales management and marketing teams. They receive data from over 350 electronic, electrical and hardware distributors in the Americas and a growing base of global distributors. This allows them to bring on new clients quickly and easily.



ROI Consulting II, LLC

For the past several months I've been looking to find a consulting firm to partner with in helping our clients reduce operating expenses. I've found such a firm in ROI Consulting II, LLC. ROI Consulting offers your organization true cost recovery. That is the ability to recapture money you are already spending, and return a substantial portion of it (in some cases as much as 65%) directly to your bottom-line at no cost to your organization. No cost means "no-risk". If they are not able to recover profits for your organization then they are not paid. However, when they do return lost profits, they split the returned profit in exchange for their services. Howard Bienstock, President and Founder, has developed a team of over 50 Cost Recovery Specialist through the USA.

## FEATURE ARTICLE

### **A Public Relations Program should be an integral part of your Marketing Campaign**

**– George Bournazian – VP Account Services – BtB Marketing**

A public relations program can be a handy tool in building both print and online marketing strategies, often laying a foundation for those efforts when budgets are limited and targets are broad and varied.

At EDS this year, one marketer was asked how he would advise a component manufacturer to spend \$10,000 to improve his sales in this economy. The marketer advised enhancing an existing web site, because he didn't think \$10,000 could push a marketing effort very far.

Not true. By investing that money in a solid public relations program, that component manufacturer could ensure print and on-line coverage of products, technology and company news over the course of many months.

## FEATURE ARTICLE (CON'T)

For example, a component manufacturer normally launches a variety of products on a monthly, quarterly or yearly basis. It would be costly to produce a new print ad and web banners for each, and then to run each ad in the number of publications or web sites necessary to reach the entire target audience. However, by using a much smaller budget to reach out to editors of the sites and publications, through press releases, phone briefings, editor visits, Twitter and other PR tools, a company can secure coverage for its new products and technology for much longer than the one month during which a print ad would run. Additionally, mention of a company or product by a writer provides the third-party validation that many customers seek—they expect your advertisement to say your product is technologically advanced, but they prefer to get that from a neutral party who regularly compares your products to your competitors’.

Despite the overwhelming trend today for people to learn online—whether about the news, new products, sales, or other events, the electronics industry still actively reads both print and online media outlets; experienced engineers have their favorite magazines, new engineering grads have their favorite web sites. Manufacturers need to employ both print and on-line strategies to reach their entire audience, and the most cost-efficient way to do that is through an ongoing public relations program, which is very flexible and can be easily adapted midstream. Once an ad has run in a magazine that targets manufacturers of mobile equipment, for example, the only way to reach your newly identified marketplace of medical equipment manufacturers will be to run a revised ad in a new set of publications, costing tens of thousands of dollars beyond the original budget. With a PR strategy, however, the existing product announcement can be modified to reach the new target, the appropriate media outlets can be identified, and phone briefings and other outreach can be initiated to these new editors, within a day or two, and often for the same or little additional cost.

When PR is used as a print and online marketing strategy, it allows a company to build and reinforce its message over time. A press release can be used as background product information after its initial distribution as a news story, a handy tool in fulfilling upcoming editorial opportunities such as product round-ups. Phone briefings with editors often result in features stories about the company or technology written by a staff writer, or spark an interest by the editor in your organization writing and contributing an article to an upcoming issue. Connections made between your representatives and the editors will result in interview requests for your “industry experts” for stories in the publications and web sites that your customers are reading. Every PR effort is cumulative; even activities that may seem like one-off events can give your message the momentum for ongoing coverage, even during periods of inactivity in your product development group.

### Key elements of your Public Relations program:

- Identify media outlets
  - Print and on-line
  - Trade Shows and Associations
- Provide editors with
  - Press releases
  - Phone briefings
  - Interviews with your “Industry Experts”
  - Write featured articles
- Every Public Relations Program is cumulative
- Third-party validation

## NEWSLETTER SUBSCRIPTION INFORMATION

I hope you find this newsletter valuable, but if you ever choose to opt out simply email [Earle@EarleDurhamAndAssociates.com](mailto:Earle@EarleDurhamAndAssociates.com) and I'll remove you from our mailing list.

On the other hand if there are others that you would like us to add to the mailing list, simply forward this to them and have them log on to our [sign up page](#).

## CONTACT US

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