



MARKETING TO MINING:

SIX STRATEGIES FOR WHEN *THE GOING GETS TOUGH*

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As the mining economy shifts gears from a capital investment phase to a production phase some suppliers and service providers are finding it tough.

If times are tough at your company here are some strategies to consider.

1. **FOCUS on lead gen and MANAGE your leads**

Companies that can do a better job of finding leads and developing early-stage prospects into sales ready leads will be in the best position to thrive in a downturn.

Big ticket items in mining mean a long sales cycle – and that sales cycle gets longer in a downturn.

Now is the time to focus on building your pipeline of leads!

But collecting leads is only the half of it; managing them is the other half.

If you don't have a Customer Relationship Management (CRM) system give it strong consideration.

CRMs will save you 'BIG TIME' and avoid those staff exchanges such as 'did anyone get back to that bloke from such and such with that enquiry about such and such?'

The great thing about CRMs is that they

not only help sales manage contact with customers they give management VISIBILITY on opportunities in the pipe.

Just one last thing on CRMs: use them or don't use them at all. They won't work unless everyone's onboard and disciplined in using them PROPERLY.

A key factor with lead management is categorising leads and giving them the appropriate level of attention.

The aim of the game here is to cultivate leads into key accounts.

Deciding how much time to devote to each type of lead will depend on the size and scope of your sales team, but if you're a small operator then obviously you'll want to invest most of your time on hot prospects rather than cold leads.

2. **Focus on your HOUSE LIST**

According to Marketing Metrics, the probability of selling to an existing customer is 60 – 70%; the probability of selling to a new prospect is 5-20%. Enough said.

3. **Make COMMUNICATION (and content) king**

Your lead and customer databases will be

your biggest assets in a downturn, but without appropriate and effective communication what's the point of building and maintaining them?

The key here is APPROPRIATE communication – information that will help your customers make informed decisions about the purchase procurement and specification of plant, equipment and services.

WARNING: be very discerning about the information you're releasing. Email the wrong type of content and you'll end up driving people away instead of attracting them.

4. **Target the SOLUTION SEEKERS**

Every piece of content you're putting in front of your prospects and customers right now should be directed to someone who's looking for a solution and READY TO BUY.

Communicate EXACTLY HOW your equipment and services will save your prospects and customers time and money, boost productivity, enhance safety and increase efficiency.

Focus on SPECIFIC EXAMPLES on how your company delivers value. This could include a top 5 questions to ask a supplier of ... white papers, a buyers' guide, a checklists etc.



Put a calculator on your website that customers can interact with to see what they can save with your solution.

Publish a case study and send it to the trade press.

Whatever you do focus on the people that are in the buying zone – not people who may be interested at some time in the future.

5. APPEAL to the RISK-AVERSE

Tough times don't just affect you they also affect your customers and prospects – and they'll be less inclined to do business with someone they don't already have a relationship with or trust.

Brand loyalty is very strong in mining – and proportionally stronger to the price tag of the equipment/service.

If you're a start up or an SME this is a big challenge.

But you can start building trust with your prospects and customers with content that provides MEANINGFUL INFORMATION such as white papers, references, testimonials, opinion pieces, product reviews etc.

Enter your company in awards and communicate any success stories.

6. See marketing as an INVESTMENT – not a cost centre

Unfortunately, most people see marketing as a COST CENTRE rather than something that generates revenue.

What's worse is companies that see marketing as a service provider to their sales department.

Successful companies align sales and marketing.

After all, in most cases your prospects and customers will see your marketing before they ever speak to a sales rep.

All things considered, any marketing decision should only be made with a justified and rigorous business case and like sales – the objectives should be realistic, reasonable and achievable. And that's the way it should be! ■



dust: A CAUSE FOR CONCERN

The risk to human health can be severe in situations where dust is poorly controlled. Choosing an effective dust suppression solution is an effective way to mitigate the problem.

People living or working in close proximity to environments that produce substantial levels of dust are vulnerable to significant health risks.

Managing Director of Tecpro Australia Graeme Cooper said areas such as mining environments or in corridors where coal is being transported or offloaded can experience problems with fugitive dust.

"For people close by, some types of dust

can cause irritation and inflammation such as rhinitis or bronchitis. Irritable dust can usually be eliminated from the body by its natural defence system such as coughing or sneezing. But there are also some types of dust that are respirable which can cause irreversible harm," he said.

Mr Cooper said the degree of potential harm is influenced by a number of factors. These include the chemical or mineralogical composition of the dust, its concentration, the size and shape of the particles and the length of time a person is exposed to the dust.

"The types of dust that are harmful to humans

include silica, coal, asbestos, synthetic mineral fibres, cotton, wood, animal and vegetable dusts," Mr Cooper said.

"They can cause problems ranging from allergic reactions to breathlessness or in the case of asbestos dust, cancer. And where organic dusts accumulates – such as around flour, grain, or wood milling – an explosion hazard is another potential risk.

"In these types of environments, a spark or hot surface could ignite the dust, causing a serious blast."

Visit www.tecpro.com.au for more info ■