







Marketing

- Demand
- Competition
- Positioning image
- Marketing mix
- Promotional strategies

Strategic Marketing Analysis

- SWOT – personal worksheet
 - Take an inventory of your strengths and weaknesses (areas for improvement)
 - Build and promote strengths
 - Work on areas for improvement
- Awareness of S & W is important

Strategic Marketing Analysis

- Consider opportunities
 - What do I want in a position?
 - What positions are available that match my wants/needs?
 - Threats: how can I make myself stand out in comparison to my competition

What do I want in a position?

- Start-up place vs. permanent home
- Type of institution
 - Public/private
 - Research/teaching
 - City/urban
 - Small/large
 - Location (East/West Coast, South, Midwest)

What do I want in a position?

- Type of colleagues
 - Core group who specialize in 1-2 areas
 - General: coverage of most areas
 - Mentors and collaborators
 - Reputation
 - Dean in my field
- Type of teaching
 - Team teaching vs. independent courses

What do I want in a position?

- Make your 'wish list' of characteristics
- What are you willing to compromise if all wishes can not be met
- Find a fit between your strengths and their needs/demand
- It's never too early to identify your 'ideal' places and start networking

What/who Will they Demand?

- It's about convincing them I can meet their needs, not telling them what I need.
- What are they looking for?
 - Productive (papers, presentations, funding), team player, expertise, people skills, dependable/reliable, communication ability, teaching experience

What/who will they have demand for?

- Read position ad carefully
- Talk to people you know who know
- Do your homework: never show up for an interview without studying web site for people and initiatives

Image and Positioning

- Positioning: creating a consistent image in their minds
- Examples
- Decide what image you want to portray
- Productive, dependable/reliable, expert, team player/collaborator, independent, taking initiative

Marketing Strategies that Create Demand

- Communicating your Features and Benefits
- Testimonials (reference letters and networking introductions)
- Direct selling (assertive, confident direct communication that you want to explore the fit between them and you)

Communicating Your Features and Benefits

- Direct but subtle (don't want to seem arrogant)
- Direct contact
 - Assertive, good eye contact, firm handshake, name dropping
- Letter
 - See example
- CV

Communicating your Features and Benefits

- Make a Plan in advance for deliberate networking
- References
 - Choose carefully
 - Give them your cv and highlights
 - Give them the contact person and address
 - You may be asked to write your letter

Direct Selling

- Networking or phone contact
- Greeting, focus on them
- Be prepared with knowledge about their initiatives and how your F & B mesh with those
- Tell what you can do to meet their needs



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