


7 1/2

surprising things I've learned in 30 years of AE Marketing



1.

Clients don't want to buy what you're selling



What the city says...
...a picturesque swath of green to the heart of the city. The fountain, close enough for adults to touch and children to run through.

What the consultant says...
A fully integrated set of construction documents and coordination of the utility work and technical approvals for the project.



What the client says...
...to help companies accelerate business performance by connecting them to customers and partners inside the world's most networked data centers. Strategic communications hubs for the eastern United States and a major communications gateway to Europe.

What the consultant says...
A Zoning Conversion and Special Exception permit; topographic and construction surveying, high accuracy building control for construction, easement plats and utility mapping, preliminary engineering including stormwater and sanitary sewer and water trunk lines, a concept grading plan and roadway design.



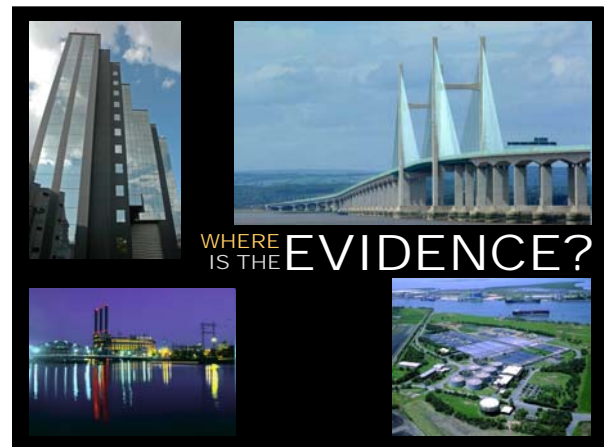
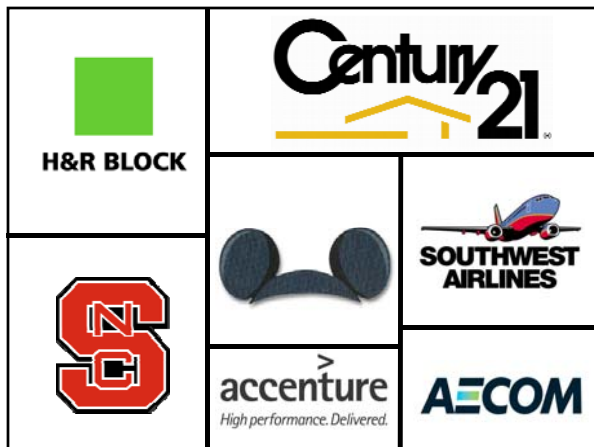
What the client says...

The fulfillment of a Mayor's promise, an appropriate home for a championship team, and a place for young athletes to be engaged in team sports, stay out of trouble and have fun


What the consultant says...

...a stormwater management solution that addresses future off-site runoff, underdrainage under the field to convey runoff to large collector pipes located several feet below grade where percolation rates were adequate.

2. What you sell is completely invisible




YOUR CLIENTS CAN'T
TOUCH IT
FEEL IT
SMELL IT
TASTE IT
TRY IT OUT AHEAD OF TIME



YOUR CLIENTS CAN'T
TOUCH IT
FEEL IT
SMELL IT
TASTE IT
TRY IT OUT AHEAD OF TIME


OR TAKE IT BACK
IF THEY'RE NOT
HAPPY



It's the trust-based relationships



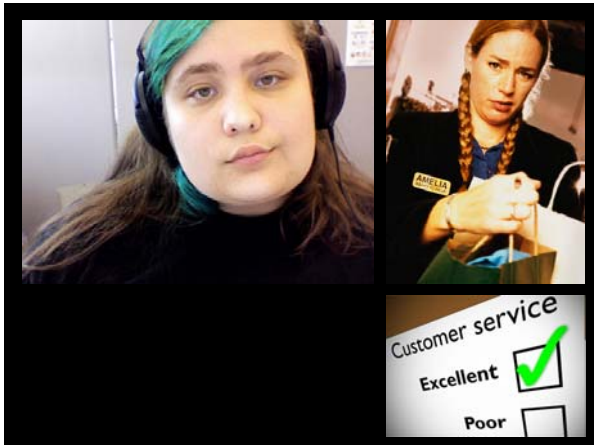
3. You need to sell on more than just the merits of your work.

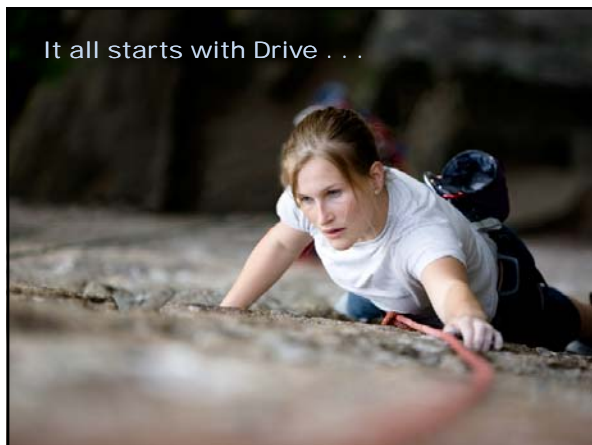
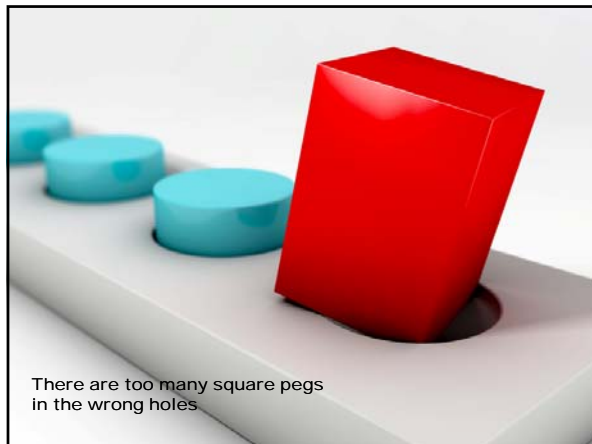


R.I.P.
QBS

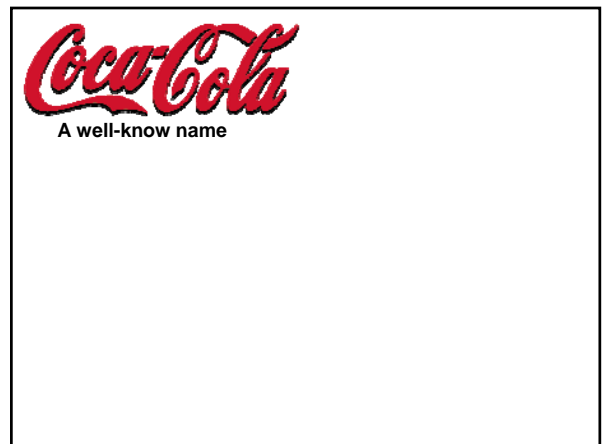
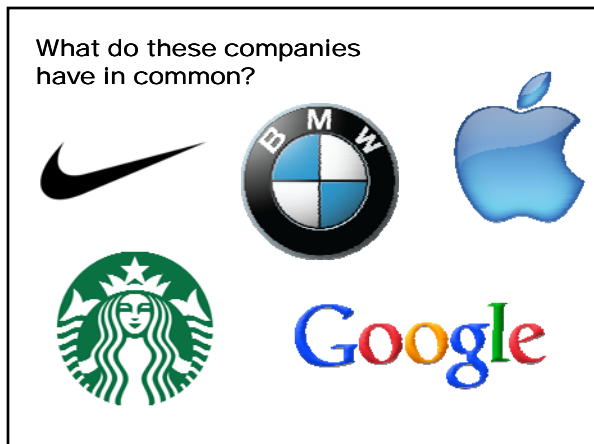
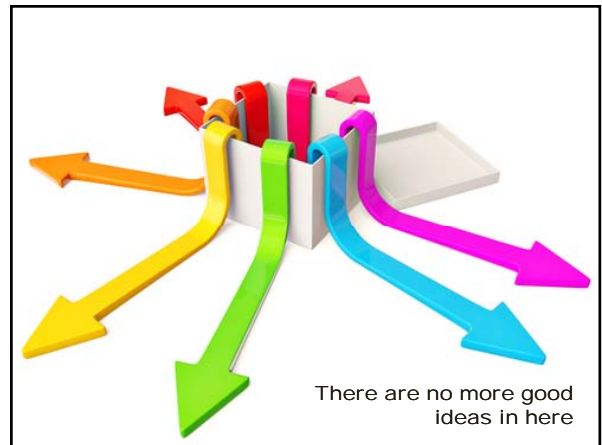


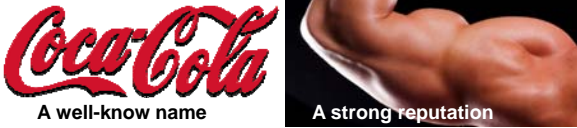
All your competitors are really good











A well-know name

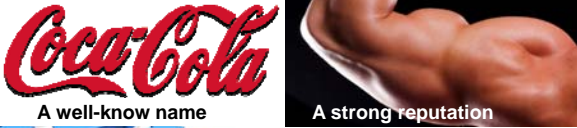
A strong reputation



A well-know name

A strong reputation

Consistent, reliable "products"

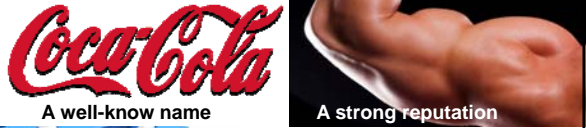


A well-know name

A strong reputation

Consistent, reliable "products"

Leadership position



A well-know name

A strong reputation

Consistent, reliable "products"

Leadership position

No single individual responsible



A well-know name

A strong reputation

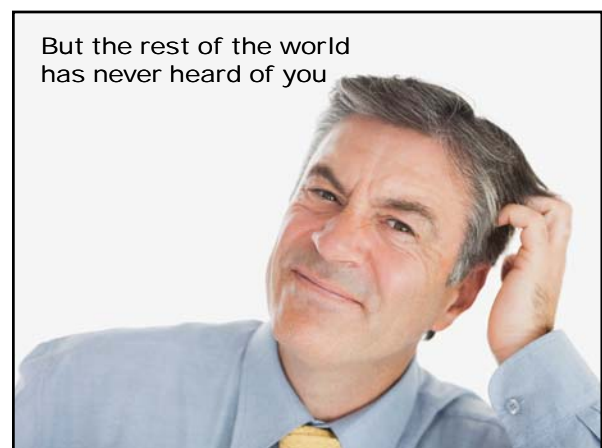
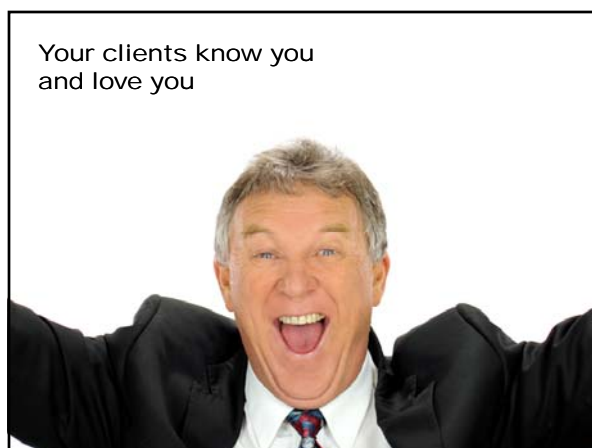
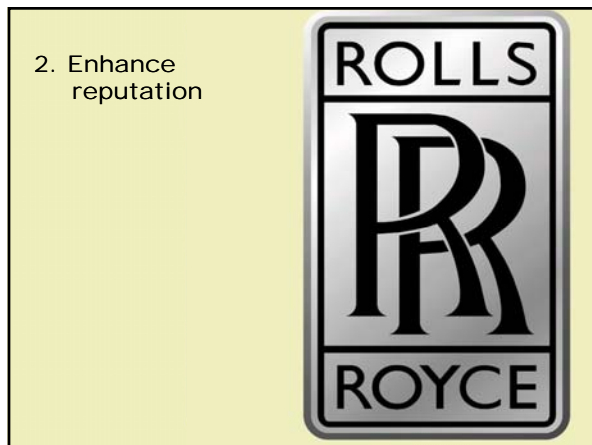
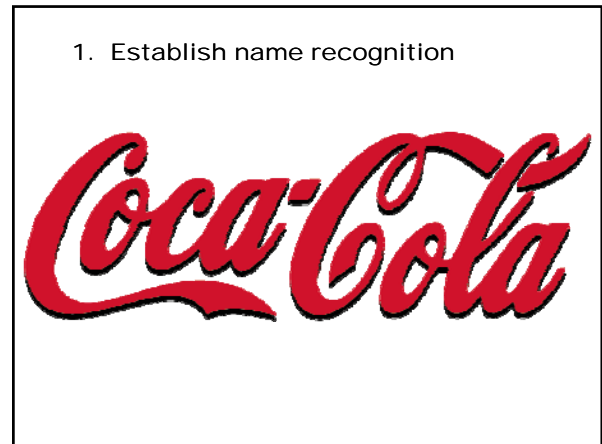
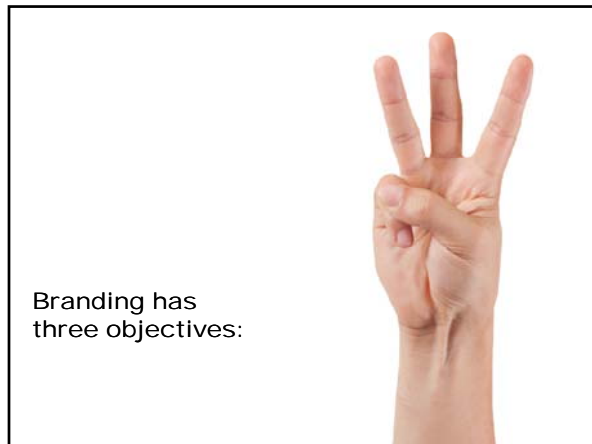
Consistent, reliable "products"

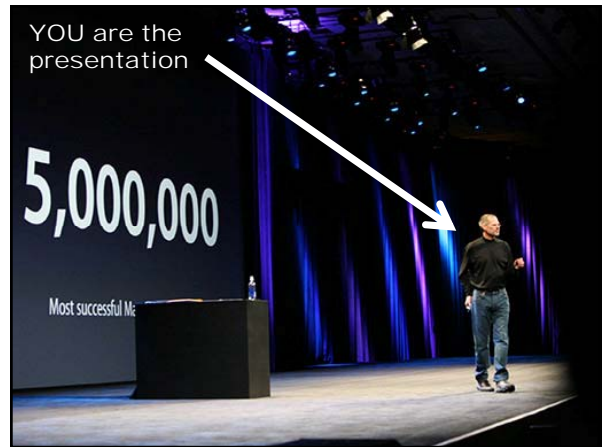
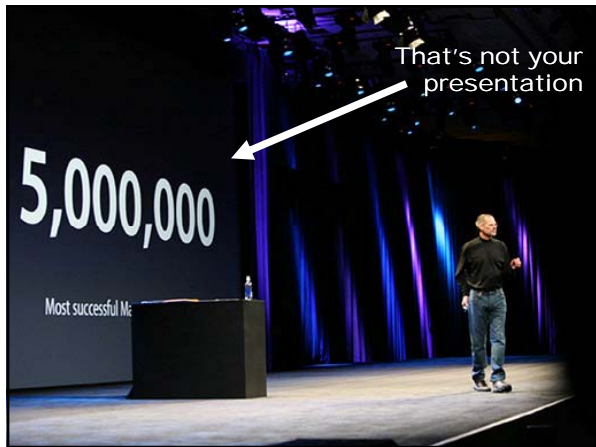
Leadership position

No single individual responsible

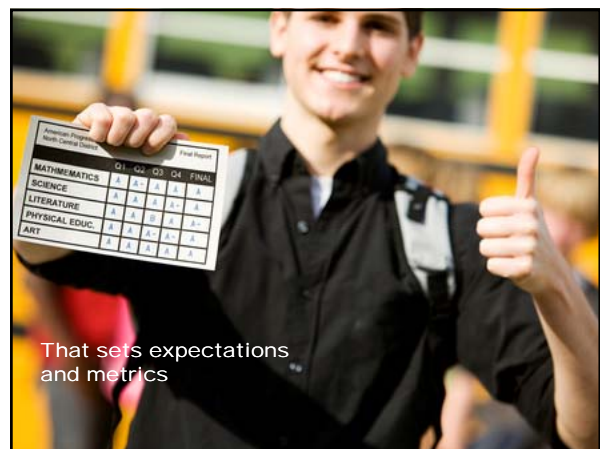
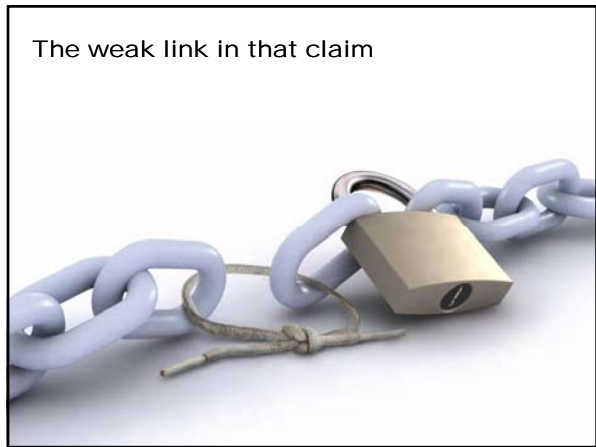
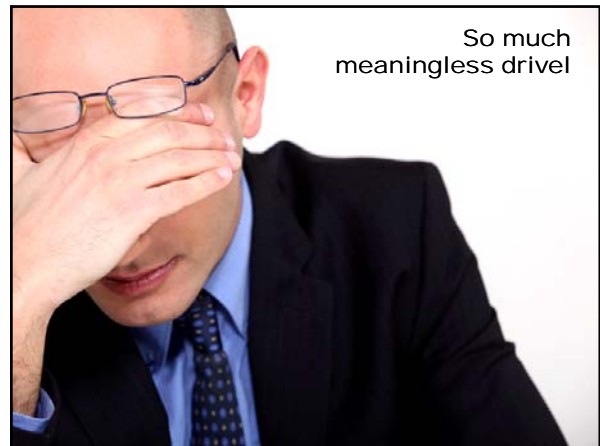
Economic resilience

A strong BRAND IMAGE





“We’ll exceed your expectations”



Your Reading List

