

Concept for Success-

external marketing management for IT companies



Rüdiger Otterpohl

born 1956
1981 degree in Economics, Bielefeld University,
focus on statistics and econometrics
1981 **Dr. Oetker** (food industry), market research department
1984 **Marketing Systems**, (software producer and consultancy),
senior consultant, marketing and sales manager
1989 **Deutsche Granini**, (beverage industry),
area manager Western Europe
1992 **Rastal**, (supplier to beverage industry), export director,
sales and marketing management beverage industry and retail
since 1995 **self-employed consultant**
e.g. interim management, reorganization, strategic advice,
sales organization, planning and controlling,
concept development, external marketing management



Clients from food, nonfood, IT and services industries



- **marketing**
market research, marketing management, product management, communication, planning, budgeting
- **sales**
acquisition, planning, controlling, partner management
- **consulting**
strategy, concept development, interim management, process optimisation, introduction of IT applications
- **management**
organisational development, strategy development, reorganisation, human resources marketing and management



- **IT user since 1977**

programming, databases, office-, sales and marketing applications, forecasting and planning, ERP systems, PC user since 1984 with DOS / Windows / Linux

- **languages**

German (native speaker), English, Dutch, French, basic knowledge of Spanish

- **consulting experience with SME:**

companies with turnover from less than 1 Mio to over 100 Mio €



- **Efficient Consumer Response**
meeting consumer demand in the right place at the right time
- **Supply Chain Management**
optimising the value chain
- **Business Intelligence**
up-to-date and transparent information for management
- **Business Process Optimization**
efficient design of business processes
- **Enterprise Resource Planning**
information-based planning and coordination of all resources
- **Balanced ScoreCard**
management based on objectives and performance indicators



- customers want **solutions** instead of products
- **fast ROI** must be assured
- investment in **process efficiency and gain of knowledge**
- sales cycles and project lead times **of several years**
- „**make or buy**“- alternative for decision
- **outsourcing** to off-shore-countries as an alternative
- **a mere 1-5%** of prospects with **actual demand or project**
- **evaluation phase** to complete or replace sales talks



- identification of contact persons, decision makers and influencing persons
- buying centers consisting of several persons and departments with diverging interests
- case studies and cost-/benefit analysis required
- customers may change staff and/or strategy
- vendors' profiles may be more important than their solutions
- competitors keep in with customer as well
- explicit differentiation from competition based on benefits relevant to client



- **to be perceived**
- **to get awareness** with prospects and the public
- **to position** offer and vendor **as problem solvers**
- **to prove** added value for customers
- **to differentiate** from competition
- to get into the customer's „**relevant set**“ and to stay there
- **to stay in contact**
- **to support closing** of the sale
- **to reassure customer** after the sale
- **to intensify customer relationship**



- targets
- strategy
- concept
- planning
- coordination
- organisation
- commitment



- **strategic advice**
e.g. assessment, positioning, market analysis
- **concept & text**
e.g. argumentation, flyers, website, events, speeches, PR
- **planning & budgeting**
e.g. marketing plan, budgeting, timing, media
- **coordination**
e.g. advertising agencies, webdesigners, specialists, media
- **organisation & realisation**
e.g. fairs, databases, tools, research



- access to professional and market know how
- strategy appropriate for market
- focus on core activities and tasks
- efficient coordination and project management
- neutral, external advice and opinion
- effective cooperation of all marketing instruments
- solution-focused instead of interest-focused
- service with know how from customers' industries
- flexible usage according to requirements
- minor overhead



- forseason forecasting and materials management
- hyperspace balanced scorecard
- Involva IT training and education
- KKF.net internet service provider
- Kreado content management
- Marketing Systems forecasting and sales planning
- hausplaene.com architecture portal
- ESS housing administration
- Jaytown toolbar applications, instant messaging
- CE AG document management



FOOD

beer, biscuits, cava, cereals, chocolate, coffee, cordials, crème fraîche, dairy products, delicatessen, desserts, dried fruit, fish, frozen food, fruit juices, gherkins, meat products, mustard, nuts, pickles, poultry, prepared dishes, sausages

NON-FOOD

advertising objects, ceramics, decoration, glassware, handicraft items, petfood, rack jobbing, shopping carts, special glass, sports apparel, underwear

AUTOMOTIVE

cars, car audio, car glass, tyres

AGENCY / SERVICES

management and human resources consultancy, marketing and advertising agency



- business management consultancy
- IT consultancy
- software companies
- advertising agencies
- web designers, web applications
- concept & text
- public relations services
- training / education
- institutes / universities



- **speed and efficiency**
because of several years' experience
- **professionalism**
due to training and attitude
- **practical solutions**
due to experience and up-to-date knowledge
- **favourable cost/benefit ratio**
with minor overheads
- **holistic solutions**
with a team of specialists



- **retainer** agreement
 - allows for medium to long-term planning
 - cost advantage
 - from 4 days/month for 3 and more months

- **project assignment**
 - for clearly defined tasks
 - short-term, 1-6 weeks

- **daily tasks** on call
 - flexible
 - for small tasks on request



- **fixed fee** according to time spent
- **travel expenses**
- **outlay and expenses** charged at cost resp. with discount (e.g. for placement of advertisements)
- German VAT charged where applicable (curr. 19%)
- all amounts due on receipt of invoice

- no charge for usual office, phone and online cost
- no charge for holiday, vacation, social security etc.



- **preparatory meeting** symptoms, objectives
- **analysis of status** problems, weaknesses, premises
- **project proposal** background, procedure, target results, timing, terms, budget
- **project phase** project planning, concept development, realisation, coordination and assessment, documentation/report on request



Thank you!



Thank you for your attention and interest. We will be pleased to be at your service if required.

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