

UCLA Breakout Session

UNICON

“Sales and Marketing in Difficult Times”

GROUP 3

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Collective thoughts



WHAT STARTS HERE CHANGES THE WORLD
THE UNIVERSITY OF TEXAS AT AUSTIN

McCOMBS SCHOOL OF BUSINESS

Northeastern University
College of Business Administration

UNC Kenan-Flagler
Shaping Leaders | Driving Results



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Summary - Strategic

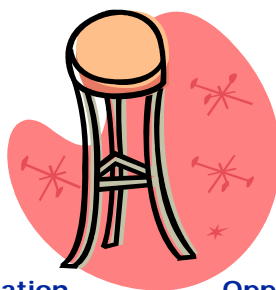


- What’s the resistance today?
 - Reputation of “ivory tower” research vs. results
 - Demonstrating value of intangible
 - Lack of money/funding
 - Getting to the line
 - Reduced travel budgets
 - Hostility to business schools
 - Stale branding across the industry



What are the issues?

Buying Exec Ed



Motivation

- Performance guarantee
- ROI
- Tap into social and political consciousness

Opportunity

- Go On-site
- Deliver on-line or in tandem
- Look outside current base (international)
- Offer 1 day programs
- ... Green program
- Partnership with membership associations

Ability

- Flexible payment terms
- Tuition reimbursement possibility?
- Find/write grants for executive education
- Stimulus money – what’s available?



Differentiation factors

- Credits – (CEUs), AACSB credits
- Certificate programs
- Purist – neutral, objective, research driven, thought leader faculty, not commercially driven
- Facilities – back to campus, aura, reflective verses boondoggle



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Sales/Marketing initiatives

- Deliberately rebrand materials outside of exec ed – classic look (i.e. looked at Tiffany's brochure)
- On site certificate programs – with CEUs or graduate credits – equivalent of custom OE w/volume discounts
- Barter free program for free advertising
- Personalized outreach by hand signed letter to senior execs for non-client accounts
- Informal personal outreach – join Boards in areas of interest – time off and speak in front of groups
- Open House
- Use alums for senior level introductions
 - Warm introduction rather than a cold call
- Take faculty on early/first call (broker intellect) & finder's fee
- Golf outing, symphony, athletics to get with clients

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Thank You



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