

# STRUCTURAL BUILDING COMPONENTS MAGAZINE

May 2004

## Publisher's Message

Marketing & Education by SBC Staff

*"There are three kinds of companies. Companies that try to lead customers where they don't want to go...companies that listen to customers and then respond to their articulated needs...and companies that lead customers where they want to go, but don't know it yet. Companies that create the future do more than satisfy customers, they constantly amaze them." —Gary Hamel & C. K. Prahalad, Competing for the Future*

Spring has sprung and the dog days of summer are right around the corner! Now is the time for fresh ideas and new plans to grow your business. It's with that in mind the staff is proud to deliver an issue focused on marketing and education!

["Creating Top-of-Mind Awareness for Your Top-of-the-Line Products"](#) is a quick refresher course on some of the basics of marketing. The article will encourage you to inventory your company's strengths and use them as the starting point for refreshing your marketing strategy. Making promises you can keep is easy when you start with the basics. Keeping the promises you make in your advertising is your best bet for building lasting relationships with current and potential customers.

While you might feel like your company has run the gamut of marketing tactics, take a few minutes to see what's new in the world of reaching your customers. For instance, ["Exploring the Art of Web Marketing"](#) explores using cyberspace to your advantage as it takes a look at the creation of web sites in the structural building components industry.

Be a resource! There's no doubt that knowledge is power, so by staying on top of current technical topics and other issues facing the industry and your customer, your knowledge becomes a powerful tool in winning the trust and loyalty of both current and potential clients. How about setting up meetings with current and potential customers to discuss the recent industry conversion to [BCSI 1-03 and the supporting B-Series Summary Sheets?](#) There's no better way to prove your value to a customer than providing them with valuable safety information about the materials they use every day. SBC staff explains how to incorporate these new industry documents into your marketing strategy. There are even examples of how WTCA chapters have been distributing this information to engineers, framers and building officials as part of their marketing campaigns.

Since there's nothing that can beat a well-educated sales force, we've tackled the topic of

education from the front lines. SBC staff outlines the [Truss Knowledge Online \(TKO\) Training Path](#) for sales and office staff, so that you can ensure your employees are equipped to be on top of their game.

Now is the time to start thinking about your company's marketing and education plans for the next few months. What's working? What isn't? What can be changed? The future is in your hands.

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