

# Auditing – Marketing 101

Introduction

Marketing – 4 “P”

Price

Product

Place (Distribution)

Promotion

Target Market

Competition

SCTC Special Interest Group - Audit

Conclusion

# INTRODUCTION

Theoretical Concepts – Real World Examples

Auditing vs. General Consulting

Interactive Discussion

General Rules of Thumb vs. Exceptions

Three Takeaways from Session

- Examination of your Consulting Practice

- Identify New Opportunities and Ideas

- Special Interest Group - Collaboration

## 4 P's - PRICE

Is Price the #1 Issue?

Services – Professional & Others

Grocery Stores, Apparel (Clothing), Vehicles  
Gardeners, Baby Sitters, Handyman  
Attorneys, Accountants, Financial Advisors

Value Proposition

Pricing -Auditing

Contingency Basis (% & Term)  
Hourly Basis  
Fixed Fee

## 4 P's - PRODUCT

### Deliverables

- Spreadsheet
- Powerpoint Presentation (PDF)

### Services – Post Presentation

- Implementation Support
- Ongoing Expense Management

### Branding Shortcut/Examples

- General vs. Specific
- Hotels (Ritz Carlton, W, Marriott, Courtyard, Fairfield, +)
- Nordstrom vs. K Mart

## **4 P's – PLACE (Distribution)**

Pre Internet - Stores

Location (Footprint)

Metro Area, Statewide, Regional, National, International

Direct vs. Indirect

Agents – Referral Fees

SCTC Members

Other Telecom vendors/contacts

Cost Reductions Specialists

Regional Accounting Firms

Bankruptcy Attorneys

## 4 P's – PROMOTION

### Direct Outreach

- Potential Client Lists
- Advertising (Google Searches)

### Social Media

- LinkedIn, Face book, Twitter
- Demographic Shift

### SCTC Membership

- Speakers Bureau
- Conference Representation (EC, NEC)
- No Jitter Articles
- “Halo Effect”

## TARGET MARKET

### Focus on High Potential Opportunities

Opportunity Costs– Limited Resource

Common Characteristics of Current Clients (Pattern)

Your “Sweet Spot”

### Target Market Segments

Location (Metro, State, Region, National, International)

Size of Clients (<100, 100-500, 500-5000, Region, National, Intl)

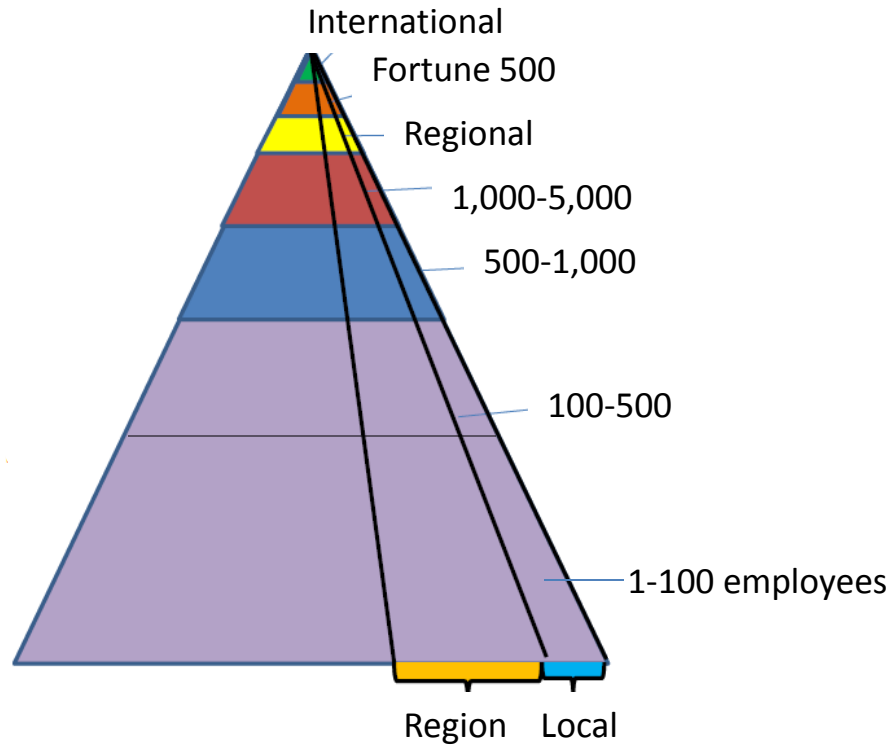
Industry (Financial, Govt., Transport, Retail, Health Care, Mfg)

Job Function/Level (CIO, CFO, CAO, Director, Manager)

Company Structure (Centralized, Decentralized)

Timing (Fiscal End of Year)

## TARGET MARKET - Diagram





# COMPETITION

## Outside Auditors

- TEM Companies
- General Telecom Sales Tool (Audit bills)

## Within Auditors (Differentiate - Unique)

- Location
- Independent – No Financial Conflict (SCTC)
- Deliverables (Report & Presentation)
- Travel Charges
- Implementation Support & Charges
- Audit Billing (Upfront vs. Over Time)
- Expertise (# of Years, Specialization)
- Background (Employment, Education)

## **SPECIAL INTEREST GROUP - Auditing**

### **Collaboration & Cooperation**

Develop Documents that can be shared by members  
SCTC Library

### **Auditor Special Interest Group Ideas and Examples**

#### **Presentation (SCTC Speaker Bureau)**

- Top 10 Telecom Auditor Secrets, Why Telecom are so hard to reduce

#### **Auditor Library (White Papers)**

- TEM vs. Auditor (Are you Trying to Swat a Fly with a Sledgehammer?)
- RFP Primer (What you should be asking in your RPI/RPF?)

#### **Quarterly Newsletter**

- Ongoing contact with clients, prospects, others, etc.

#### **Marketing Experimentation**

- Investigate Bankruptcy Attorneys Opportunities
- Presentation to Chamber of Commerce
- Industry Specific Conference (Networking)

## CONCLUSION

### Three Takeaways from Session

Examination of your Consulting Practice  
Identify New Opportunities and Ideas  
Special Interest Group - Collaboration

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