

The Arrow's Point

Issue 1, December 2014



Welcome...

...to the first issue of 'The Arrow's Point', the newsletter of Arrosam Ltd.

The UK is the second most innovative country in the world, according to the 2014 Global Innovation Index. However, it often falls behind in turning innovative ideas into cold, hard cash.

I set up Arrosam to redress this imbalance.

Decades of front-line sales experience in science, engineering and technology markets means Arrosam understands your challenges and knows how to overcome them to win more orders. We have already walked many, many miles in your shoes!

If you want more orders, it's often not just a case of creating more leads. What happens to those leads as they move through your selling process (their buying process) can have a much more dramatic effect on the outcome.

As a business development consultancy, we focus on the processes involved in moving leads to prospects to customers. Our speciality is the 'smarter' part of "*Work smarter, not harder*".

I hope you enjoy this first issue of 'The Arrow's Point', we have certainly enjoyed compiling it! Please let us know what you think and if there is anything you would like us to cover, tell us.

See you next time!

Neil Fletcher

Director

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25 Years ago (1989)

- ◆ Tim Berners-Lee produces the proposal document that will become the blueprint for the World Wide Web. (Only 25 years ago!)
- ◆ Sky Television begins broadcasting as Britain's first satellite TV service.
- ◆ First of 24 GPS satellites put into orbit.
- ◆ First publication of 'A Brief History of Time' by Prof Stephen Hawking

Sales and Marketing Excellence for

Science, Engineering and Technology Companies

Sales Lessons from Supermarkets

There is an interesting lesson playing out among supermarkets in Britain at the moment. Specifically, the woes of Tesco.

Setting aside the issue of the over-reporting of £263m in profit, like-for-like sales fell 4.6% in the first half of the year.

Underlying profit before tax was £783m, down almost 47% on the previous year,

The fact is that customers are turning their back on Tesco which is no longer seen as the best of the Big Four for price or quality AND they are also losing business to low-cost operators like Aldi and Lidl.

The harsh reality is that if you make price the focus of your selling, you WILL be undercut at some point. Generally, this will be by someone who has a different business model.

Compare the 22,000 product lines carried by the average Tesco store 2,000 in the average low-cost store. The huge overhead associated with carrying those extra products becomes particularly important when **price** is your main driver.

The average Waitrose carries 14,000 products yet they aren't suffering nearly so badly because they don't attempt to compete on price. They have a different model.

So why is this important in the B2B world?

Every little helps

Why pay more

Live well for less

Like brands. But cheaper

Saving you money every day

If you only ever focus on price as the key reason to buy from you, that's exactly what customers use to compare you with your competition.

If you are a UK manufacturer, you are likely competing with a Chinese or Indian manufacturer.

The current average salary in the UK manufacturing sector is £29,720. If our research is correct, the equivalent in China is approximately £4,800 and in India is approximately £9,400.

How are you going to compete on price with those economies?

Speak to your existing customers and find out why they bought from you. These are your competitive advantages and **they** are what you should be promoting to prospective customers.

◆ Computers across Britain hit by 'Friday the 13th' virus

◆ Voyager 2 reaches Neptune. At the end of 2014, the craft is currently in the "Heliosheath" - the outermost layer of the heliosphere where the solar wind is slowed by the pressure of interstellar gas. It is nearly 16,000,000,000 km from Earth and still going strong.

◆ In March 1989, Stanley Pons and Martin Fleischmann announced that they had achieved cold fusion. By the end of the same year the idea was dead.

50 Years ago (1964)

◆ Plasma display panel invented at University of Illinois

◆ Computer language BASIC created by John George Kemeny and Tom Kurtz

◆ Launch of Syncom 3, the world's first geostationary communications satellite.

◆ The Forth Road Bridge opens across the Firth of Forth, linking Edinburgh to Fife. At the time it was the longest suspension bridge span outside the United States and the fourth-longest span in the world

◆ Verrazano-Narrows bridge opens in New York Harbour. It remained the longest suspension bridge in the world until surpassed by the Humber Bridge in 1981.

100 Years ago (1914)

◆ Commercial production of stainless steel cutlery begins in Sheffield.

◆ First non direct blood transfusion performed, using sodium citrate as an anti-coagulant.

◆ The showing of the first colour feature film in Britain – The World, The Flesh and The Devil.

◆ First transcontinental telephone line completed and tested, although the first official transcontinental telephone call didn't occur until 1915.

Science

In 1714 the British government threw down the gauntlet to solve the greatest scientific challenge of the century – how to pinpoint a ship's location at sea by knowing its longitude.

300 years on, £10 million has been provided to fund a new prize for a new century.

Led by Astronomer Royal Lord Martin Rees, a distinguished [committee](#) in conjunction with scientists, engineers, academics, politicians and the general public produced a shortlist of six challenges under the broad headings of Flight, Food, Antibiotics, Paralysis, Water and Dementia.

The winner, announced on 25th June and selected by the Great British Public, was Antibiotics and the 5-year challenge is to create a cost-effective, accurate, rapid, and easy-to-use test for bacterial infections that will allow health professionals worldwide to administer the right antibiotics at the right time.

The challenge opened for submissions on 18th November.

Engineering

We're now just a few short months away from the announcement of the 2015 winner of the [Queen Elizabeth Prize for Engineering](#).

This is a £1 million global engineering prize that rewards and celebrates the engineers responsible for a ground-breaking innovation in engineering that has been of global impact on humanity.

The objective of the QEPrize is to raise the public profile of engineering and to inspire young people and engage them in engineering. This is an admirable aim given that, to meet existing demand, the UK will need 1.25 **million** more science, engineering and technology professionals and technicians by 2020.

There many routes into engineering such as degrees and apprenticeships and many employers offer incentives and training. Let us know what **you** are doing to help the UK engineering sector and you may appear in future issues of The Arrow's Point.

Technology

The finance website **Investopedia** defines Technology as “A category of stocks relating to the research, development and/or distribution of technologically based goods and services. This

- ◆ Last known Passenger pigeon dies in Cincinnati Zoo.
- ◆ Panama Canal finally opened, 33 years after original project start and 10 years after project restart.
- ◆ Jupiter's moon Sinope discovered by Seth Barnes Nicholson

Is Social Media a Panacea for Your Sales Ills?

Do these sound like familiar problems?

- ◆ not enough leads
- ◆ poor quality leads
- ◆ people not returning your calls
- ◆ no response to your e-mails,
- ◆ difficulty getting appointments,
- ◆ customer fixated on price as the key differentiator,
- ◆ stalled deals
- ◆ losing to 'no decision'

In this guest post on the Sales Initiative website, we take a pragmatic approach to integrating social media with more established sales techniques.

Click [here](#) to access the full article.

Sales Pipeline Health Check

The Sales Pipeline Health Check is a little like a visit to the doctor's surgery. You tell us your symptoms and we will ask a series of questions designed to identify the progress stages in your pipeline.

Your answers will allow us to highlight where and how improvements can be made to improve the flow i.e. win more orders and make more profit.

For more information on the Sales Pipeline Health Check, visit our website [here](#).

sector contains businesses revolving around the manufacturing of electronics, creation of software, computers or products and services relating to information technology.”

We are in agreement with Tudor Aw of KPMG who says

“To think of technology as the ‘gadgets and gizmos’ industry which delivers TVs, phones and laptops is to do it a great disservice.

To think of it as the industry which helps keep planes in the air, to save lives, to run modern banking systems or to make possible new forms of power generation is to give it the credit it really deserves. It is now a fundamental enabler of virtually all other industries.”

Whilst Jass Sarai, UK Technology Industry Leader of PwC says, of the UK,

“Our ability to compete globally and innovate remains strong and the sector can thrive because it is capable of generating the growth we need to return our economy back to prosperity.”

At a governmental level, the technology sector is supported by Innovate UK, the new name for the Technology Strategy board. In 2014-15 they will be responsible for awarding up to £536 million for technology businesses as well as helping UK business make the most of the innovation funding and opportunities in Europe such as [Horizon 2020](#).

On a personal level, I've seen the advantages offered by their [Knowledge Transfer Partnership](#) scheme. The new graduate gets exposure to the commercial world and the placement company gets an injection of new thinking and, often, an introduction to new ways of working.

[Contact us](#) with your KTP success stories for inclusion in future issues of The Arrow's Point.

Ho, Ho, Ho!

It just remains for me to wish you a very Merry Christmas and a Happy New Year.

The next issue will be published towards the end of January 2015 so we look forward to seeing you then.

Sales Tips

Handling Common Objections

- ◆ Know the common objections that customers in a particular industry are likely to have.
- ◆ Learn the reasons behind these objections.
- ◆ Listen to each client individually.
- ◆ Tailor your responses to each client individually and in their context.
- ◆ Let customers see you as a valuable resource for solving the problems represented by their objections.

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We welcome comments on our regular **blog** posts, found [here](#).

We are active on **Twitter**, posting links to interesting and useful information [here](#)

Why not drop by our **LinkedIn** Company page, found [here](#)?

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