

Approach Methodology for Channel Marketing

(Note: Select and do at least “one” from each column. Source: *Hard Market Selling*, Scott Primiano, Polestar Publications, 2003)

Type:	Face-to-face	Written	Increasing Knowledge And Experience	Tactical Marketing
Why/rationale:	<i>“Look at me”</i>	<i>“Listen to me, I have something To say”</i>	<i>“I really have something to offer”</i>	<i>“Touch the client”</i>
What:	1. Roundtables	4. Pre-approach Letters	8. Associations	10. Networking
	2. Focus Groups	5. Newsletters	9. Safety seminars and risk management workshops	11. Referrals
	3. Speeches	6. Article publication		12. Centers of Influence
		7. Clipping files (paper and electronic)		
Value:	<i>Networking</i>	<i>Knowledge and Focus</i>	<i>Centers of Influence</i>	<i>Differentiation</i>