



## Topics for Discussion

SMPS educational topics are structured around the knowledge areas and skill sets classified under the six Domains of Practice for Professional Services Marketing. These domains are listed below, with a few ideas for discussion topics.

### **DOMAIN 1: Marketing Research**

- *What are some of the sources you use to find leads?*
- *What reference materials have been helpful to you in understanding our industry?*
- *When called up to help forecast industry trends, where do you focus?*
- *What is the best approach for setting up meetings with a professional contact for research purposes?*
- *How do I stay knowledgeable about my market/industry/region?*

### **DOMAIN 2: Marketing Plan**

- *How do I conduct a SWOT Analysis?*
- *What should my role be in strategic planning at our firm?*
- *How does a marketing plan tie in with my firm's strategic plan?*
- *What are the elements of a marketing budget?*
- *How do I track progress?*

### **DOMAIN 3: Client and Business Development**

- *What are techniques for establishing a strategic business development plan?*
- *How do I develop a business development culture at my firm?*
- *How do I develop a client-specific business development plan?*
- *How do I develop a project pursuit or capture plan?*
- *How do I conduct a client perception study?*

### **DOMAIN 4: SOQs/Proposals**

- *What is a Go/No-Go process?*
- *What should my role be in the Go/No-Go process?*
- *How do I develop a tracking system for proposal statistics?*
- *How do I complete a SF330?*
- *How do I develop a schedule for tracking proposal elements?*



**88%**  
OF BUSINESS OWNERS  
WITH A MENTOR  
SAY HAVING ONE IS  
**INVALUABLE**

### **DOMAIN 5: Promotional Activity**

- *What is branding?*
- *How do I develop a communications plan?*
- *How do I develop a social media plan?*
- *How do I write a press release?*
- *How do I select vendors for promotional materials?*

### **DOMAIN 6: Information Management, Resource and Organizational Management**

- *How do I select a CRM system?*
- *How do I conduct marketing and BD training for technical staff?*
- *How should my marketing department be structured?*
- *How do I recruit staff?*
- *How do I communicate with my supervisor?*

### **OTHER IDEAS**

- *How did you get your start in the A/E/C industry?*
- *How did you get to where you are in your career?*
- *How do you balance your career and personal life?*
- *What strengths do you think are important to have a successful career in A/E/C marketing?*