

# Qtek Newsletter

## No 2 Spring 2007



### Welcome

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Hi  
This is the second edition of Qtek. It's aimed at sales and marketing professionals in IT, Telecoms and Technology companies.  
Best regards

**Alistair Fox**

### Quotations

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*"Art is making something out of nothing and selling it."*  
Frank Zappa

*"The sole purpose of marketing is to sell more to more people, more often and at higher prices. There is no other reason to do it."*

Sergio Zyman

### Quick links

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...to the website

- ▶ [Sales Enabling](#)
- ▶ [Channel Development](#)
- ▶ [Programme Management](#)
- ▶ [Product Management](#)
- ▶ [Qtek Newsletter 01](#)

### Article: Five ways to improve partner performance

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We see channels and partners as a key way of increasing sales and entering new segments, whether they are geographic or specific customer groups. Selecting and signing-up a partner can be a major investment and if the partner fails to achieve the planned sales, this investment may be wasted. The article [Improving partner performance](#) describes five ways to increase existing partner sales performance.



### Differentiation: It starts with the coffee

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A colleague was discussing marketing with a lawyer and asked him how they differentiate themselves from all the other law firms. "It starts with the coffee" was the lawyer's response. He went on to explain that when prospective clients visit their office they serve really good coffee and ensure everything else is to a high standard. This may sound a little flippant until you consider the problem of demonstrating quality in an intangible service business. The perception of quality of service is very important to the decision making process. If there are several similar alternative suppliers then a small amount of differentiation can have a big effect. And isn't that what marketing is all about?

### Article: Sales are from Mars Marketing are from Venus

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Sales and marketing should be working closely together, but in many IT and technology organisations there appears to be a high level of antipathy between the two groups. In the article [Sales are from Mars Marketing are from Venus](#) we suggest some reasons for the problem, and provide seven ideas that marketing (or sales) can use to improve the situation.



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**Expertek Consultants Ltd**  
Warwick United Kingdom  
+44 1926 401960