

## **Marketing Practices for the Forest Products Industry**

A workshop for cabinet and millwork shops (August 24) and sawmills (August 25) focusing on marketing as it relates to forest products, and how to gain a competitive advantage in the industry. Additional details coming soon.

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### **About The Workshop**

Marketing has been called the backbone of successful forest products companies. Yet many manufacturers struggle with the marketing concept. Those attending this workshop learn about the products of forest products' industry, marketing as it relates to these products, and how to gain a competitive advantage in the industry. The program is designed for business owners, managers, and marketing personnel and/or those wishing to brush-up on the marketing aspects of forest products industry.

### **Topics Covered**

**Forest Products** - An overview of the industry-its products, manufacturing practices, and current resource issues affecting the industry.

**What is Marketing?-** This section reviews the marketing concept and how it applies to the forest products industry.

**Marketing Basics** - The 4 P's of Marketing:

**Products:** This section discusses the process of product development, the product lifecycle and the total product concept.

**Pricing:** How to set prices and what is actually done in the forest products industry.

**Promotion:** How to successfully promote the company and its products.

**Distribution:** How distribution works and the distribution chain in the forest products industry.

**Marketing Strategy** - Your competitive position, understanding your competitors and gaining an advantage by using the value chain.

**Marketing Research** - Methods to identify what is happening in your markets.

**Personal Selling** – Personal selling is the number one tool used by the forest products industry to promote their product. The following subjects will be covered to improve a salespersons performance within an organization.

Personal selling as part of the marketing function

The role of the salesperson

Locating customers

Making a successful sales presentation

**Trends in the Industry** – A company needs to be aware of external environmental factors that affect their markets and how to react to them. This session covers the factors that are currently affecting the wood products industry.