



**INSTITUTO
SUPERIOR
DE CONTABILIDADE
E ADMINISTRAÇÃO
DO PORTO**

“How to market yourself? Where are your clients? Tips for young entrepreneurs”

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Past. Present. Future...

Early 70s

Sex Pistols (Punk rock) – God Save the Queen

“(...) There's no future
No future
No future for you (...)”

Political, economic and
social issues...



Past. Present. Future...

Currently



Greta Thunberg 

@GretaThunberg



“Today’s business as usual is turning into a crime against humanity. We demand that leaders play their part in putting an end to this madness.”

... climate change issues.

Past. Present. Future...

Future...

“To be modern, some believe that it is necessary to break away from the roots. And this is their ruin, because the roots, the tradition, are the guarantee of the future” (Pope Francis, 2019).



Past. Present. Future...

Future...

According to Bill Gates, after the replacement of millions of workers by artificial intelligence (IA), robots could become a serious threat...

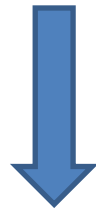
“They could surpass human beings when it comes to intelligence, and they could destroy them and replace them”.



Future

Definition: time regarded as still to come.

Therefore, we must prepare our future...



**WHAT FUTURE DO WE WANT FOR
YOU AND TO THE WORLD?**

Future

- Why not to create a business?
- Why not create a new venture?
- Why not to be my own boss?
- Why not?????

Entrepreneurship is...

- A process
- A chain of events and activities that take place over a period of time
- Bringing something new to the marketplace
- New ideas, new products, new services, new solutions.

A Definition

Entrepreneurship seeks to understand how opportunities to create something *new* arise and are discovered or created by *specific individuals* who then use various means to *exploit or develop* them, thus producing a wide range of *effects*.

Economical and social effects...

Key Activities

- Identifying an opportunity
- Exploiting or developing this opportunity
- Running a new business successfully



An Intersection



Inspiration and Activation

Intrenepreneurs

Persons who create something new, but inside an existing company rather than through a new venture.



Rising Interest in Entrepreneurship

- Media accounts of success
- Change in “employment contract”
- Change in basic values



Macro and Micro

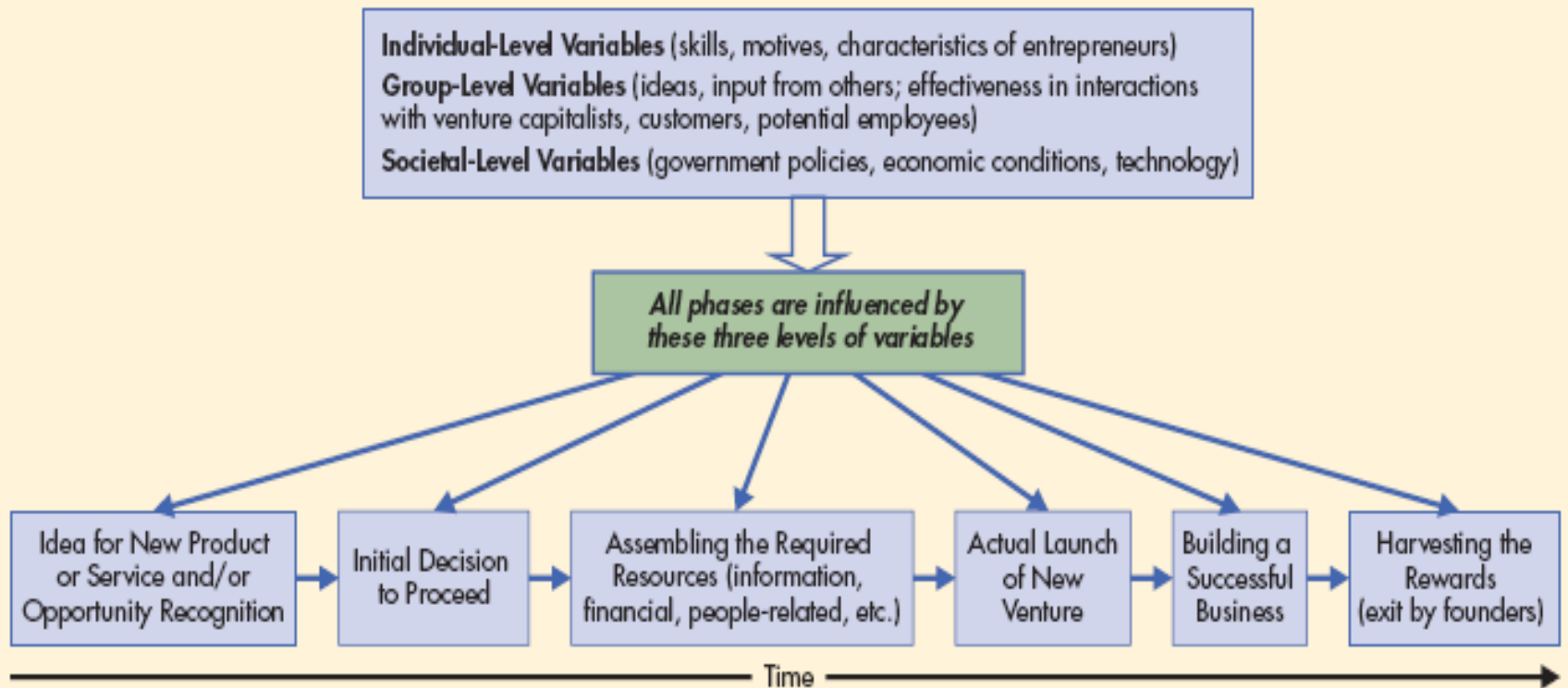
- Micro perspective—focuses on the behavior and thoughts of individuals
- Macro perspective—focuses primarily on environmental factors
- Both are key in understanding the entrepreneurial process



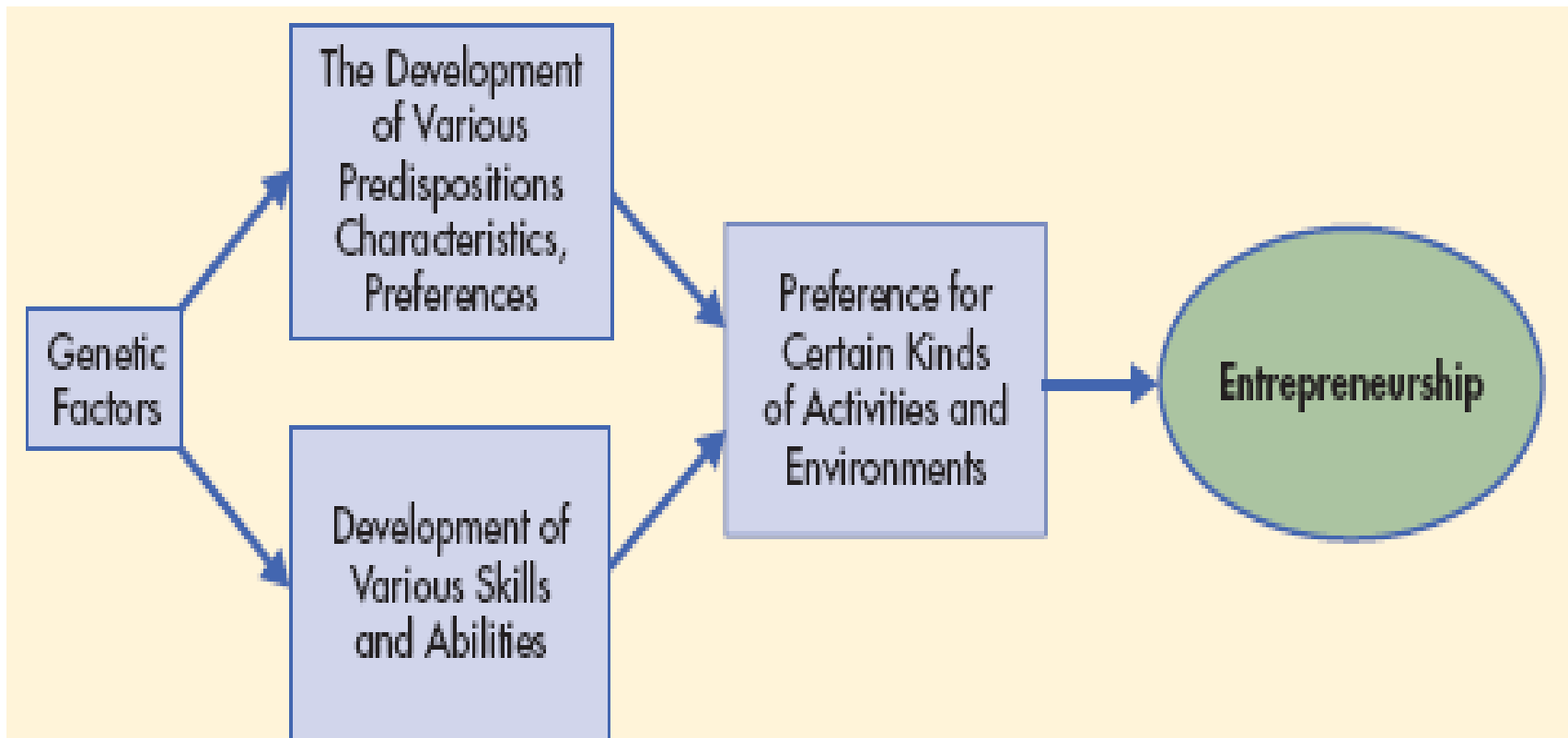
The Process

- Recognition of an opportunity
- Deciding to proceed and assembling resources
- Launching a new venture
- Building success and managing growth
- Harvesting the rewards

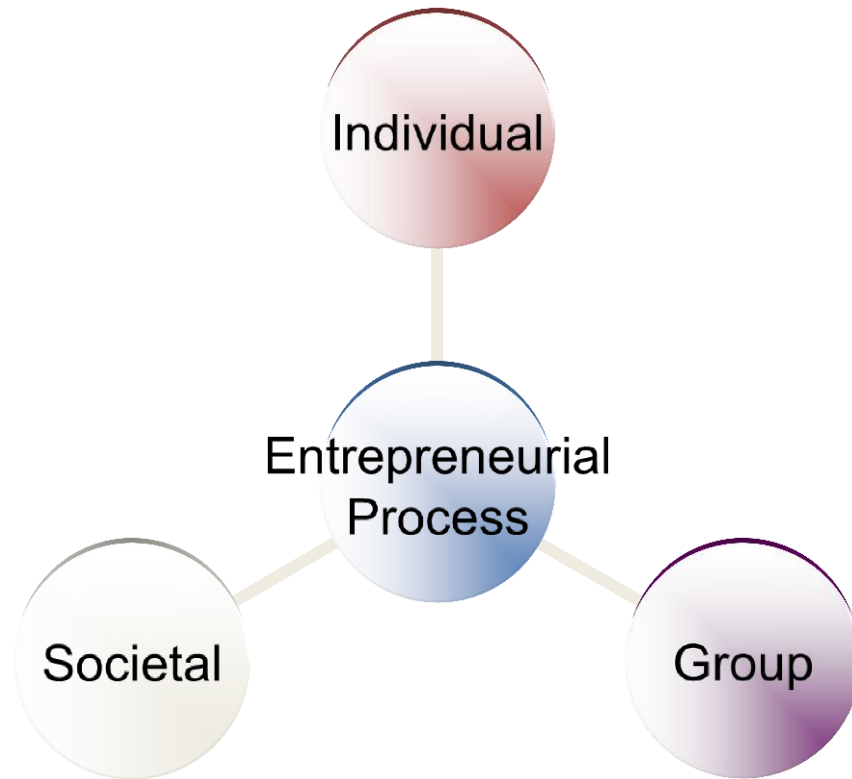
Key Phases



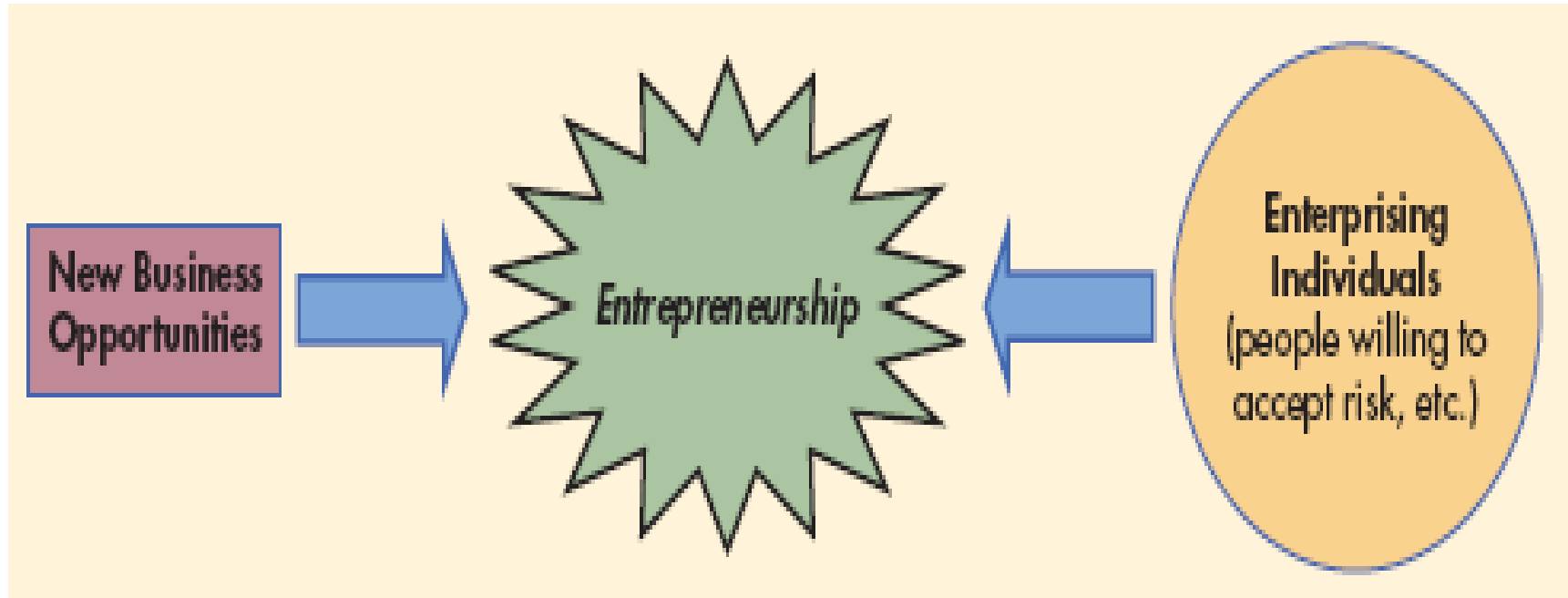
Are Entrepreneurs Born?



Variables



When Enterprising People and Opportunities Meet



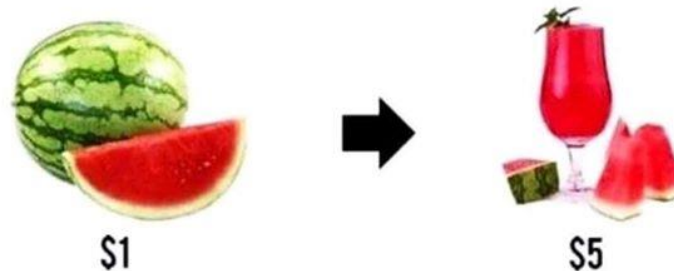
Identifying opportunities...

Act simple but think differently!!!

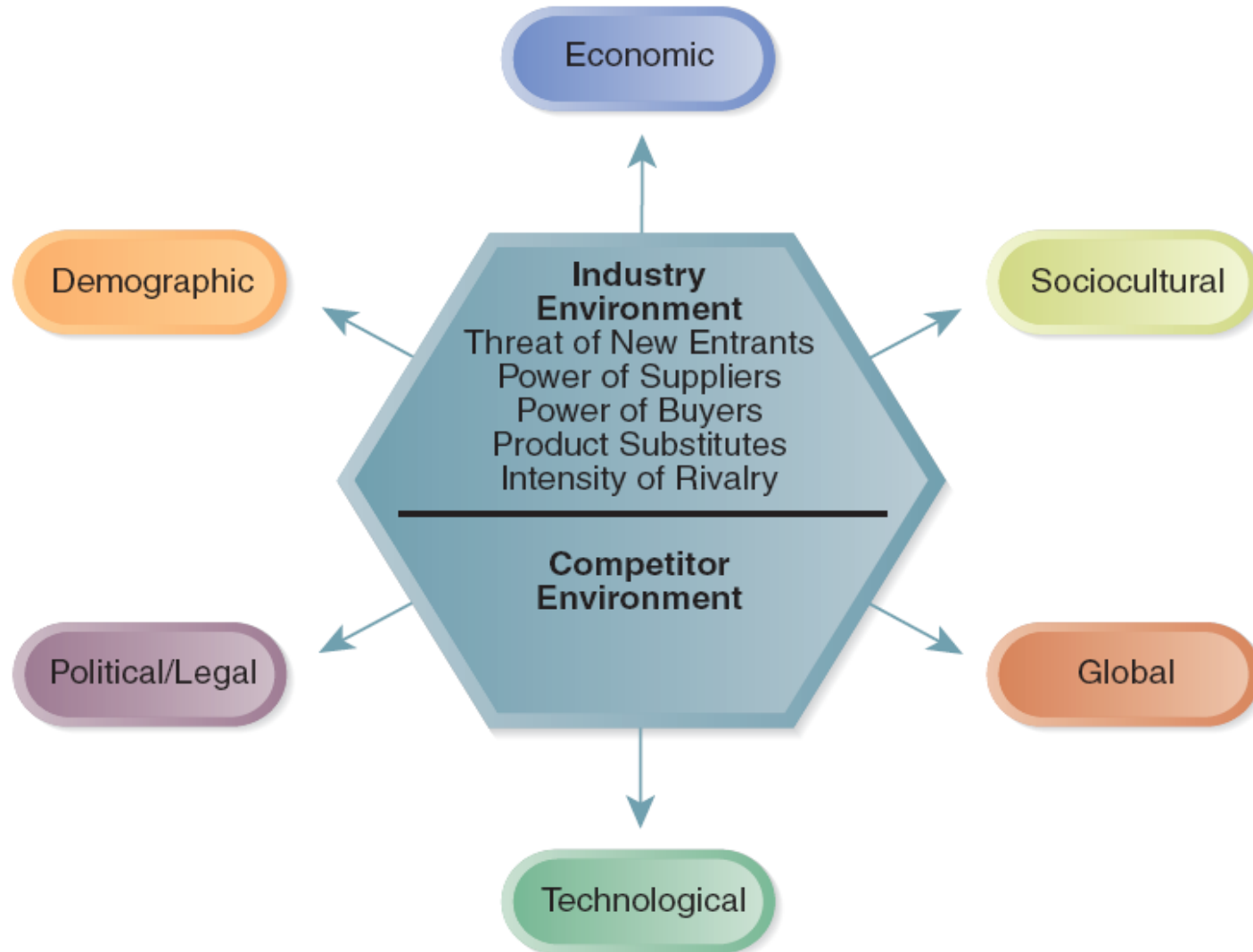
Businessman



Entrepreneur

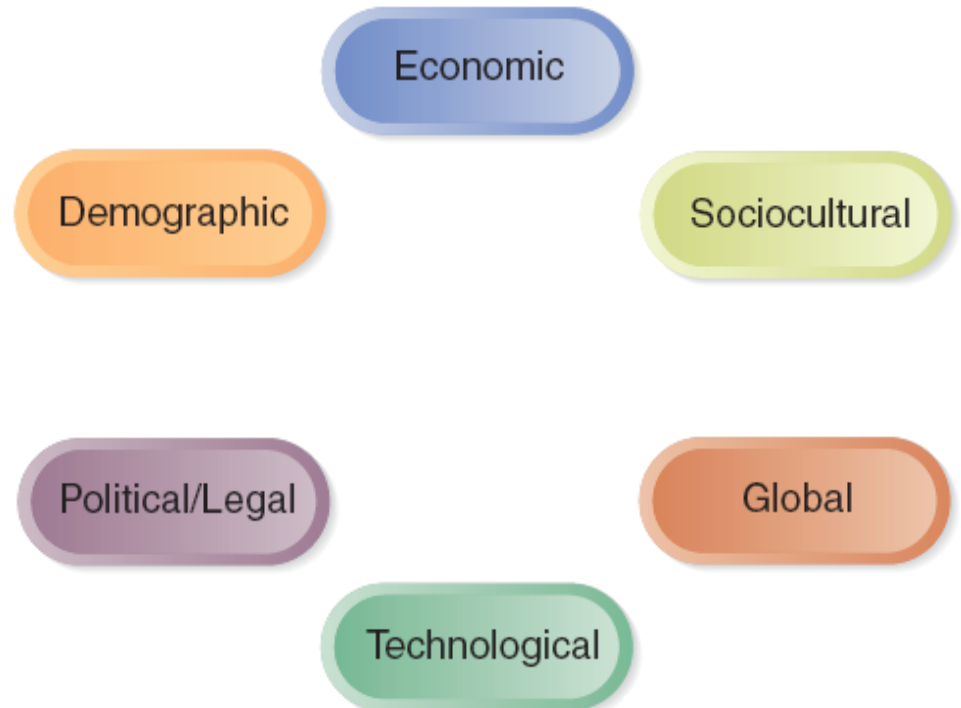


Macro-environmental Forces



General Environment

- Dimensions in the broader society that influence and industry and the firms within it
 - Economic
 - Sociocultural
 - Global
 - Technological
 - Political/legal
 - Demographic



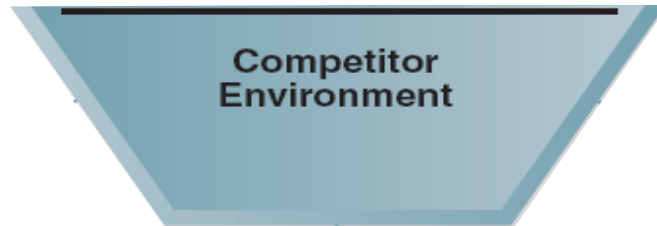
Industry Environment

- Set of factors directly influencing a firm and its competitive actions and competitive responses



Competitor Environment

- All of the companies that the firm competes against.



Analysis of the External Environments

- General environment
 - Focused on the future
- Industry environment
 - Focused on factors and conditions influencing a firm's profitability within an industry
- Competitor environment
 - Focused on predicting the dynamics of competitors' actions, responses and intentions

Opportunities and Threats

- Opportunity
 - A condition in the general environment that if exploited, helps a company achieve strategic competitiveness
- Threat
 - A condition in the general environment that may hinder a company's efforts to achieve strategic competitiveness

What is a Client?

- A Client or customer is a person or organisation that you or your organisation provide with a product or service.

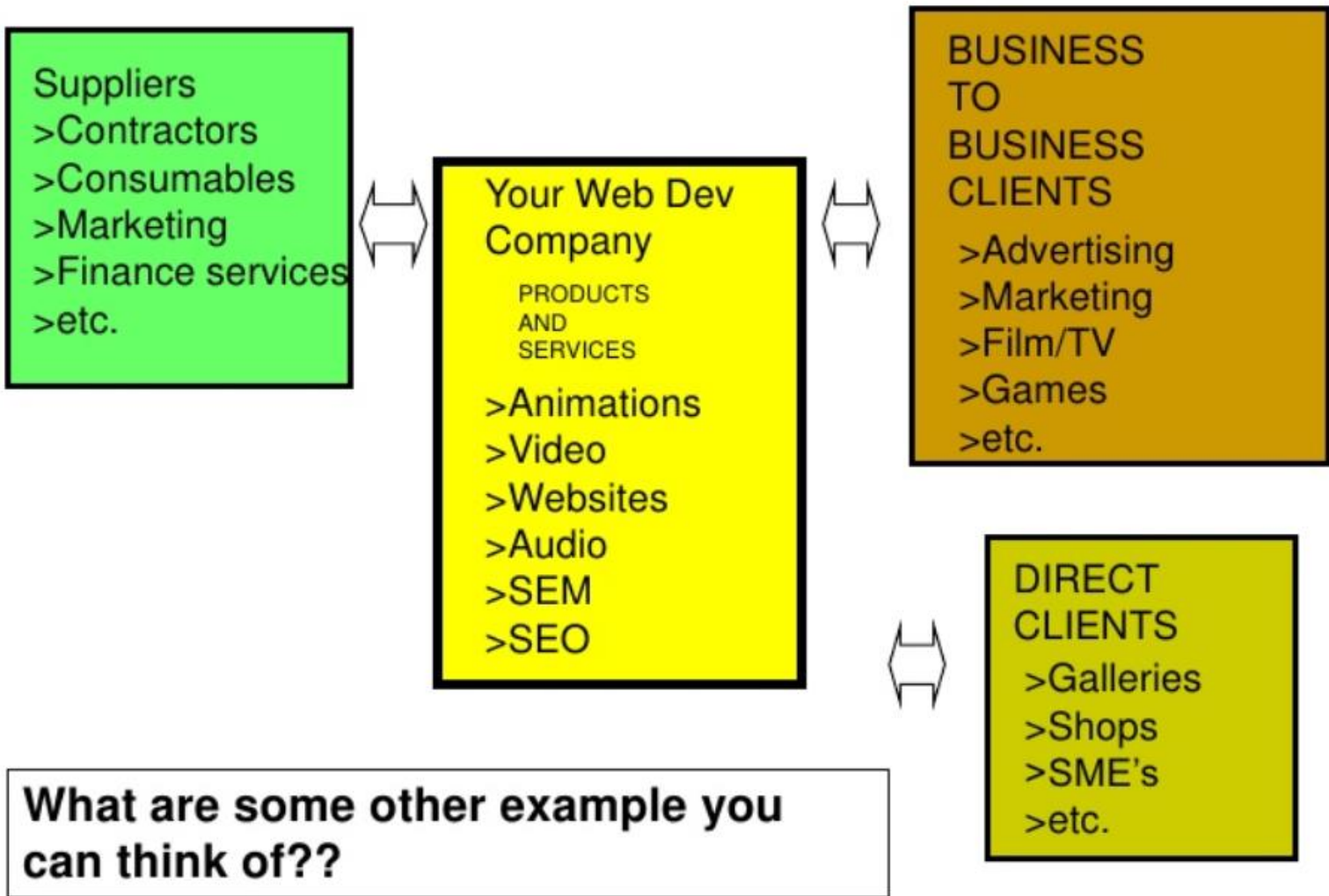
Who Are Your Clients?

- Internal
 - People from within the organisation to whom you provide a product or service
- External
 - People outside your organisation to whom you provide a product or service

Client's relationship

- Interacting with Clients means
 - Developing positive relationships
- Your organisation must be committed to giving optimal service
 - Internal
 - External
- If you want business you need Clients

External Client Relations



Client service is...

Performing tasks for clients,

Development of products for clients

Maintaining products for clients

Providing information and advice to clients.

How should you behave?

- Good manners?
- Modern/Business Etiquette?
- Business-like manner
- Reflective Listener
- Be prepared
- Ethically

Can you give me an example each of the above in normal life that isn't applicable in a professional business situation?

What skills do you need?

The essential skills for successful client interaction are:

- Active listening
- Questioning techniques
- Feedback
- Understanding
- Empathy

What do you need to be aware of?

- Organisational Standards & Values
- Ethical Practice
- Community Standards
- Industry Culture
- Culture Standards
- Recent events in the organisation and in society

What are the issues for IT?

Some issues that you may encounter when working in the IT industry are:

- Determining both hardware and software requirements
- Training needs
- Implementing and training in new procedures
- Negotiating support and service agreements
- Complaints about technology

The above are traditional IT issues but just as relevant in the web industry

What questions do you need to ask yourself? (1)

Ask yourself these questions when dealing with a client:

- What is the most personable and professional way to greet my customers?
- How can I anticipate what my customers would like from me?
- How can I be sure I know a client's requirements?

What questions do you need to ask yourself? (2)

You need to ask yourself these questions when dealing with a client:

- Which method will give me the most useful feedback?
- How do I manage speedy, efficient service and keep the personal touch?
- What so I do when a customer is unhappy?
- How can I communicate well with my customers over the telephone?

How to ensure quality customer service?

- Follow-up (maintain client records, seek feedback, reward client loyalty, provide after-sales service).
- Quality assurance (use systems to ensure consistent quality in products and services).
- Problem solving.

Client Power & Preferences

- Client influence our prices through:
 - Their ability to exercise bargaining power over us
 - *industrial markets with few buyers*
 - The strength of their preferences – *consumer sovereignty and elasticity of demand*

The Most Effective Ways to Market Yourself Successfully

- **Market Yourself** it's a skill everyone needs to master.
- Understand the basics and you'll be prepared to position yourself as an expert.
- The person who knows how best to market yourself is you.

The Most Effective Ways to Market Yourself Successfully

- Start now to set yourself apart as a leader and generous citizen of your professional communities, and you can take yourself much further than you may have dreamed.
- Here are seven proven strategies for marketing yourself successfully and effectively:

The Most Effective Ways to Market Yourself Successfully

1. Identify your niche.

- What are your interests?
- Your talents? (Soft skills)...
- Your passions?

Think about the ways you already bring these elements together and explore the possibilities for how you can engage them in innovation and problem solving.

Focus on the uncommon things you have to offer.

The Most Effective Ways to Market Yourself Successfully

2. Seek recognition for your expertise.

- Showcase what you know by building a knowledge base.
- Grow your reputation and promote your informed opinions.
- The hallmark of expertise is figuring out what's information and relevant.
- Develop relationships with thought leaders and media representatives in your field and your community.

The Most Effective Ways to Market Yourself Successfully

3. Share your wisdom.

- Write prolifically about what you know to get your name in front of people as an expert.
- Contribute articles and blog posts any time you have an opportunity.
- Make sure it's informative, well written, timely, and valuable to readers.

The Most Effective Ways to Market Yourself Successfully

4. Build a community.

- Create a network of like-minded people in your field and work on connecting deeply and really getting to know one another.
- Genuine expertise is always drawn to other experts, and in their company you can open up a whole world of new possibilities.

The Most Effective Ways to Market Yourself Successfully

5. Be of service to others.

- Become a trusted advisor and do what you can to help as many people as you can.
- How can you use what you do to be of service?
- Maybe you can offer your talents to a local nonprofit or set up an internship or mentoring opportunity to help someone starting out.

The Most Effective Ways to Market Yourself Successfully

6. Be social savvy.

- Spend focused time on social media tools such as Twitter, LinkedIn, Facebook, Instagram and electronic groups in your industry.
- Share some of your expertise for free, and you can begin building a base of fans who trust you and look to you for expert advice.

The Most Effective Ways to Market Yourself Successfully

7. Remember who you are- is the message to the world.

Every word you say, everything that you communicate and do, is a message to the world. Just as a good organization protects its brand, protect your reputation by being intentional about the words you speak and the actions you perform.

Tips for young entrepreneurs

24 HOT INDUSTRIES TO WATCH IN 2020

1. App developing
2. Big Data
3. Open Data
4. E-commerce
5. Responsive web design
6. Wearables
7. Smart cities
8. Digital marketing
9. Cryptocurrencies
10. Artificial intelligence
11. Drones
12. 3D printing
13. Nanotechnology
14. Sustainable agriculture
15. Vegan food
16. Recycled products
17. MOOCs
18. Business intelligence
19. User experience
20. Virtual reality
21. Preventive medicine
22. Gamification
23. Coolhunting
24. Meal prepping services

END