

Joe Barone

5-Steps to Success in the Shale



Seminar Objectives

1. Provide you with the marketing and sales strategies that can help you be successful in selling to the natural gas industry.
- 2 Give you the tools to market and sell to the tech savvy gas workers.
3. Have you leave the seminar with two or three ideas to improve your marketing and sales efforts.



Agenda

1. **Ohio Oil & Gas Industry Update**
2. **Growth Industries**
3. **5 Steps to Success in Shale**



5 Steps

- 1. Get Out of Your Comfort Zone**
- 2. Know Your Skills and Your Message**
- 3. There Is No Silver Bullet**
- 4. It's All About Networking**
- 5. Follow Up Means Success**



1. Get out of Your Comfort Zone



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Get OUT of Your Comfort Zone

- **Safety**
- **Speedy response**
- **Hours – 24/7/365**
- **Contracts – Master Service Agreement**
- **Be Prepared for Explosive Growth**
- **Join Ohio Oil and Gas Association**



Get OUT of Your Comfort Zone

- **Be able to staff up quickly**
- **Accounts receivable**
- **Travel**
- **Attend Expos**

Get OUT of Your Comfort Zone

Oh, by the way when
are you converting your
trucks to CNG?



2. Know Your Skills and Message



Just Do It



Know Your Skills and Refine Your Message

Know Your Skills

- **Unlimited Opportunities**
- **“Find Your Niche and do it well”**
- **Be consistent in communicating your message across all media**



Know Your Skills and Refine Your Message

Refine Your Message

- What can you say that is meaningful about your company to the gas company that differentiates you from the competition?
- 30-second phrase
- “We haul water and sand”



Know Your Skills and Refine Your Message

Refine Your Message

- “We haul water and sand. Most of our trucks are relatively new. Our drivers have been with us a minimum of 5 years. We drug test monthly and none of our drivers have had a DUI.”



3. There is no silver bullet!



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**But you need an
effective strategy...**



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**But you need an
effective strategy...**

High Tech, High Touch



3. There is no silver bullet!

SO.....

- **Know your target audience**
 - What's important to him/her relative to your business?
 - How will he/she learn about your business?
 - How often must he/she hear your message?
 - How many different ways can you reach him/her?
 - What is the most effective means to communicate?



How Do You Reach Them?

1. TV advertising
2. Outdoor advertising
3. Radio
4. Public Relations
5. Online marketing
6. Web site content targets natural gas industry
7. Guerilla Marketing
8. Well Site Marketing – decals
9. Email marketing



3. There is no silver bullet!

High Tech

- **Web site**
- **Email database**
- **Cell phone database**
- **Text**
- **Smart Phone Apps**



Everywhere availability



4. It's All About Networking High Touch



4. It's All About Networking

- Expos and industry events
- Hotel
- Sports bars
- Convenience stores



4. It's All About Networking

- Everyone is there to make contacts
- Start Your Own Group
- Wear something distinctive
- Write something on your business card



5. Follow Up Means Success

- Follow up, Follow up, Follow up,
Follow up, Follow up,



Remember when you're in

- One Strike and your out!



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Thank You

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