



CLEAR & HONEST MARKETING

IDEAS FOR SELLING

FACULTY OF ARTS & HUMANITIES,
COVENTRY UNIVERSITY



“The work Glued have done has spurred my team on to not only promote and sell existing programmes and offerings but also to initiate new ones.”

Helen Cuthill, Associate Dean, Faculty of Arts & Humanities, Coventry University.



Context: Every university has to generate income from sources other than student fees. One of the ways they do this is by harnessing the individual, combined or blended capabilities of its academics to provide valuable services, training or consultancy to business.

Part of the challenge here is identifying the need and finding a way of servicing it from university resources. This is a task in itself and once the facility to serve is established a commercial facing team are generally charged with marketing and selling those services.

In an arts and humanities faculty these challenges are complicated by the apparent contradiction between the nature of their subjects and commerce.

The Faculty of Arts & Humanities at Coventry University presented just such a challenge. How to put together the 'arguments' to successfully convince businesses of buying-into the services offered.

The requirement: In partnership with Helen Cuthill, Associate Dean at the Faculty of Arts & Humanities, Glued put together a workshop for the newly formed commercial team.

This would be based around Simon Sinek's 'What, How, Why'. Examining how that can be used to build a proposition. Running through an example from each of the team members. In each case working towards a proposition that highlighted the valuable difference of each service being considered.

The outputs: Glued conducted the workshop during the course of an afternoon. With four attendees, the new team were taken through the methodology for picking apart an offer identifying what within it would be of value to the target audience and how to express that valuable difference. Prior to the workshop each participant was asked to bring along a sample service offering to practice on. In the workshop each example was debated and the methodology applied to distil the valuable difference and how to express that.

The results: Aside from positive feedback on the workshop itself we were pleased to hear from Helen Cuthill that six months later the same techniques are still being used to put together the sales and marketing for existing and new service offerings from the Faculty of Arts & Humanities.

what

how

why

**your
marketing**

**your
branding**

**your
proposition**

ABOUT GLUED

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people – externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.

If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded internally as a foundation for staff to build on, and externally as a basis for communication through effective branding and marketing.



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To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

SERVICES WE OFFER

Brand creation and development
Business support and training
Customer research
Display
Email marketing
Literature design
PPC campaigns
Social media campaigns
Team building
Video and photography
Website design and build

Glued is a brand and marketing agency based in the Worcester, helping your brand and marketing stick – inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.



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