Caterpillar Marketing Case Study

Scenario
Michael and Janet are Marketing Representatives at Caterpillar, Inc. Both are currently in developmental assignments as they are recent college graduates. Yesterday, Michael and Janet arrived in Munich, Germany for Bauma, the world’s largest trade show for the building and construction industry.

On the opening morning of Bauma, Michael and Janet were told that a few of their colleagues had missed their flights to Munich. Michael and Janet were asked to step in for them and help work the trade show’s floor. They are expected to speak to potential customers and other interested parties about Caterpillar products and services.

When Michael and Janet arrived at the trade show, they were given some marketing material on the products they had been asked to cover. These products are outside their areas of expertise, but Janet’s mentor told them to remember a few key points and they would be just fine.

Key Points:

- **Caterpillar sells value**, and a *value message* must always be communicated to the customer.

- **Discover what drives your customer.** What criteria are most important in his/her decision-making process?

- Caterpillar products are designed with four *benefits* in mind:
  - **Serviceability** – degree of ease which a machine or product can be serviced
  - **Productivity** – the amount of work that can be done most efficiently
  - **Operator comfort** – how ergonomic and intuitive a machine is for the operator
  - **Owning and operating (O&O) costs** – how much the machine will cost to maintain over its life

- Customers may ask questions you will not know the answers to; do not be afraid to say, “I don’t know. I will find out the answer for you.”

Armed with these tips, Michael and Janet start working. At most, they will be able to speak with the customers for 15 minutes. They have reviewed the available marketing material and are ready for the doors to open!

**Case Study Assignment**

Put yourself in Michael and Janet’s shoes. Use the key points listed above and prepare a sales presentation that you would give to a customer on the product he or she is interested in, using the key points listed above and the provided marketing material as reference.