



## How and Why to Market Your AP Department Internally

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### About the Speaker

- Currently Vice President of Product & Client Development at Lavante.
- Previous Fourteen Years as Director of World Wide Shared Services at Boise Cascade.
- Founding President of IAPP Boise Idaho Chapter
- President of Oracle's PeopleSoft AP Users Group
- Treasurer of Oracle's SRM Users Group

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## Agenda

- Define the Marketing Objective
- Why Market AP
- Understanding Marketing & Brand Relationship
- Where to Start
- Break it Down
- The Four C's
- Marketing Methods for AP
- Influencer Marketing
- Build and Sustain the Organization Behind the Marketing

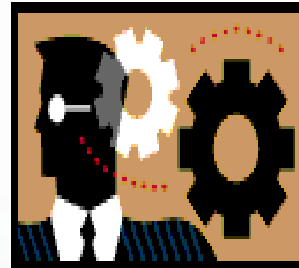
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## Positioning and Marketing Strategy

- A process of differentiating your organization to competitive advantage



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## Why Market?

- Value
- Visibility
- Image
- Emotion
- Respect
- Capital

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## Positioning & Brand Relationship

**Position**

Where customers place your organization in relation to competitors (options) in the market



Emotional Response to Image of your Organization

**Brand**

*Positioning provides the foundation for branding.  
Without position, brands lack credibility.*

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## Work Plan Overview

### Where to Start

Interview Internal Management and Key Customers + Company History, Trends and Opportunities = Current State

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## Break it Down

Target Customer Know who your customer is and what is important to them.

Value Proposition Measure and Publish you AP Departments Value

Competitive Differentiation Be bold in discussing why you are better than other options:  
Decentralized AP?  
Outsourced?

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## Four C's

- Consistency
  - Competence
  - Character
  - Compelling

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## Marketing Methods

- Publish Quarterly AP Department News
  - Provide statistics on accuracy to counter the customer who remembers the one negative instead of the thousands of positives.
  - Highlight where and how your organization supported the company goals. (Cost reductions, technology, staffing etc.)
  - Publish in-house suggestions and resulting value and benefits, give credit to the staff member

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## More About Marketing

- Gather empiric data
- Publish your position in the competitive landscape
- Showcase your brand (market)
- Highlight experience & consistent improvement
- Remember the human side

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## Influencer Marketing

- Influencer Marketing is method for creating reference and advocacy structure in your target market
- It accelerates the message of a position mainly through word-of-mouth—the most credible and effective means to influence perceptions
- Influencer Marketing requires creation of
  - Key influencer groups
  - Key influencer individuals in each group & the appropriate AP organization owner

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## The Internal Effort

- Foster an environment that encourages teamwork and empowers staff individually
- Partner with customers to deliver a positive experience in every interaction from technology to customer service --- exceeding expectations
- Operate with trust, respect and integrity
- Nurture the human side of business
- High energy, fun, passionate, positive, can do attitude: a fresh change from many business interactions
- Leading edge professionals with a friendly face
- Approachable and appealing- an organization with a family feel

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## Thank You!

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