

What's New

The AMBIT **web site** is getting a **new look** and new navigation! The new site will improve the overall user experience and make more resources readily available to site visitors and AMBIT portal clients.

If you have any ideas you would like to share about how we can improve the site, please let us know.

-The AMBIT Team



Marketing Tips

What is Marketing?
How is it different from Sales?



You may have heard the terms “marketing” and “sales”, but do we understand what it means? How are they different?

Marketing is everything that you do to reach and persuade possible customers. The sales process is

everything that you do to get the sale and get a signed agreement or contract.

Your marketing will consist of the methods you use to reach and persuade possible customers that your company offers what they need. It's the message that prepares the possible customer for the sales.

The sales process consists of interpersonal interaction. It is often done by a one-on-one meeting, cold calls, and networking. It's anything that engages you with the possible customer or customer on a personal level rather than at a distance.

Your marketing efforts begin the process of the eight contacts that studies show it takes to move a potential client to the close of the sale. If marketing is done effectively, you can begin to move that prospect from a potential customer to a customer.

Marketing will be discussed in depth in future issues and will hopefully help you grow your business. If you have questions or comments on how we can help you grow your business or develop a marketing plan, contact AMEP at info@alaskamep.org.

Term of the Week

Web Hosting

A service provided by a company to individuals or businesses that allows them to store and maintain files for web sites on the host's servers. The web host allows customers access to their information by logging onto their servers.

We Want to Hear From You

AMBIT staff regularly gathers feedback from clients to improve services. We would love to hear from you about what types of impacts our services are having on your business and your community. Please call us at (907) 279-2637 with any comments or questions you have about the AMBIT program.

Alaska Manufacturing Business Industry and
Technology Program (AMBIT)
(907) 279-2637 www.ambit.cc

How To...

Changing Your Password

Occasionally, you may want to change your AMBIT account password. To do so, login to your AMBIT account with your old password. Once you are inside the virtual office, go to the **My Account** tab and from the drop down menu select **My Profile**.

On the right side of the screen you will see three fields:

Old Password:
New Password:
Retype New Password:

Enter your old password in the first field, then enter the new password

you would like to use in the second and third fields. Click the **Change Password** button. That's it. You have successfully changed your password. Remember the password is case sensitive, for example mypassword is not the same as MYpassword. Write it down or store it somewhere safe.

Meet the Staff

Bobby Jo Kramer is the Alaska Manufacturing Extension Partnership, Inc. (AMEP) Operations Manager. As operations manager, Kramer develops and supervises grant writing, internal strategic visioning, implementing and overseeing client and initiative project development and management; in addition she supervises the project coordination team. Kramer is AMEP's liason to rural Alaska and the Alaska Department of Commerce, Community & Economic Development as well as oversees AMEP's Seafood and rural Alaska eCommerce initiatives.

Kramer has more than 25 years experience in business development and long-term enterprise planning, corporate finance and management strategy. She successfully created and ran her own business focusing on the installation and maintenance of wind generators on the Alaska Peninsula and retail sale of energy efficient products for government, business and homeowners. She developed business plans for private companies, utility company operations and sustainability plans for local, regional and state-wide organizations.

An Aleut from Pilot Point, Kramer is experienced in public speaking, presenting, workshop facilitating and an expert trainer in economic development strategies, board development and grant writing.



Basket weaving with her daughters

■ AMBIT is an affiliate of the Alaska Manufacturing Extension Partnership, Inc. (AMEP). AMEP is one of 59 centers located in all 50 states and Puerto Rico. Each center was created by the U.S. Department of Commerce, National Institute of Standards and Technology Manufacturing Extension Partnership (NIST MEP) to help stem the loss of American manufacturing jobs. Founded in 1901, NIST is a non-regulatory federal agency within the U.S. Department of Commerce.

A public and private partnership funded by the National Institute of Standards and Technology and the Alaska Department of Commerce, Community and Economic Development, the Alaska Manufacturing Extension Partnership, Inc. is committed to developing the state's economy through the provision of technical, business and economic training and assistance to Alaska's small manufacturers and to rural Alaskans producing, marketing and distributing Native art and other home-based manufactured products.