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Melbourne, Victoria, Australian Gold Coast, Queensland, Australia Victoria, Australia Melbourne, Victoria, Australia Queensland, Australia South Yarra, Victoria, Australia Melbourne, Victoria 12345678910111213141516 April 13, 2017 1:59PM ET Order Reprints Print Article Boeing (BA: NYSE) By Wells Fargo Securities (\$176.05, April 13, 2017) Boeing Global Services - a new unit that will unite the company's existing commercial and military services businesses - will be established in July and will have sales prospects of close to \$50 billion a year. Investors need to understand this potential opportunity that can change the current discussions about the aviation cycle. Boeing's (ticker: BA) cash flow growth and whether the stock's best cash flow is very low on multiple. With first-quarter earnings to be reported on April 26, service growth could be an increasingly discussed issue. [We evaluate Boeing at Market Perform.] Our key takeaways are: 1) the company has already taken steps to ensure service growth; 2) there are huge organic growth opportunities, but this alone is likely to fall short of the \$50 billion target; 3) acquisitions will almost certainly be part of the strategy, but the names of logical targets are unclear; and 4) share buybacks are likely to be accretive as earnings per share as purchases - though much less at risk of execution. Sources of organic growth should include: 1) growth in the fleet of military aircraft - specifically, the P-8 and KC-46; 2) A growing number of airlines have signed up for GoldCare (maintenance, repair and overhaul (MRO/reliability programs) and information-based services; 3) strategic partnerships with suppliers; 4) Bringing in-house some of Boeing's business that uses intellectual property; 5) potentially changing the new mid-of-the-market commercial jet business model as Boeing gains post market share; and 6) gain services in future defense programs (e.g. T-X trainer, JSTARS re-capitaling) that will not yet be decided. We do not believe Boeing will make a major investment in wrench-turning or defense information-technology services. On the other hand, companies seem more likely with products that are largely available through the after-sales or aviall distribution channel. We are struggling to identify logical merger and acquisition (M&A) candidates large enough to affect a company the size of Boeing, and according to our estimates, Boeing will have to make a purchase equivalent to about \$1 billion plus a sales company each year for 10 years to reach the \$50 billion goal. Given the risks we identified below, how important it may be that share buybacks should remain Boeing's primary cash distribution option. Buybacks are a less risky strategy (i.e. no operational/integration issues) and are similar to our calculations It is similarly to EPS. We A crowded crowd-out of buybacks will be negative for the stock. Some risks related to rapid service growth may be: 1) losing a single face with the customer; 2) internal conflicts between product and service units; and 3) preparation of appropriate sales/pricing strategies. We also note that any potential M&A work on non-Boeing platforms may disappear over time. -- Sam J. Pearlstein -- Gary S. Liebowitz -- Ronald Hou Boeing Global Services -- a new unit that will unite the company's existing commercial and military services businesses -- will be established in July, and over time, sales prospects have nearly tripled to \$50 billion a year. An error occurred, please try again later. Thank you This article has been submitted on its own views expressed by entrepreneurial contributor. Content has quickly become one of the most popular marketing tools for companies to invest in. An effective content strategy can create better search ranking, higher traffic and on-site engagement, and ultimately, more sales. The main problem at the moment is that many companies throw money into content without proper research, a clear strategy and measurable expectations. So how can you use content to create more sales? These four tips will help you on the right path. Understand the changing sales environment. Before we start looking at how to use content to increase sales, we need to understand the landscape of sales in today's society. Sales professional, says Dr Shane Smith: Unlike the old style, which no longer tried to sell everything to everyone as a more focus on the customer and their needs. This new thinking encourages the company to first learn what the customer wants/needs, and then produce and deliver it to them. Essentially, we've moved from a brand-centric sales environment to a customer-focused environment that requires a clear understanding of customer needs. This is a critical first step. Before you start a content strategy, you must first collect information from your customers. Here are four questions to consider before moving on to improving your content strategy. Remember, the more research you do at the front end, the better your strategy has a chance of succeeding. What are the most important issues that my good/service solves for my customers? Who are my clients (demographics, psychographics, geographic information)? What issues are important to both my customers and my company? What emotions are customers' reason to buy my good/service? This changing landscape has also affected the interaction of different departments. You can now silo your sales department from your marketing departments. For this purpose, if the content marketing department is not fluent communication with other digital marketing channels such as SEO, PPC or Email Marketing, it is also efficient The best way to use customer information and data to increase sales over content is to have fluid communication during all channels. Related: Take pain to improve Content Marketing Results without Breaking 5 Ways Bank. One of the most common tips from sales professionals is to focus on a potential customer's pain points. This is easy if you answered the above questions. After you understand the problem that good/service is following in its permission, you can focus on highlighting the issues your customers are facing. Personal trainer? Create content that discusses health issues caused by lack of exercise, or discuss the challenges of self-motivation. By talking to your target audience about the challenges they are familiar with, you will create curiosity and a willingness to listen to your solution. Focus on conversions. Conversions are actions a customer performs when they land on your website, open your email, or see your off-site ad. It's a critical step in content strategy and varies depending on the channel you use. If you're creating an article for a company blog, a related conversion can be to get to an email address. If you're starting an email campaign, it might be further down the sales funnel of your conversion , such as a phone call or form filling out. Understanding the conversion action of a particular channel helps you frame content and expectations. Use actionable language. You can start looking at the content by understanding your goal conversion. One of the most important things to keep in mind when creating content is to use a processable language. It can be especially useful for emails, landing pages, and on-site CTAs. The workable language can be as simple as combine a verb in your subject line or popover, such as download, search, buy, reply, and subscribe. Using a workable language helps you express to the customer what you want them to do and the value they will receive by doing this action. This is an important part of text writing and helps you increase your sales numbers when done correctly. Related: 4 Ways to Win in Local Content Marketing, post amazing content online. What is one of the best ways to increase sales through content? Create a lot of high-quality content. This is probably the most difficult step, because it requires investment resources. Whether that means using time for content production companies, managing a remote expert to produce content, or using the time and energy to create it yourself, you need to make some commitments. Fortunately, if you can post engaging content frequently, you create brand equality, a reliable following, and increased traffic. Content production is a vital part of this business Here are some next tips for creating amazing content, with sales in mind. Length doesn't mean value. This tip comes with a warning. Shot-form also not interrupts content. It is difficult to create high-quality content under 250 words. It said, it doesn't always take a 3,000 word article to get the point across either. Try to be concise, but informative. Try different types of content. Don't be afraid to be unorthinking. If everyone in your industry publishes blog articles, try publishing videos, inns, eBooks, podcasts, or other types of content. Don't get stuck in your way. Try different types of content to see what produces the best results. Recycle your content. This is an incredibly easy tip that will produce real results. If you invest energy, time or money into having an infographic created, then get the same information and create an eBook, host a podcast or slice images and all together for a Slideshare. Putting. Let's take all the above information and put it together in one example. We're going to use the company I work for, CopyPress. We sell content creation and promotions to corporate customers. The main problem that solves for our customers is that we help us scale the production and promotion of content without sacrificing quality. Knowing this, we created a white paper that highlights the pain points that come with scaling content. We've created a conversion-based landing page that captures email addresses in exchange for access to the white paper Traps of Scaling Content. We recycle this quality piece of content covering an infographic, blog article and the same material in Slideshare. The main transformation we are looking for is to capture an email address for people who are struggling to scale content. With the email list of target clients, we create a drop email campaign that leverages this information and uses actionable language to take the next step in our sales process. This is a simple content strategy that combines customer issues, content creation, and conversion optimization. Related: 7 Way to Improve Your Content Marketing Strategy, which plays an important role in the digital sales process. Proper research, strategy, and execution can help you optimize content to sustain sales. The tips above are an excellent way to get used to the content's ability to increase sales. Sales.

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