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Hit or miss engine for sale

April 13, 2018 2017 1:59 PM ET Order Reprints a printed Article by Boeing (BA: NYSE) by Wells Fargo Securities (\$176.05, April 13, 2017) Boeing Global Services - a new division that will merge the company's existing commercial and military businesses - is due to form in July, with aspirations of nearly triple Investors need to understand this potential opportunity, which could change the current debate about the aerospace cycle, Boeing's cash flow growth (ticker: BA), and whether free cash flow of shares is too low. With first-quarter earnings to be reported on April 26, service growth may be an increasingly discussed topic. [We rate Boeing in the execution market.] Our key areas are: 1) the company has already taken steps to grow services; 2) there are significant organic growth opportunities, but only those probably lack the \$50 billion goal; 3) Acquisitions would almost certainly be part of the strategy, but the names of logical goals are unclear; and 4) Share buybacks are likely to be the same accelerating earnings per share as acquisitions - albeit with much less risk of execution. Sources of organic growth should include: 1) growth of the established fleet of military aircraft - in particular, P-8 and KC-46; 2) a growing number of airlines that subscribe to GoldCare (maintenance, repair and overhaul (MRO)/reliability) and information services; 3) strategic partnerships with suppliers; 4) involvement of certain work in the house, which use the intellectual property of Boeing; 5) potentially changing the business model on a new mid-market commercial aircraft in such a way that Boeing receives an after-market share; and 6) winning services for future defense programs that have not yet been resolved (e.g. T-X coach, JSTARS recapitalization). We do not believe that Boeing will make big investments in wrenking or defense information and technology services. On the other hand, companies with large after-sale or products that can be shipped through their Aviall distribution channel seem more likely. It is difficult for us to determine logical mergers and acquisitions (M&A; A) candidates who are big enough to influence a company the size of Boeing - and our estimates imply that Boeing will have to purchase the equivalent of approximately one \$1 billion-plus company sales each year for 10 years to reach the \$50 billion goal. Given the risks we identify below, the case may be made that share buybacks should remain the primary option of deploying Boeing cash. Buybacks are a less risky strategy (i.e. no problem with operational/integration), and by our calculations similarly accelerate EPS. We believe that congestion from the buyback would be negative for shares. Note that some of the risks associated with the rapid growth of services may include: 1) the loss of a single face with the client; internal conflicts between service units; and 3) creating appropriate sales/pricing strategies. Also note that in any potential M&A; A any work on non-Boeing platforms may be lost over time. -- Sam J . An error occurred, try again later. Thank you This article has been sent to the opinions expressed by the entrepreneur contributors are their own. Content has quickly become one of the most popular marketing tools for companies to invest in. An effective content strategy can generate better search rankings, higher traffic and in-territory engagement and ultimately more sales. The main issue now is that many companies throw money into content without proper research, clear strategy and notable expectations. So how can you use content to generate more sales? These four tips will help you get on the right track. Understand the changing sales environment. Before we start looking at how to use content to increase sales, we need to understand the sales landscape in today's society. Trading professional, Dr Shane Smith says: There is now more focus now on the customer and their needs, as opposed to the old style of trying to sell everything to everyone. This new thinking encourages the company to first learn what the customer wants/needs and then produce and deliver it to them. In essence, we have moved from a brand-centric sales environment to a customer-centric one, requiring a clear understanding of customer needs. This is a critical first step. Before you can ever start a content strategy, you need to first collect information from your customers. Here are four questions you should consider before proceeding to develop your content strategy. Keep in mind that the more research you invest on the cutting edge, the more likely your strategy is to succeed. What are the most important problems my good/service solves for my clients? Who are my clients (demography, psychography, geography)? What topics are relevant for both my clients and my company? What emotions cause customers to buy my good/service? This change in landscape has also affected the interaction of different departments. You can no longer silo your sales department from your marketing departments. To that end, you also may not be effective if your content marketing department is not free to communicate with other digital marketing channels such as SEO, PPC or Email Marketing. The best way to use customer information and data to increase sales through content is to have a smooth connection across all channels. Related: 5 Ways to Improve Content Marketing Results Without Breaking BankPull Pain. One of the most common tips from sales professionals is to focus on the potential customer's pain points. This is easy to do if you answered the question above. Once you understand the problem your good/service solves, then you can focus on highlighting the challenges your customers face. Are you a personal trainer? Create content that discusses health issues that arise from lack of exercise or discuss the difficulties of self-motition. By talking to your target audience about the struggles they are familiar with, you will create curiosity and a willingness to listen to your decision. Focus on conversions. Conversions are actions that a customer needs to take when they land on your webpage, open email, or see ads outside the site. This is a critical step in the content strategy and depends on the channel you're using. If you create an article for your business blog, your conversion can reach your email address. If you run an email campaign, your conversion may have dropped even further to a sales funnel, such as getting a phone call or filling out a form. Understanding a conversion action for a particular channel will help you formulate content and expectations. Use an effective language. When you understand your target conversion, you can start looking at content. One of the main things to remember when creating content is to use an effective language. This can be especially useful for emails, landing pages and ctas on the territory. Effective language can be something as simple as including verbs like download, call, buy, reply and subscribe to your subject line or pop-up. Using effective language will help you articulate to the customer what you want them to do and the value they will get by doing this action. This is a key part of copywriting and will help you increase sales when done correctly. Related: 4 Ways to Win On Local Content MarketingWest incredible content, often. What's one of the best ways to increase sales with content? Well, create a lot of quality content. This is probably the most difficult step because it requires investing resources. Whether that means dedicating time to checking content companies, managing a remote expert to produce content or highlighting time and energy by creating it yourself, you'll need to make some commitments. Fortunately, if you can often post attractive content, you'll build brand equity, reliable following and increased traffic. Being that content production is such a vital part of this process, here are some following tips for creating incredible content, with sales ums. Length does not mean value. This tip with a disclaimer. The contents of the shot shape also do not cut it out. It is difficult to generate high-quality content in 250 words. Of all that said, it doesn't always take a 3,000 word article to get your point across either. Try to be concise but informative. Try different types of content. Don't be afraid to be unconventional. If every person in your industry posts blog articles, try publishing videos, infographics, e-books, podcasts, or other types of content. Don't get stuck in your ways. Try different types of content to see what gives the best results. Dispose of content. This is incredibly easy advice that will give real results. If you invest energy, time or money in creating infographics, then take the same information and create an e-book, run a podcast or slice images and for Slideshare.Putting it all together. Let's take all the information above and put it together as an example. We will use the company I work for, CopyPress. We sell content creation and promotion to corporate clients. The main problem we solve for our customers is that we help scale production and promotion of content without sacrificing quality. Knowing this, we created a white paper that emphasizes 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 Article Submarines scaling content. We've recycled this quality piece of content with infographics, a blog article and Slideshare covering the same material. The main conversion we're looking for is to grab an email address for people struggling to scale content. With a list of target customers, we'll create an email campaign that uses that information and uses effective language for the next step in the sales process. It's a simple content strategy that combines customer problems, content creation, and conversion optimization. Related: 7 ways to improve your content marketing strategyContent plays a crucial role in the sales process. The right research, strategy, and execution will help optimize content to perpetuate sales. The above tips are a great way to get acquainted with the ability of content to increase sales. Sale.

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