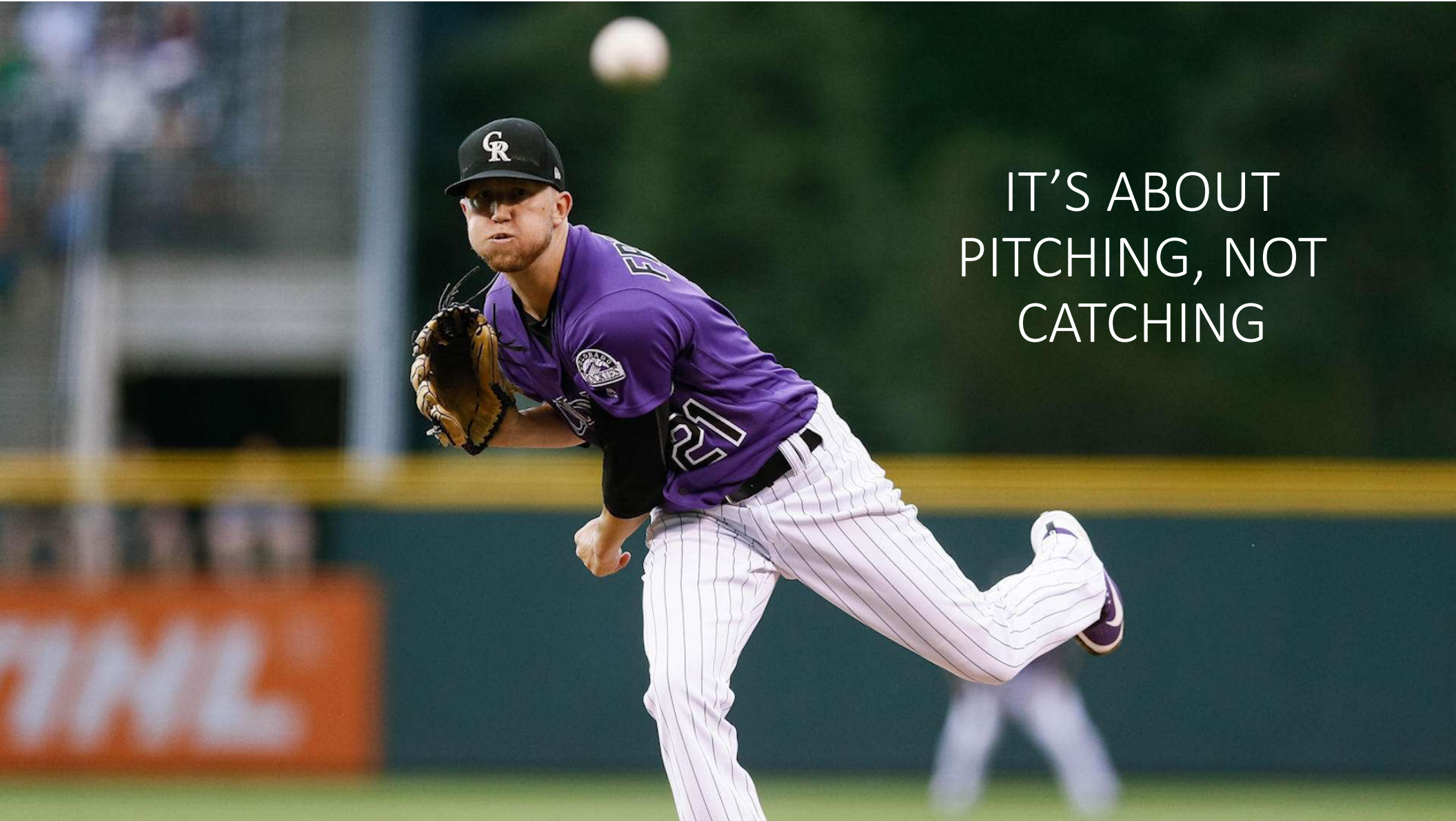




HOW TO MARKET, SELL  
& SERVE  
PEOPLE  
NOT LIKE YOU



IT'S ABOUT  
PITCHING, NOT  
CATCHING

# Understanding Someone Different from You Means Understanding Their Life

Their priorities

Their values

The experiences that define them

Their *perspective*



# Try This Exercise!

- When asked to name how Kennedy died...

- Matures & Boomers
  - Gunshot in Dallas



- Gen X
  - Plane crash near Martha's Vineyard



- Gen Y
  - “Kennedy who?”

# Who is Ron Howard?

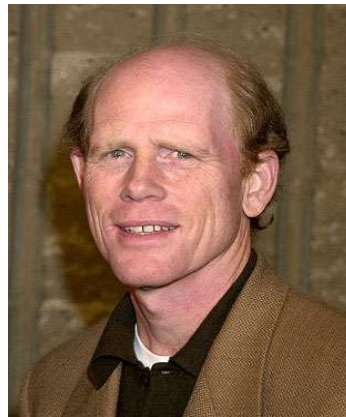
- Matures




- Boomers



- Gen X & Gen Y



8 Strategies  
for Creating an Exceptional  
Customer Experience for  
People Not Like You



## #1: BE RELEVANT

- Identify what people want, then give it to them
- Example: Target vs. K-Mart
- Relevance: *“Style on a budget”*
- *Benefit: value with dignity*



# Sometimes it's Not What, But *How*





#2:  
Relieve Pain

---



# DIFFERENT CUSTOMERS CARE ABOUT DIFFERENT THINGS



WOMEN WANT  
SECURITY AND GREAT  
PERSONAL SERVICE

## Men Hate Ironing



- OMNI HOTELS LEARNED THAT MEN HATE IRONING
- THEIR “SELECT GUEST” PROGRAM NOW OFFERS FREE IRONING OF TWO GARMENTS

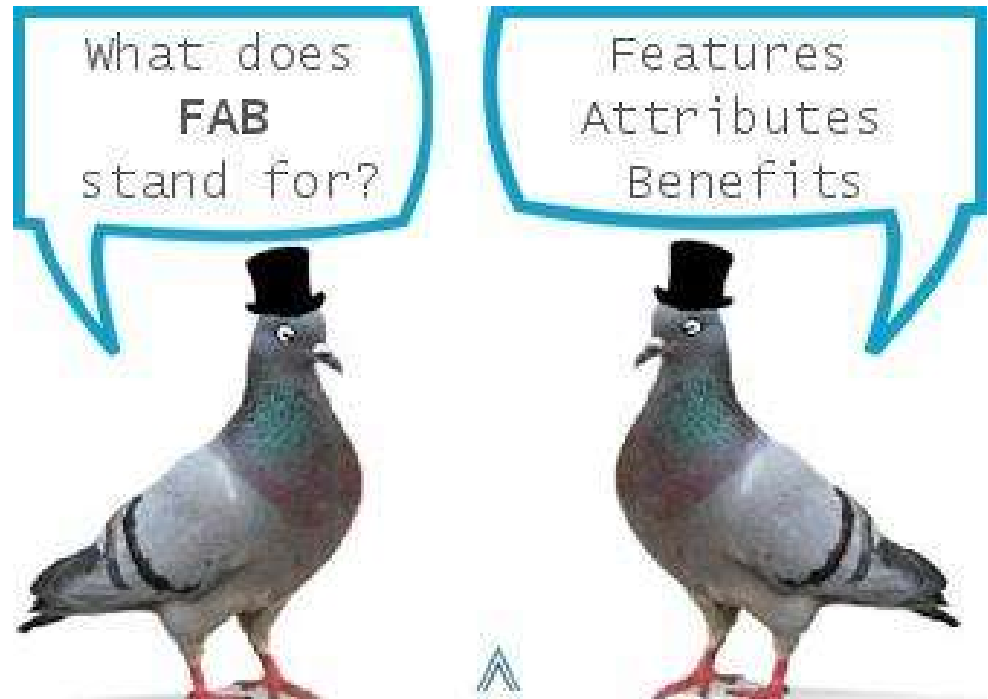
# IKEA Assembly Sucks!



#3:

## Figure out Your FAB

- Features
- Attributes
- Benefits



# FAB Example: My Car

- Feature:
  - Bluetooth technology
- Attribute:
  - Hands-free talking
- Benefit:
  - *Safety*



# Airline Example

- Feature:
  - Lay-flat airline seat
- Attribute:
  - Replicates a real bed
- Benefit:
  - *Arrive rested*



## #4: Tap into Values

- Locally owned business, sourced locally
- Green, environmentally friendly





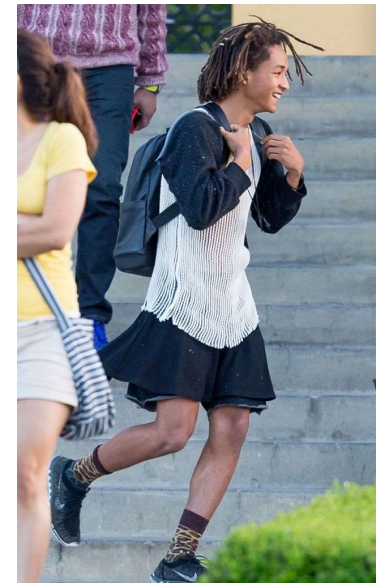


## Green Matters

- 68% of consumers say they want more green choices
- 47% are more likely to pay attention to brands that are committed to the environment or environmental causes

# Millennial's Key Values

- Diversity is expected
- Self expression is encouraged
- Customization / personalization



# MILLENNIALS DIRECT MAIL



- It's special to them, highly influential
- Perceived as truthful & reliable
- Can be shared with others
- Coupons work

## Tips:

- Should solve a problem for them
- Include social media sites and website url
- Humor is great, but not at others' expense



# GEN X's & MILLENNIALS' & TOP PET PEEVES

- TECHNOLOGY THAT DOESN'T WORK
- Check your site for broken links

## The page cannot be found

The page you are looking for might have been removed, had its name changed, or is temporarily unavailable.

Please try the following:

- If you typed the page address in the Address bar, make sure that it is spelled correctly.
- Open the [www2.hawaii.edu](http://www2.hawaii.edu) home page, and then look for links to the information you want.
- Click the  [Back](#) button to try another link.
- Click  [Search](#) to look for information on the Internet.

HTTP 404 - File not found  
Internet Explorer



# Be the Good Guys



**DOING GOOD  
IS THE NEW  
COOL.**

## #5: MAKE **AWESOMENESS** A HIRING REQUIREMENT

- HIRE THE RIGHT PERSON – *NOT THE RESUME*
- MANY JOBS ARE TEACHABLE JOBS
- DON'T BE AFRAID TO RECRUIT FROM NEW PONDS
- ***AWESOME PEOPLE ARE AWESOME EVERYWHERE***







They're Not Defensive  
When Things Go Wrong

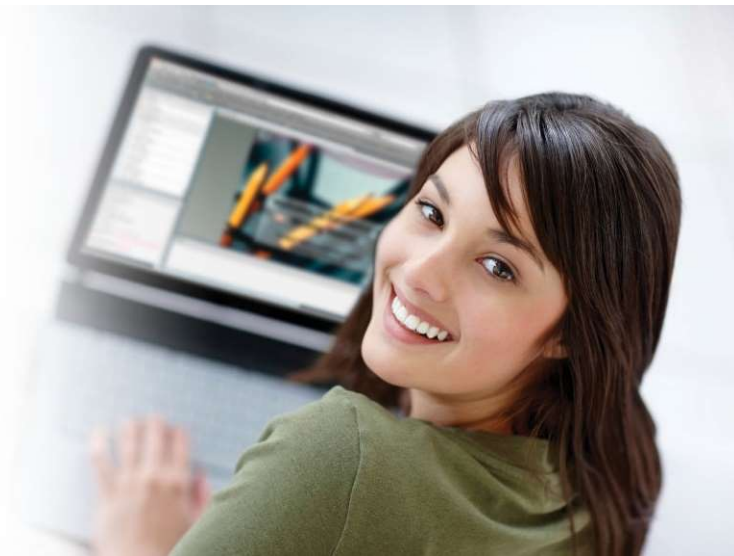
*"We'll take care of it"*



# #6: Use Consumer Insights

# Women's Values

- Women want testimonials/customer reviews online
- Women trust what other women say



# WOMEN OWNED BUSINESSES GROWING

- Women owned businesses accounted for **39%** of all privately owned businesses in 2018
  - - up from 28% in 2007
- Most minority businesses are owned by women
- 1 in 5 firms with revenue of \$1 million+ is woman owned
- **43%** of Americans with **\$500,000** or more in assets are **women**



# MILLENNIALS PREFER PETS OVER PEOPLE



# They'd Rather Join a Cause than a Club

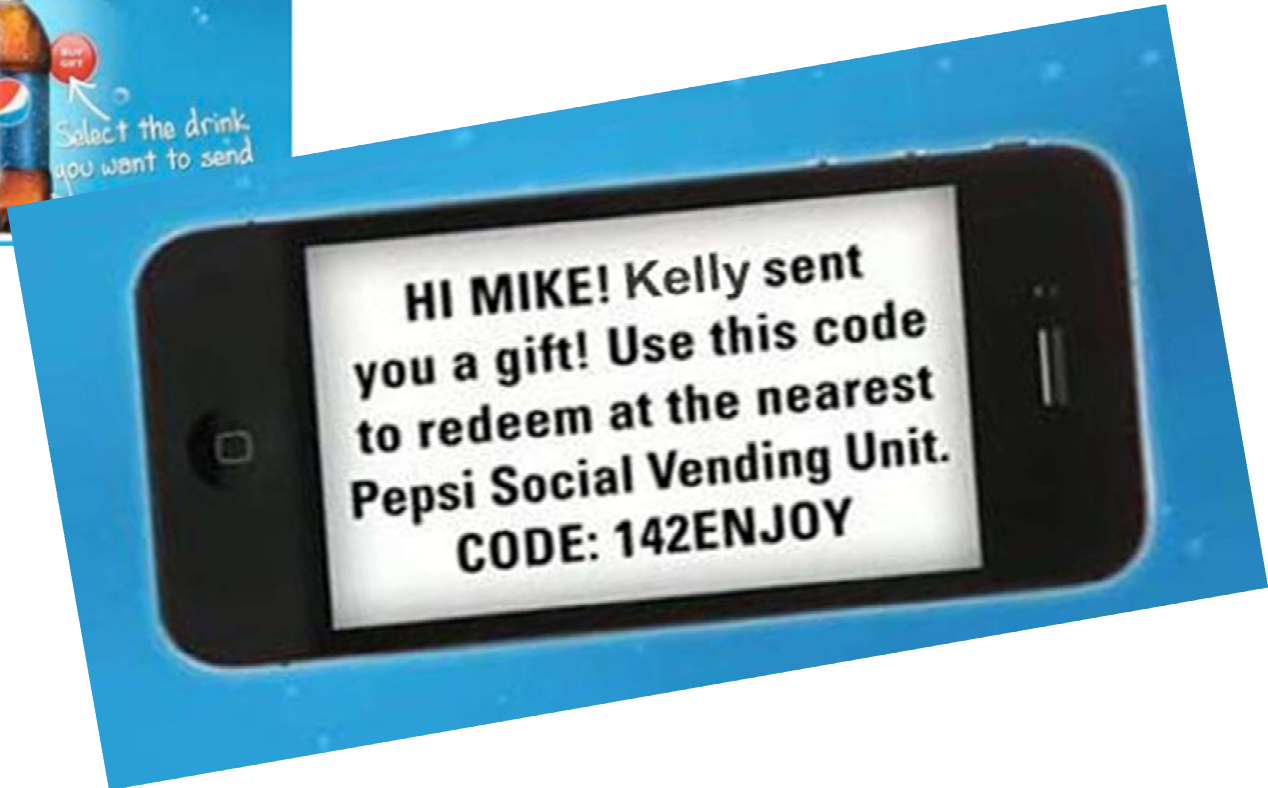


# FASTER IS BETTER AND SIMPLE IS AWESOME

- Fast, simple, easy, clear, not clunky
- Not DIY
- DIM
- *Do It Myself*



# #7: Pay Attention to Trends



**SOCIAL IS EVERYTHING**



# NEW PRODUCTS MEET DEMAND FOR CONNECTIVITY



# TRENDS, NOT FADS



# MASS IS OUT, CUSTOMIZATION IS IN



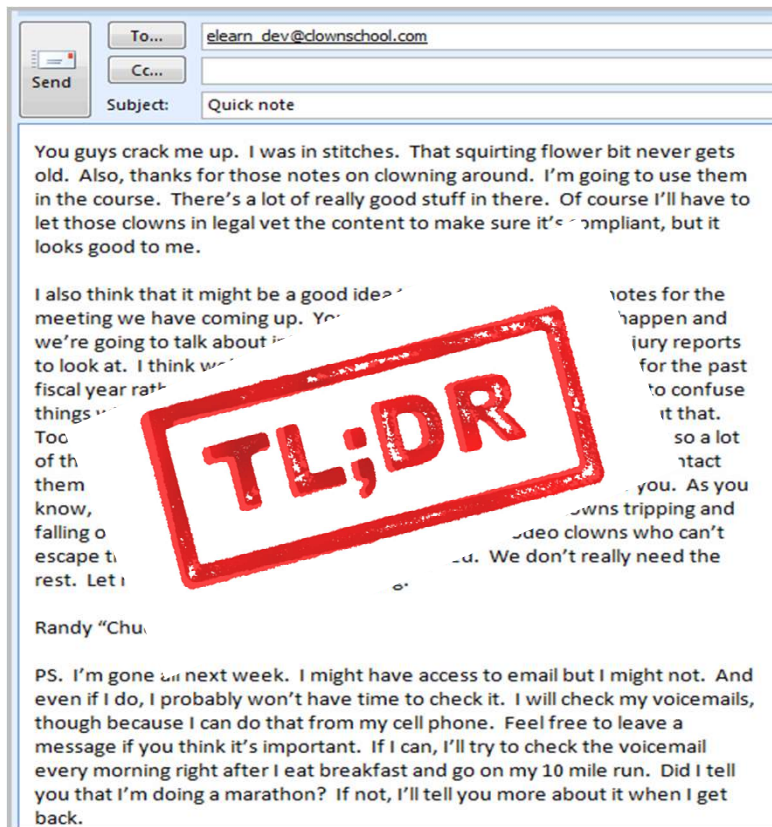
# CUSTOMIZATION LIFTS BUSINESS & IGNITES PASSION



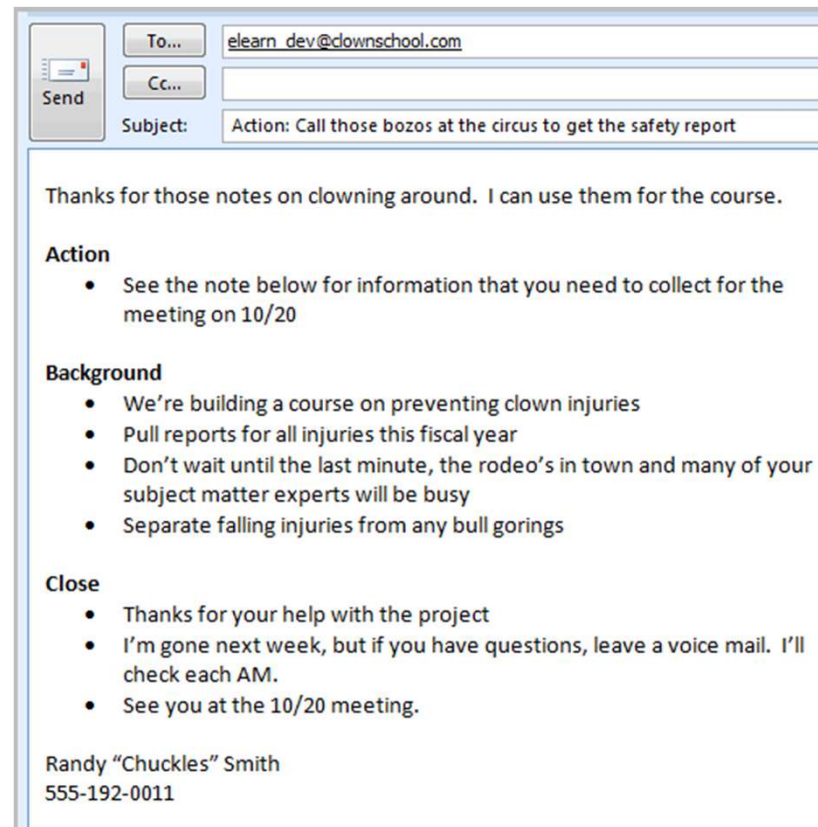
# What's your name?



# We Don't Read Anymore – We Skim...



*Before*



*After*



#8:  
HELPING  
BEATS  
SELLING

WE DON'T NEED INFORMATION  
WE NEED GUIDANCE

# Your Turn


---

Turn to your neighbor and discuss **one thing** you learned here today that you can go back and apply to your role





FIVE THINGS YOU CAN  
DO RIGHT NOW

1. IDENTIFY CUSTOMER “PAIN POINTS” AND WORK TO RESOLVE THEM
  2. FIGURE OUT YOUR FAB – FOCUS ON BENEFITS, THEN FEATURES
  3. EXPLORE WAYS TO CUSTOMIZE YOUR PRODUCTS, SERVICES OR OFFERINGS
  4. TEACH YOUR ASSOICIATES TO SAY, “WE’LL TAKE CARE OF IT” – THEN DO SO
  5. FOCUS ON HELPING OVER SELLING - IF YOU HELP ME, YOU’LL SELL ME
- 

Thank you!



For more information about  
consumer trends, contact  
Kelly McDonald at  
214-880-1717 or [kelly@mcdonaldmarketing.com](mailto:kelly@mcdonaldmarketing.com)

©2019 McDonald Marketing  
3700 Quebec Street  
Suite 100-360  
Denver, CO 80207  
214-880-1717, Fax 214-880-7596  
[kelly@mcdonaldmarketing.com](mailto:kelly@mcdonaldmarketing.com)

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