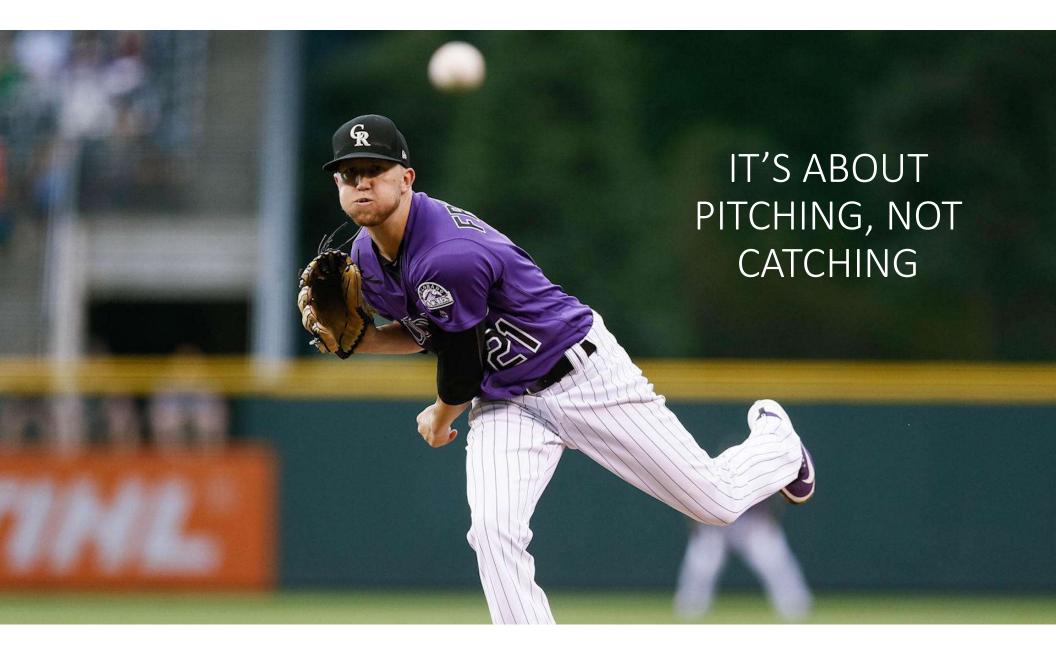


HOW TO MARKET, SELL & SERVE PEOPLE NOT LIKE YOU



Understanding Someone Different from You Means Understanding Their <u>Life</u>

> 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

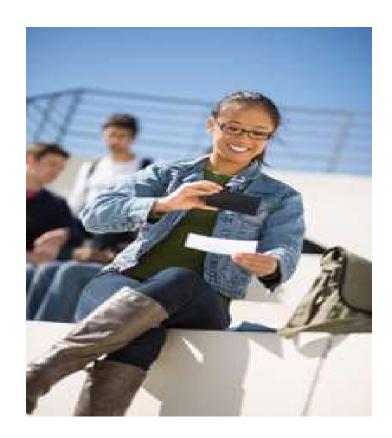




Sometimes it's Not What, But How







#2: Relieve Pain



DIFFERENT CUSTOMERS CARE ABOUT DIFFERENT THINGS



WOMEN WANT SECURITY AND GREAT PERSONAL SERVICE

Men Hate Ironing



IKEA Assembly Sucks!

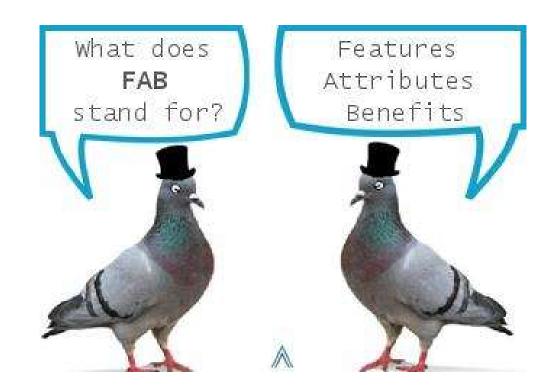




#3: Figure out Your FAB

•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

<u>Tips:</u>

- 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 **i**

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 <u>www2.hawaii.edu</u> 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





"We'll take care of it"

They're Not Defensive When Things Go Wrong

#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

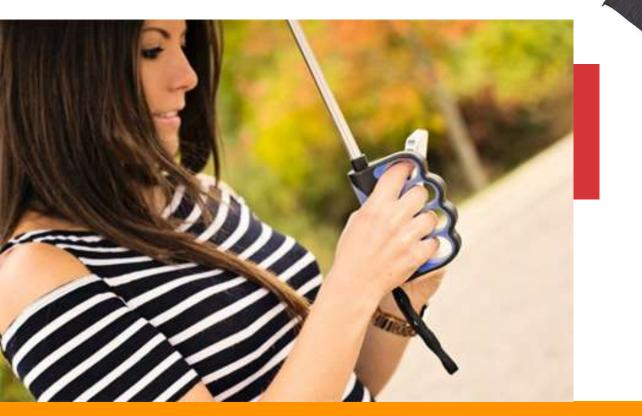


#7: Pay Attention to Trends

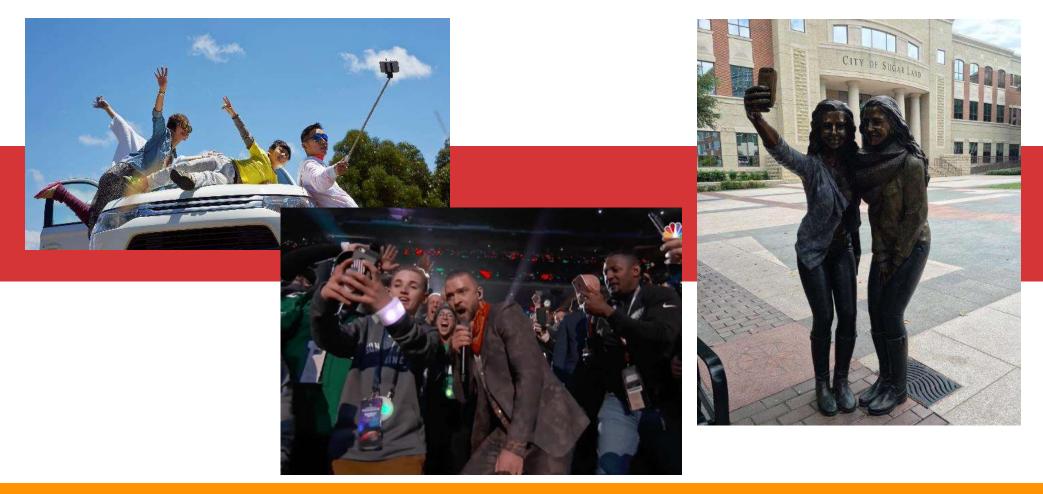


SOCIAL IS EVERYTHING

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...

Send	To	elearn dev@clownschool.com		
	Сс			
Jena	Subject:	Quick note		
old. A in the let the	lso, thanks course. The	for those notes on clownin ere's a lot of really good stu n legal vet the content to n	nt squirting flower bit never ge ng around. I'm going to use th uff in there. Of course I'll hav nake sure it's compliant, but i	e to
meeti we're to loo	ng we have going to tal k at. I think year rat ^p		Notes for the happen and iury repo- for the 'o conf it that so a hac you. As you. As you. As you. As you. As you. As you confusion you. As	d orts oast use :. lot t you nd 't
even i thoug messa every	n gone ann f I do, I prol h because I age if you th morning rig	bably won't have time to cl can do that from my cell pl ink it's important. If I can, th after I eat breakfast and	cess to email but I might not. heck it. I will check my voicen hone. Feel free to leave a I'll try to check the voicemail d go on my 10 mile run. Did I t Il you more about it when I ge	nails, ell



= • iend	То	elearn_dev@downschool.com		
	Сс			
	Subject:	Action: Call those bozos at the circus to get the safety report		

Thanks for those notes on clowning around. I can use them for the course.

Action

 See the note below for information that you need to collect for the meeting on 10/20

Background

- We're building a course on preventing clown injuries
- Pull reports for all injuries this fiscal year
- Don't wait until the last minute, the rodeo's in town and many of your subject matter experts will be busy
- Separate falling injuries from any bull gorings

Close

- Thanks for your help with the project
- I'm gone next week, but if you have questions, leave a voice mail. I'll check each AM.
- See you at the 10/20 meeting.

Randy "Chuckles" Smith 555-192-0011





#8: HELPING BEATS SELLING

WE DON'T NEED INFORMATION WE NEED <u>GUIDANCE</u>

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



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