

Module “A” – Action

How do you get your prospects and customers to buy?

Category	Explanation	Questions and Examples	Benefits	Risks
Know their Language	<p>Knowing who your <i>ideal customer</i> is matters more today than ever. But knowing the characteristics of your ideal customer and knowing what “messages” matter to them looks distinctly like whether you “care” to them!</p> <p>IMPORTANCE to CTW It’s tempting to confuse messaging with marketing. Getting your message right is the first step to meeting them where they are with the correct “package of value” to meet a need they are aware of or one that they don’t know they have yet.</p>	<p>Questions: I want to create an email marketing campaign for my new product release. It’s a great price! I think my customers get that message. What else do I need to tell them? We built our new marketing approach around our “quality” message. How long do we use that?</p> <p>Examples: A company determined that their ideal customer liked being at the beach. They sell beach umbrellas that are easy to set up and provide great protection from the sun. Their marketing campaign used the message...“portable shade.” A coffee company determined that one of their ideal customers was a woman who drank their product on the way to work. They used the message...“Mom Time” to promote their quick brew in a travel cup.</p>	Knowing the message your customer expects from you creates a connection/bond that is difficult to break	The description of “noise” in the marketplace is companies that don’t know their messaging “screaming” at their prospects.
Speak their Language	<p>Whether you call it <i>marketing</i> or <i>engagement</i>, it fundamentally is the way your company demonstrates its ability to speak the language of your customers. A company that knows their value proposition, who their ideal customer is, what message and experience is important to that customer, and demonstrates that by engaging with its customers where they are, creates a very solid foundation for growth.</p> <p>IMPORTANCE to CTW Try having a conversation with someone that speaks another language. The same idea is reflected here. Marketing or what you “say” to your customers must be understandable to them.</p>	<p>Questions: We put together a very comprehensive marketing campaign that really explained the features of our product...it was a significant investment. We got almost no sales from the effort. What happened? If I have \$100 to spend on my customer engagement, where should I spend it?</p> <p>Examples: A customer creates a video of a company donating their product...“blankets” to a homeless shelter at winter time. The company donates one blanket for every blanket purchased. They use the video in a campaign. It is a smashing success! A company manager decides that the cheapest way to reach their ideal customers is direct mailing. They create a campaign, mail out the flyer, and receive more <i>emails</i> in negative response than purchases from the campaign.</p>	It is all too easy to disregard the approach you are taking to engaging with your customers. But done well, you can create a bond with your customer that will last	Without understanding what messages and how your customer wants to converse with you, you risk having no distinction or long term value as a company

	Otherwise, you sound like all the other noise .			
Make Them an Offer	<p>Creating and presenting an offer to your customers may sound simple. And it is! But making the RIGHT offer is what businesses strive for. Knowing a customer job to be done and need to buy are incredibly important. But knowing how to “package” your offer makes all the difference.</p> <p>IMPORTANCE to CTW The evidence of what people think about your offer is reflected in your revenue. Focusing on your offers and how you deliver them is NEVER money <i>spent</i>, it’s money <i>invested</i>!</p>	<p>Questions: If I was going to put together a campaign, what is the best way to deliver my offer to my customer? How do I know that they will buy what I am selling?</p> <p>Examples: A company in the service business recognized that their ideal customer only engaged on email and created a unique campaign to connect with them and sell services. One company saw that their products sold well using traditional advertising. But realized that they could accelerate their growth by connecting their customers in a community. They saw sales double within months of rolling out the new engagement model.</p>	While a company can have multiple offers, knowing <i>how</i> your customer expects to engage with you gives you an advantage	Your customers will seek out other sources that show an understanding for their preferences
Make it Easy	<p>Customer experience has become the new standard by which every company is measured. Either you provide an engaging and valuable customer experience, or your customer will go elsewhere. Doing business with you should be “easy” and “valuable” at the same time. Businesses focused on a high-quality experience are winning!</p> <p>IMPORTANCE to CTW Customer experience as a core outcome for the business is a requirement today. Companies that are not recognizing the transformation from transactions to experience will likely deal with the results of that focus sooner rather than later.</p>	<p>Questions: Does my business provide an “experience” to our customers, or do we just provide a product/service? How do we change the way our customers see us?</p> <p>Examples: A product company had a fast selling product, as a result, suppling the product consistently was difficult. Prospective customers were asked to put their name on a list and “at some point” they would be contacted when the product was available. They converted less than 20% of the people on their waiting list. A service company integrated their text message platform and email so a customer only had to send a single message from either platform to reach the right people for problem resolution.</p>	A great customer experience can improve profitability and create an unbeatable competitive advantage	Poor customer experiences with your company WILL be broadcast to places you couldn’t even imagine. Once out there, you deal with them for some time
Ask for the Business	Actively pursuing business today looks different than just two years ago. Businesses have necessarily changed their selling and business development approaches. Moving from face to face to video, or from in-store to online, have all affected the way a company “asks” for the business.	<p>Questions: We do a little business online, but our main business development happens through word of mouth. It seems to be working. Why should we change? We looked at hiring a salesperson or two and realized we could not afford more people. What are our alternatives?</p>	Ways of selling your products and services has changed along with almost all customer engagement. Asking for the order at the right time and place	Failure to adapt selling models will lead to inevitable bad outcomes

	<p>IMPORTANCE to CTW</p> <p>There may be companies selling their products and services using the “build it and they will come” sales approach, but that is certainly not practical today. Having a well crafted customer acquisition plan is one of the most important elements of all businesses.</p>	<p>Examples: Last year (prior to COVID-19) we did 40% of our sales online and 60% of our sales in person. Today, we do 90% of our sales online. Our salespeople have not met in person with a client for months. We had our best quarter ever last quarter!</p>	<p>ensures more orders for your company</p>	
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