

Critic. They want the same old familiar thing they've always used. That's why "New, Improved Blue Cheer" comes in the old familiar blue box. Critics don't want your new or improved product or service and they will resist it with a passion if you try to force it on them. Inside your company, they are the corporate "immune system." Their word of mouth can kill your change effort. In the marketplace, they are the media and reviewers. If your product or service isn't ready for prime time, don't let them play with it.

GET MORE CUSTOMERS USING THE IRRESISTIBLE LANGUAGE OF MOTIVATION MARKETING!

Ever wonder why some marketing works better than others? One main issue is that most marketing is about the company or its products, not the customer and their needs. The best marketing is about "what's in it for me, the customer." But beyond that, many companies are starting to embrace the irresistible language of Motivate Everyone. Like:

Achiever/Problem Solver: Achieve your dreams without sacrificing a thing.

Follower/Leader Doctors agree, but decide for yourself.

Innovator/Processor: No rules, just right.

Thinker/Doer: Haven't you waited long enough? Just do it!

Revolutionary/Evolutionary: New! Improved!

What if, like Oppenheimer Funds, you want to selectively eliminate certain types of customers (e.g., options or difference people who change all the time)? Then craft a slogan that leaves out the irresistible language for that kind of person. Focus on the clients and customers you want!

Then all you have to do is get your new and improved message in front of your prospects often enough to **satisfy their convincer strategy** (number-of-times or period-of-time) and they'll be much more likely to buy.

Have fun using the power of Motivate Everyone to selectively attract more ideal customers!

For more information, go to **www.motivateeveryone.com**.

MOTIVATE PROSPECTS To Buy!

© 2003 Jay Arthur
KnowWare International, Inc.
2244 S. Olive St.
Denver, CO 80224
www.motivateeveryone.com
knowwareman@mindspring.com
888-468-1537
303-756-9144

For use in conjunction with *Motivate Everyone*—
the Secret to Mastering Motivation in the Workplace

MASTERING CUSTOMER MOTIVATION

Most companies struggle to get enough of the right kinds of customers, but what if you could target your advertising and marketing to attract only the kinds of customers you want? Well you can.

One business consultant I know uses the profiling questions of Motivate Everyone to analyze prospective customers and then uses the irresistible influencing language to write his proposal. He closes 90% of proposals. Why? Because he matches his language to the customer's needs. And you can do the same.

So how do you begin? First, you'll want to segment your customers. There are people who buy once, those who buy often, and those who buy often and refer you to all of their friends. Those who buy often and refer you are worth potentially 10 to 100 times more than other customers. Once you know who your frequent buyers and "advocates" are, then you can begin to analyze their motivation style.

ANALYZE YOUR MOST VALUABLE CUSTOMERS

Advocates, more than likely, value relationships and knowledge. They know everyone and will refer you. Do your frequent buyers and advocates buy:

- To move *toward* pleasure or *away from* discomfort?
- Because they "feel" it's the right choice or because others tell them?
- Because they have *options* and *choices*, or because it's easy and *procedural* to buy?
- Immediately? Or after they *think* about it awhile?
- Because the product is the *same*, *improved*, or *different*?

STEP INTO YOUR CUSTOMER'S SHOES

I like to step into the customer's shoes and try to answer these questions before I gather any more information. Think about a product or service that you've bought frequently and advocated to your friends. What's your motivation style?

1. Develop a complete solution for one pressing problem the realists currently face.
2. Describe it as an "*improved and proven*" way to solve their problem
3. Target one niche on the other side of the chasm and establish a beachhead. (About 10% of the population are both *revolutionary and evolutionary, leaders and followers, innovators and procedural* Establish a beachhead among these postchasm "sneezers" and they will infect everyone else with your product or service.
4. Get testimonials from these realists, because realists are *followers. They rely on word of mouth from other realists to make their decisions.* They will not listen to dreamers, because they don't trust them.

If, on the other hand, you're an existing company with a proven product and you want to involve the dreamers, all you have to do is talk about product enhancements in terms of how they are "*new and different.*" Offer some *options* and *choices*, maybe colors (e.g., Nokia phone plates). Think about Dodge: What's their ad campaign? "Dodge: Different." Hey, it's a truck; it's not different, but if you say it is, the dreamers will believe you, but then you'd better be able to back it up with information. Dreamers are achievers; they decide for themselves so you will need ways to enlighten them about the *new and different options* available with your *old familiar* product or service.

Hint: This works with your internal changes as well as your external market changes. If you're trying to implement a new strategy like Six Sigma or reengineering, you'll always find a few dreamers ready to adopt it, but you will hit a wall when you reach the realists. So start small, establish a beach head within the company, and make sure it is successful. Then make sure they "sneeze" their success to other realists in the company. You will dramatically improve your chances of weaving the "program of the month" into the fabric of your company.

Danger! There's one other kind of customer out there: the

CROSSING THE CHASM

In Geoffrey Moore's insightful book, *Crossing the Chasm*, he explores how technology jumps the "chasm" between the early market (hobbiists and visionaries, what I call Dreamers) to the main market (pragmatics and conservatives, that I call Realists). Moore found that many companies got drunk on their early success and failed to rethink and retool their products to meet the needs of the main market *which holds two-thirds of your customers*.

Moore found that the "prechasm" dreamers simply didn't "speak the same language" as the "postchasm" realists. It's like the English crossing the channel into France. I immediately recognized the linguistic differences between these two parts of the market. So I started to wonder, how can the dreamers craft their message so the realists can hear it? And how can the realists craft their message to involve the dreamers?

Dreamers The early adopters of any technology are *revolutionary, innovator achievers*. They want whatever is new and different, and they want lots of choices and options. Because technology companies cater to the dreamers, they get seduced by their early success. They don't realize that they need a different approach if they want to cross the chasm to where the big dollars are.

Realists The post chasm adopters are evolutionary, processor followers. They want complete, proven products and processes that they can implement immediately to improve their productivity and profitability. They don't want a bunch of options. They don't want "new" and "different" because they hear these phrases as meaning "high risk" and "high maintenance."

So what can you do? If you're an innovation-based company, realize that your early successes are good, but they won't take you across the channel to where the big bucks await. So, rather than relying on your standard "new, different, options" approach, you might consider another way to approach the realists, *a way that will be new and different to you, but familiar and comforting to them:*

My wife and I frequent Indias, a popular restaurant in Denver. They have a lunch buffet (options) for only \$6.95. I love their food (Achiever). I like it (Leader). I tried it the first time because I knew that I liked Indian food (Doer). And I go back because it's always a good experience (Traditonal) with a new item every so often (Evolutionary).

If I step into the shoes of someone who buys and recommends our QI Macros software, I get the following "hallucination:" "I like them (Leader) because they are easy to use and easy to install (Problem Solver who moves away from difficulty and complexity). I like all the choices I have for charts and graphs (Innovator). I had to think about them awhile before I decided to try them (Thinker). I like them because they're easier to use than a lot of packages I've seen or tried (Evolutionary). And they're in the familiar environment of Excel (Traditionalist).

Once you've imagined the profile of your ideal customer, you'll want to confirm or enhance it by asking the simple questions in Motivate Everyone. When you've got a customer on the phone, just ask them a question or two: What's important to you about our product? Why is that important? Why did you choose our product? What's the relationship between this product and others you've used? The answers to these questions will start to confirm or refine your understanding of their motivation strategy. When you have enough common elements, then you can tailor your marketing messages to attract more of these kinds of clients.

TAILORING YOUR MESSAGE

Using the language of Motivate Everyone, I could craft messages to appeal to potential advocates: "Haven't you waited long enough to have an easy-to-use, flexible set of tools to handle all of your Six Sigma documentation that runs in the old-familiar environment of Microsoft Excel? Take our risk-free 30 day trial and decide for yourself!"

START TO LOOK AT OTHER COMPANY'S ADVERTISING

Outback Steakhouse: "No Rules, Just Right." "No rules" is *options* language for innovators; "just right" is *procedural* language. So eating at Outback is both an option and a procedure! This is a clear example of speaking out of both sides of your mouth so that all of your customers can hear your message.

Oppenheimer funds: "The *right* way to invest." "The right way to invest" is procedural language. So Oppenheimer Funds wants people who invest procedurally, not options-oriented people who trade stocks or funds all the time. Could they get more customers by saying: "The right way to invest from a variety of funds?" (Procedures then options) My guess is yes.

Dodge or Apple Computer: "Different!" Remember that 5% of the population likes things to stay the same, 65% likes them to get better or make progress, while the remaining 30% like new and different things. Difference people make changes every 1-2 years. So both Apple and Dodge are positioning themselves as the new and different alternative to years of boring sameness and improvement. And they want people who buy new computers or cars every couple of years instead of driving their old laptop, desktop or truck into the ground. Considering that the market for Dodge trucks is probably farmers, ranchers, and construction workers, "different" may not match their market that well.

Microsoft (or any software supplier): "Upgrade!" This is "progress" language aimed at the 65% of people who want improved, enhanced, and expanded products.

Traildust Steakhouse: "Fresh cuts daily, old favorites nightly." New meat and old tunes—it's both different and the same!

Blue Cheer Detergent: New! Improved! Blue Cheer in the old familiar blue box. It's different, improved and the same!

Hitachi Flat Panel Monitors: "Haven't you waited long enough?" For the 60-80% of the market who've been sitting on the fence, passively waiting for something to trigger them to buy a flat panel display, this is irresistible language. Hitachi is saying, in effect, "you've thought about it, why not buy one now?" Hitachi

wants a much larger share of the market—the ones that haven't yet decided to buy, but they're thinking about it.

Nike: Just do it! This is irresistible language for active people. Get the idea? Your marketing can do the same thing.

PROFILE YOUR CUSTOMERS

So, with just a little bit of inexpensive questioning, you can start to profile your most profitable customers. Then you can tailor your marketing and sales messages to attract more of these kinds of buyers to maximize your profitability, because the big money isn't in the first sale, but in all of the subsequent sales and referrals.

You can also profile the types of customers who take up too much time and energy for the value they bring (e.g., Oppenheimer Funds.) Then deliberately craft your marketing messages to *discourage* them from becoming customers.

TEST, TEST, TEST

Then, with inexpensive small tests, you can test drive some of the new marketing headlines and sales copy to determine how much better you are at attracting the ideal kinds of customers for your business. If you're an internal supplier to your company (e.g., an IT department), you can test drive this kind of language in meetings with prospective internal clients. So have fun. Try out various motivational language patterns in limited ways to find out what kind of response you get. And when you are successful, stick to that pattern. Unless your markets change significantly, these language patterns will work indefinitely.

Profiling Ideal Customers: To get a quick profile of your ideal customer, consider using *The Motivation Profile* with your current repeat buyers. Have them take it in your store to ensure you get a clear profile. Reward them with a gift certificate. You might consider giving it to a cross-section of customers so that you can discover the key differences between the low and high spenders. Just compare their results. One or two things are usually the keys to higher profitability. Then you can tune your advertising and marketing to appeal to the high volume, high dollar buyers.