Selling Your Message, Business, and Yourself

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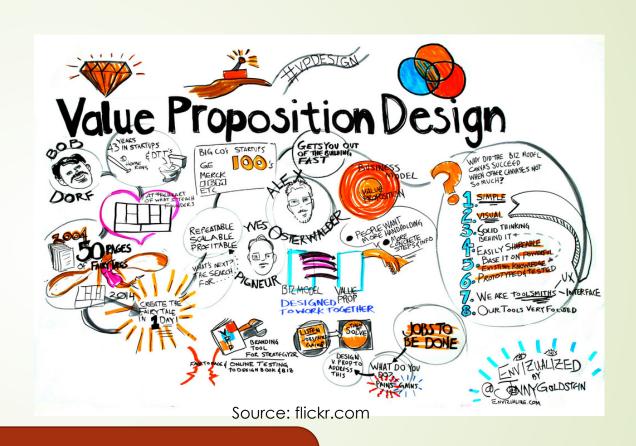
Define Growth Strategy

### **Basics**

Value

Systems

People



# Get the Basics Right

### **Unique Selling Proposition**

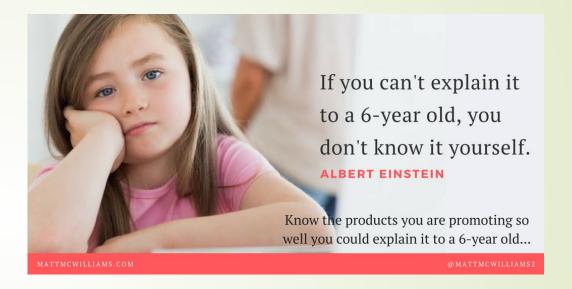
- **▶** Fed Ex
- Microsoft
- Staples
- Nyquil
- **TOMS**
- Bombas
- DeBeers
- Zingerman's



What is your USP?

### Your USP

- Who is your customer?
- What do you do?
- So what?
  - BST Consequences
  - BST Opportunities Gained
  - Narrow each to 3 -5

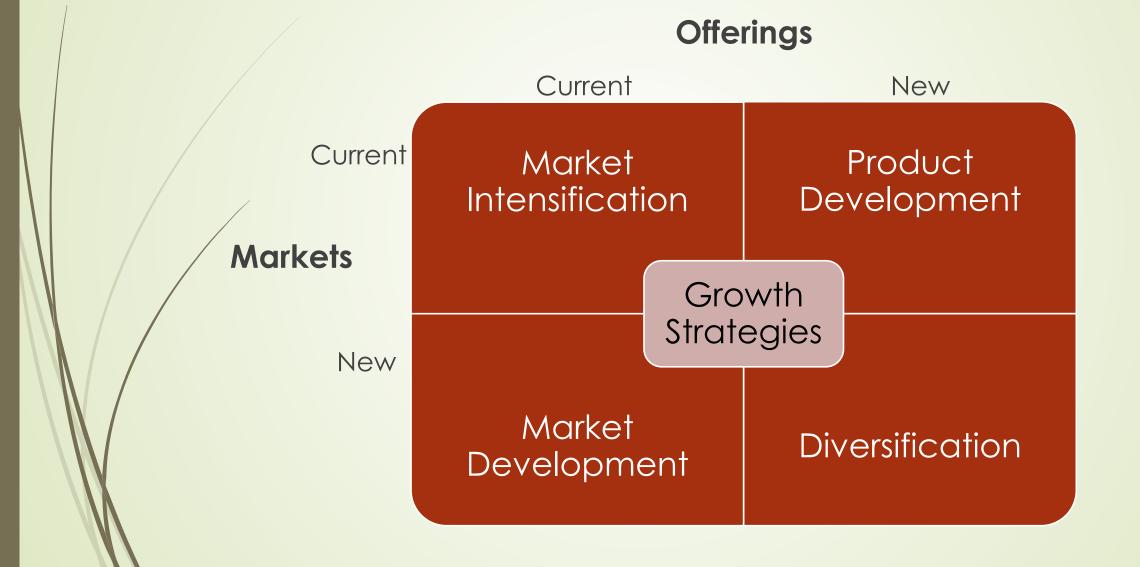


What do you call someone who went to WCC? Employed.



Define Growth Strategy

## Growth Strategies





Define Growth Strategy

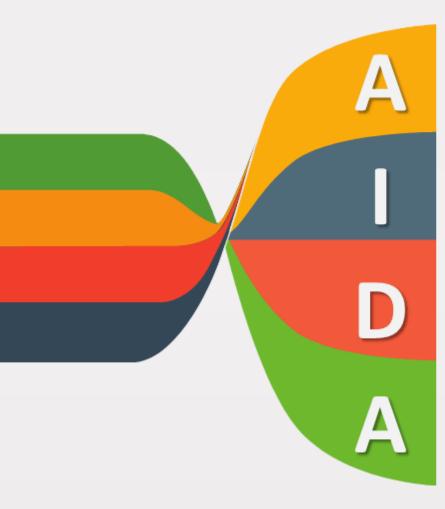
### What is a sales message?

#### 2 Sentences

- Why would I buy what you are selling?
  - Value/benefit provided to your customer
  - "Our customers hire us to provide \_\_\_\_\_."
- Why should I buy it from you?
  - Why your offering is better than those of your competitors (Differentiator)
  - "They hire us, rather than somebody else because \_\_\_\_\_"

Foundation of all your sales & marketing efforts

## AIDA Model Diagram



ATTENTION (AWARENESS)

Creating brand awareness or affiliation with your product or service

■ INTEREST OF THE CUSTOMER

Generating interest in the benefits of your product or service, and sufficient interest to encourage the buyer to start to research further

DESIRE

For your product or service through an 'emotional connection', showing your brand personality. Move the consumer from 'liking' it to 'wanting it'

ACTION

Move the buyer to interacting with your company and taking the next step ie. downloading a brochure, making the phone call, joining your newsletter, or engaging in live chat etc.

### Action

- Marketing Emails
  - Form letter
  - Response rate usually below 5%
  - Pointer to free content/info
- Sales Emails
  - Personal message to individual
  - Response rate (if done right) could be as high as 90%
  - Response
- Elevator Pitches
  - Conversational
  - Meeting
- Cold-Calling
  - Brief conversation/set up follow up meeting





## Tips for Successful Messages

- Use AIDA
- Know your audience
- Get to the point & be specific
- Start with the greatest benefit/result
- Talk in their language Plain English
- Create win-win opportunities
- Take baby steps
- Tell the truth



Define Growth Strategy

# USP and CX

Free College Day
April 7, 2018
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