



Target your Connections



Presented August 13, 2020 by Lynda D. Kavanagh
WOW Communications & Training Corp.
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Today's Agenda

Branding:
Understanding what Branding is.
What is your business/organizations' personality?
Developing your Brand.

Getting to know your customers:
Building buyer personas.
What's in it for them?
How do you reach them?
- Social Media stats.

Finding your Competitive Advantage:
Understanding your customers' pain points.
What is your competitive advantage?

Developing your Brand story:
Putting it all together to your Brand Promise.

Taking the pain out of selling:
Dealing with objections.
Asking for the sale?

Brand Foundation



Taking the frustration out of your Branding, Marketing & Sales.

Pull up your sleeves... this is a workshop



- Work that brain!
- Lots of information to think about.
- Provide you with tools to complete later.
- May create some research work for you.
- Exercises so you need pen and paper.
- Multiple people from an organization – do separately and compare.



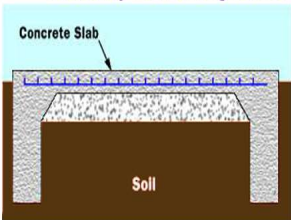
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Building your business is like building a home ... miss a step and your business weakens.

Step 1

Brand Foundation©

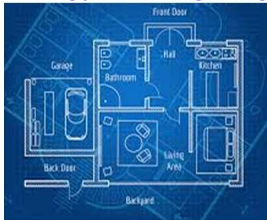
In Business this is necessary for a strong Brand.



Step 2

Brand Blueprint©

In Business this is creating your Marketing Strategy.



Step 3

Brand Implementation©

In Business this is executing the Strategy's Sales techniques.



Step 4

Your Brand's Future

In Business, success means staying true to your Brand.



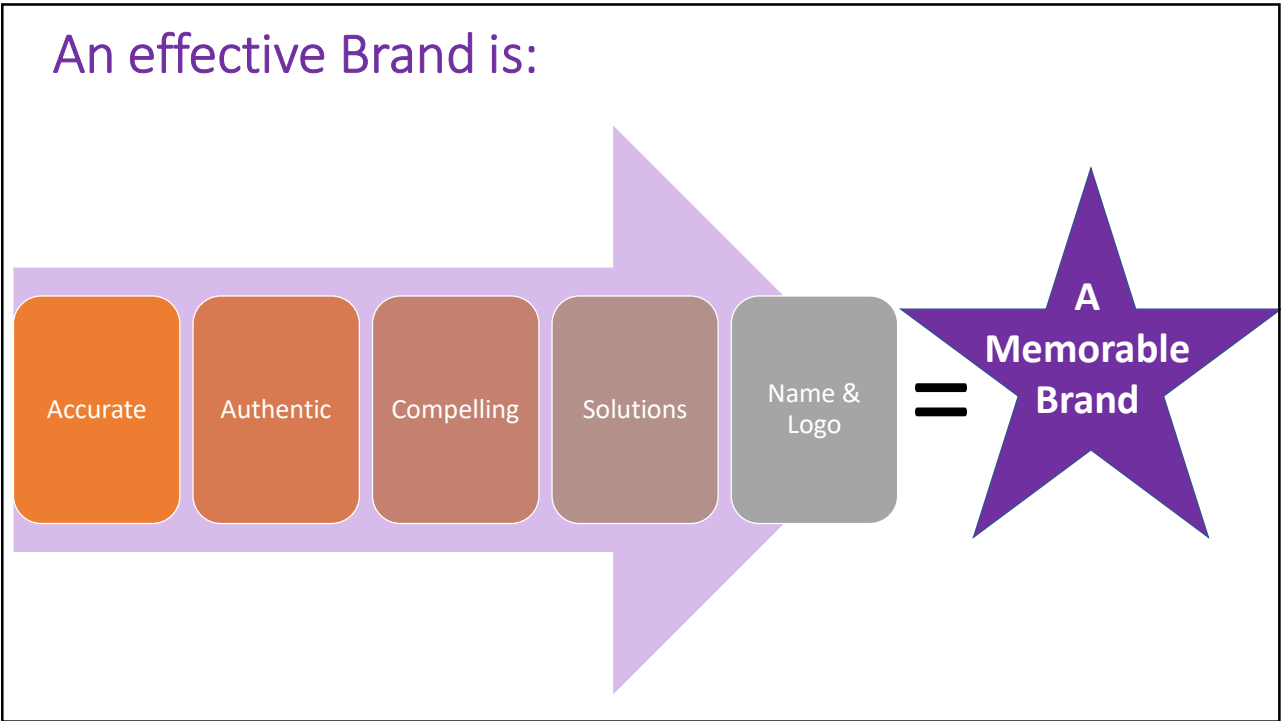


Let's have a coffee....



Or... let's have a







Lynda D. Kavanagh

Be the Unicorn
It starts with your Brand

The average Brand is a horse.

Whereas a MEMORABLE Brand is like a UNICORN...

...a white, magical, legendary, totally distinctive,
outstandingly, unusual creature.... WITH A HORN!

Start building your Brand Foundation

1. What's your personality?

2. What are your core values?

3. Why do you exist?

4. You exist to help whom?

5. What problems do you solve?

6. What's in it for your customers?

Brand Foundation



What is your company's personality – NOW?

1



2



3



4



5



6



7



8



9



10



11



12



13



14



15



16



WOW Communications & Training's personality?



- Solid
- Reliable
- Doesn't take up much space
- Put it in a corner and bring it out when you need it
- Knows how to get noticed
- A bit quirky and funny
- Colourful

Is that the personality that you want to project?



Constituency

- **If not:**

- What do you need to do to change?

- **If yes:**

- Is this personality reflected in the products/ services you offer?
 - Is this personality reflected in your staff's attitude?
 - Is this personality reflected in your marketing material?
 - Is this personality reflected in your office design?
 - Is this personality reflected in your customer service?
 - Is this personality reflected in everything your business/organization does?

- 

You may add to each point so use one page in your notebook per point.

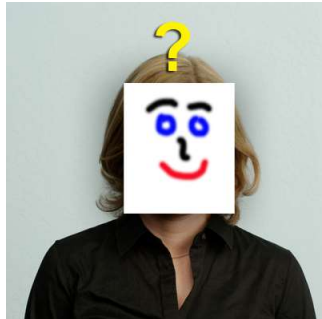
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Brand Foundation



Taking the frustration out of your Branding, Marketing & Sales.

Building Buyer Personas



- **A segment or group with similar characteristics:**
 - Could be 100 / 1000 / 10,000...
- **You should have 3 – 5 different Personas:**
 - #1 Primary: Most likely to buy.
 - #2 Secondary: Likely to buy, but needs more information.
 - Others?
 - Diversifying - Looking for new markets.
 - Online – web based selling
 - Product/ Service specific
- **Personas help you understand customer:**
 - needs / wants / wishes / desires / issues / preferences / beliefs.

Personas can be for consumers or businesses:

- Research the business.
- Create a Persona for the decision maker.



Let's build a Persona for you

- Business or consumer?
- Think of a perfect customer you have that you would like more customers like that.
- This will be your #1 Primary Persona.
- Should be able to have 100 + people that can be segmented into this category based on similar interest, ages, wants, needs....
- I'll ask you some questions to help define this group.
- Don't know the answers.... That means research.



Persona # 1.

Give them a name: (Decision maker)

- Murray the Montreal Architect
- Bronwyn the Bookkeeper
- Frank the Food Processor
- Helen the Homemaker
- Owen the Operation Manager
- Patty the Professional Woman
- Henry the Hunter
- Bob the Business Owner
- Rita the Receptionist
- Andy the Accountant
- Carl the Car owner



2. Who are they? Where are they? Personality, Traits, etc

Decision-maker:

- Age / Gender
- Education
- Household Income
- Decision-maker: job description / Consumer: day job
- Where do they live
 - Community
 - Rural /urban
 - Small / large
- How do they buy – credit, cash, cautious buyer, spenders, information seekers, etc.
- Members of clubs, organizations, associations, etc.

3. What's important to this group when making buying decisions?

- Family
- Health
- Economy
- Making budget
- Keeping staff healthy
- Deadlines / Hours of operations
- Value
- Supplier reputation
- Supplier history
- Quality of work
- Warranty / Guarantee
- Image
- Ease of purchase (in-person/digital)
- Trusting the company
- Saving time
- Saving money
- Emotional satisfaction (if so what emotions)
- Location
- Environmental
- Local

#4. Who / What influences this group when making purchase decisions?

- Family
- Friends
- Professional Peers
- Suppliers' Sales people
- Advertisements
- Reviews/ Testimonials
- Managers
- Governments
- Media stories
- Respected professionals/ influencers (Blogs, Social Media, etc.)

5. Trusted Sources of Information:

- News media – which ones?
- Social Media – which ones?
- Google searches – what are they searching for?
- Professional peers – what would they ask others?
- Business networking groups – which networking groups?
- Professional memberships – which memberships?
- Subscribed newsletters – which newsletters
- Other professional services (lawyers, business coaches, etc.)
- Suppliers' sales people – who do they trust
- Tradeshows – which tradeshows?

6. What does this group ABSOLUTELY need to know about your product/service?

- 1.
- 2.
- 3.
- 4.
- 5.

7. What would make your Brand a Unicorn for this Persona group?

***Remember:***

- You need to be a Unicorn.... Not an average horse.

8. Any similarities between this Persona group and other potential Persona groups?

9. Has your Brand Foundation evolved?

☒ What's your personality?

☒ What are your core values?

☒ Why do you exist?

☒ You exist to help whom?

☒ What problems do you solve?

☒ What's in it for your customers?

Memorable
Brand
Foundation

☒

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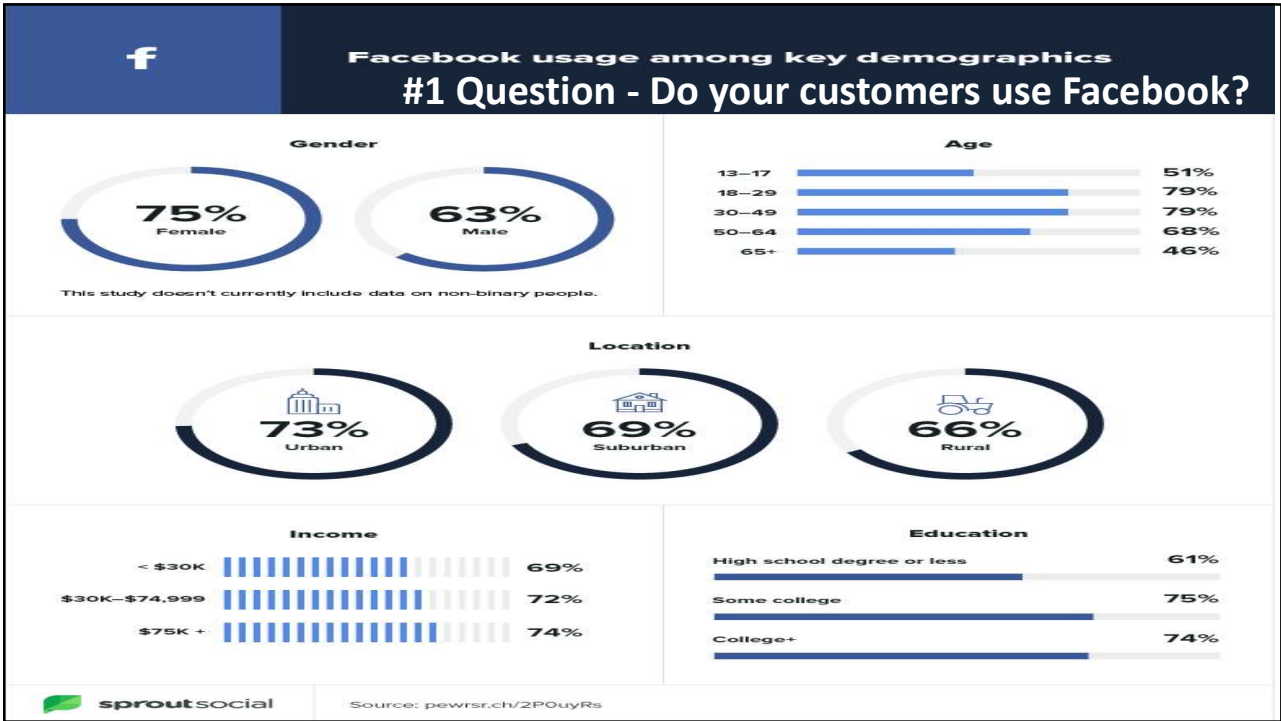
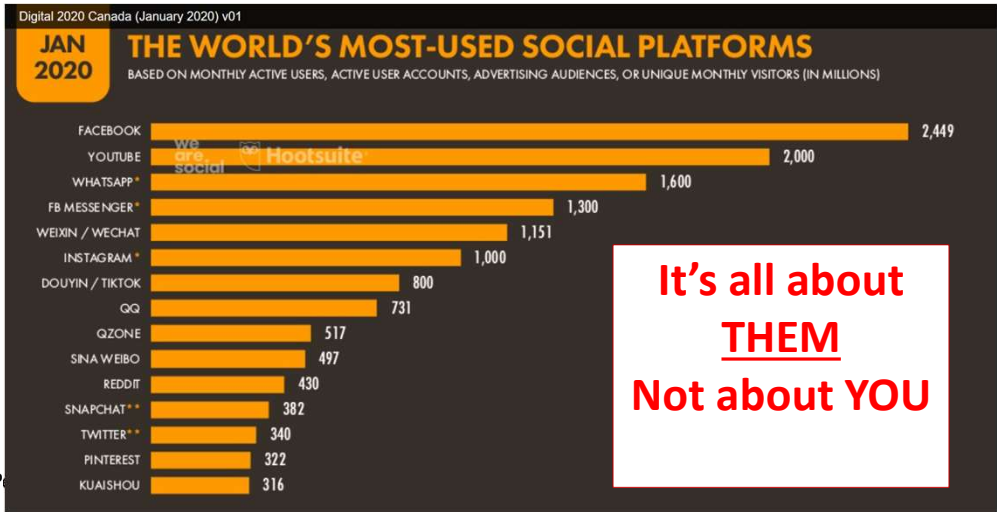
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Brand
Foundation

 **Taking the frustration out of your Branding, Marketing & Sales.**

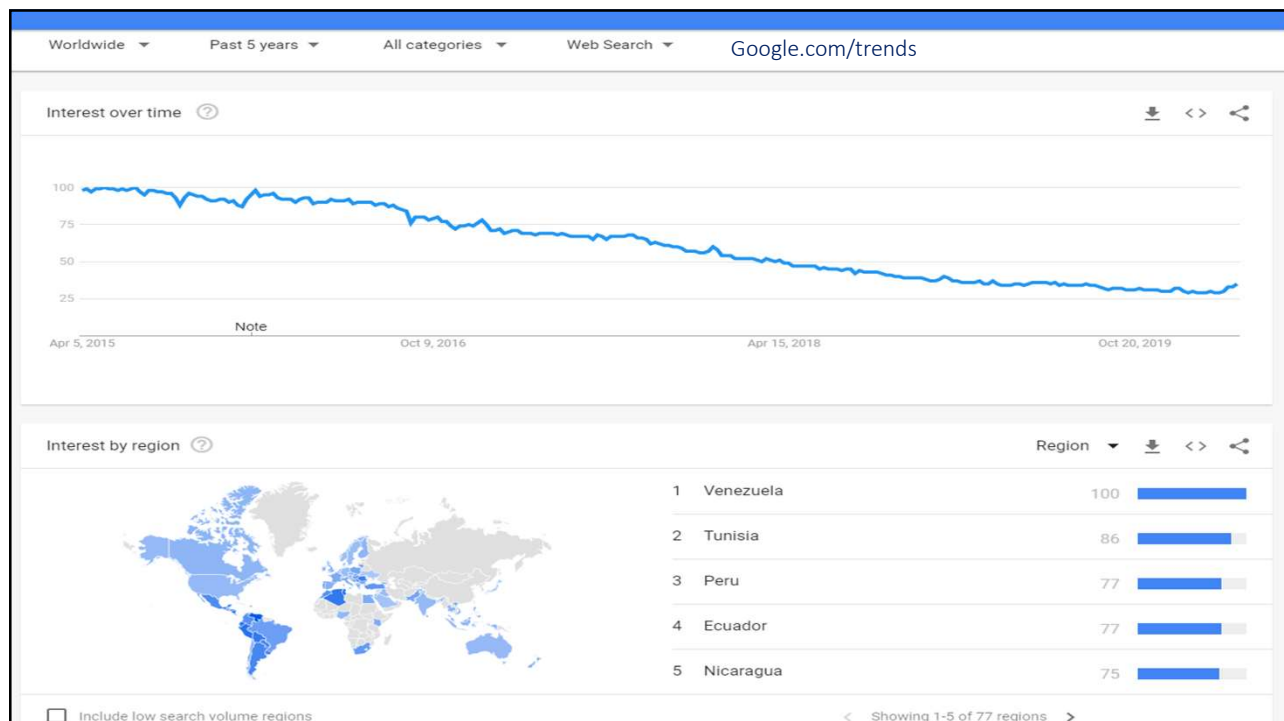
Which Social Media to use

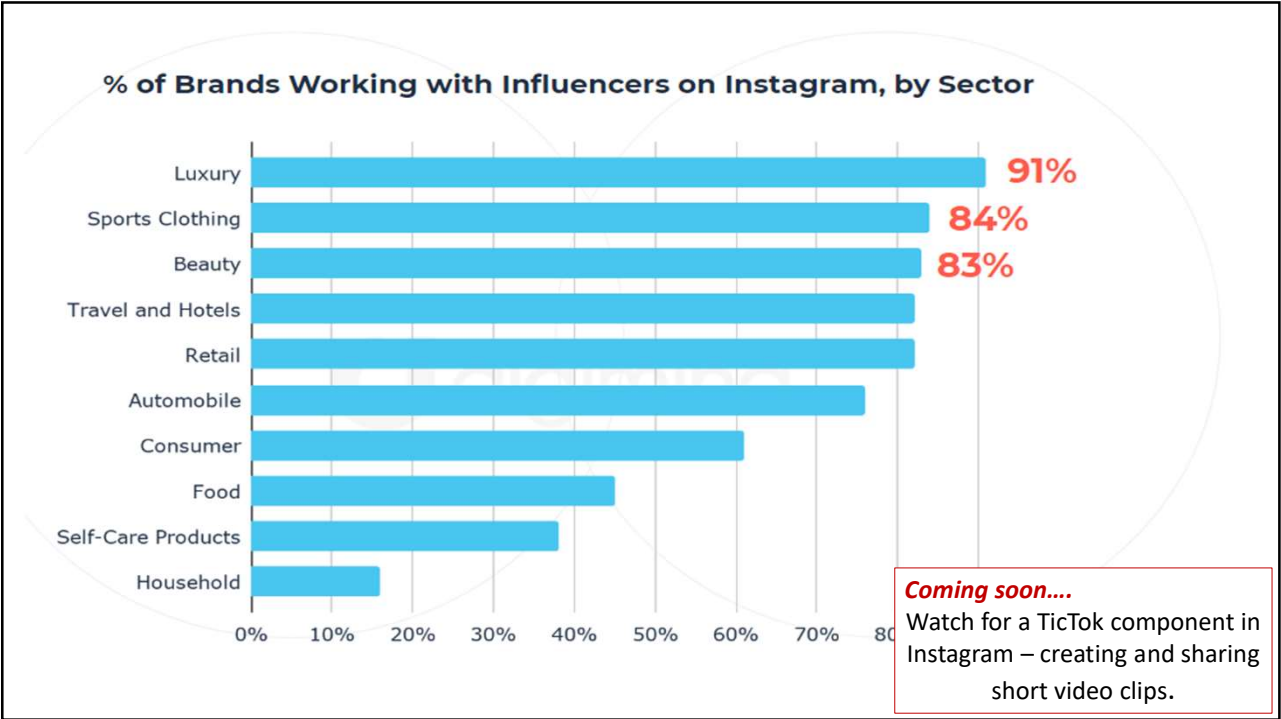
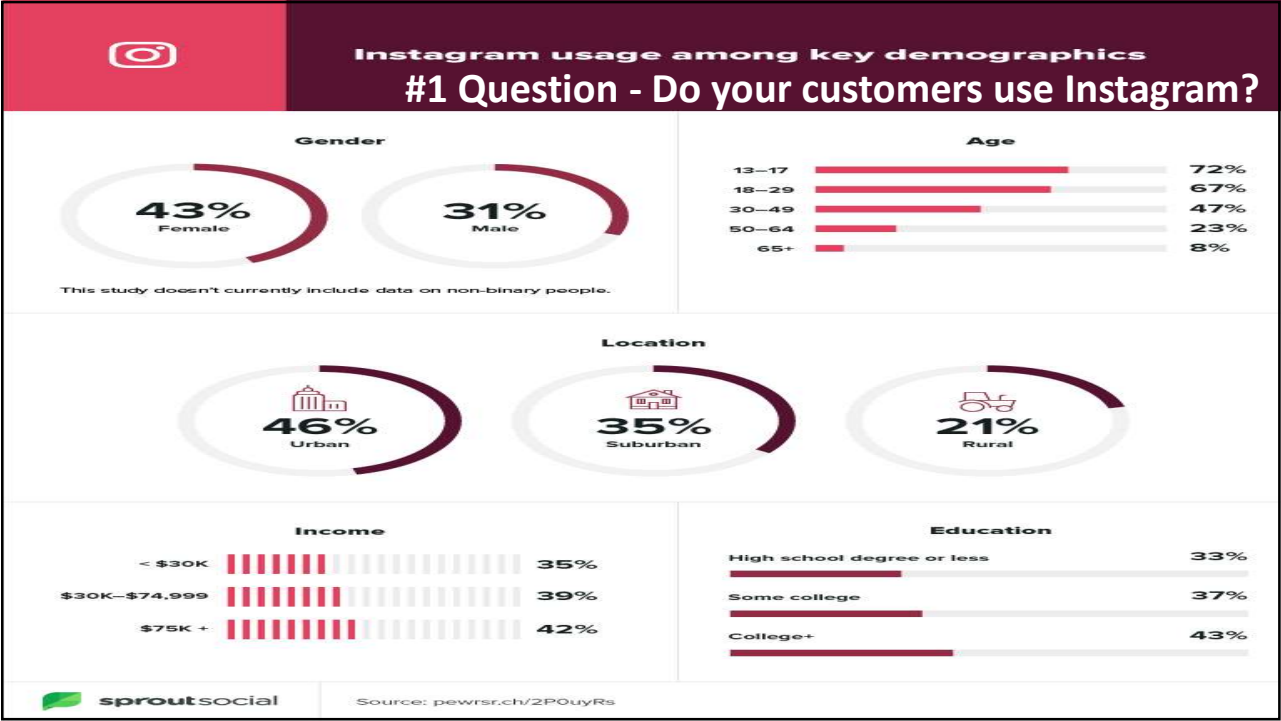
Source: WeAreSocial.com 2020

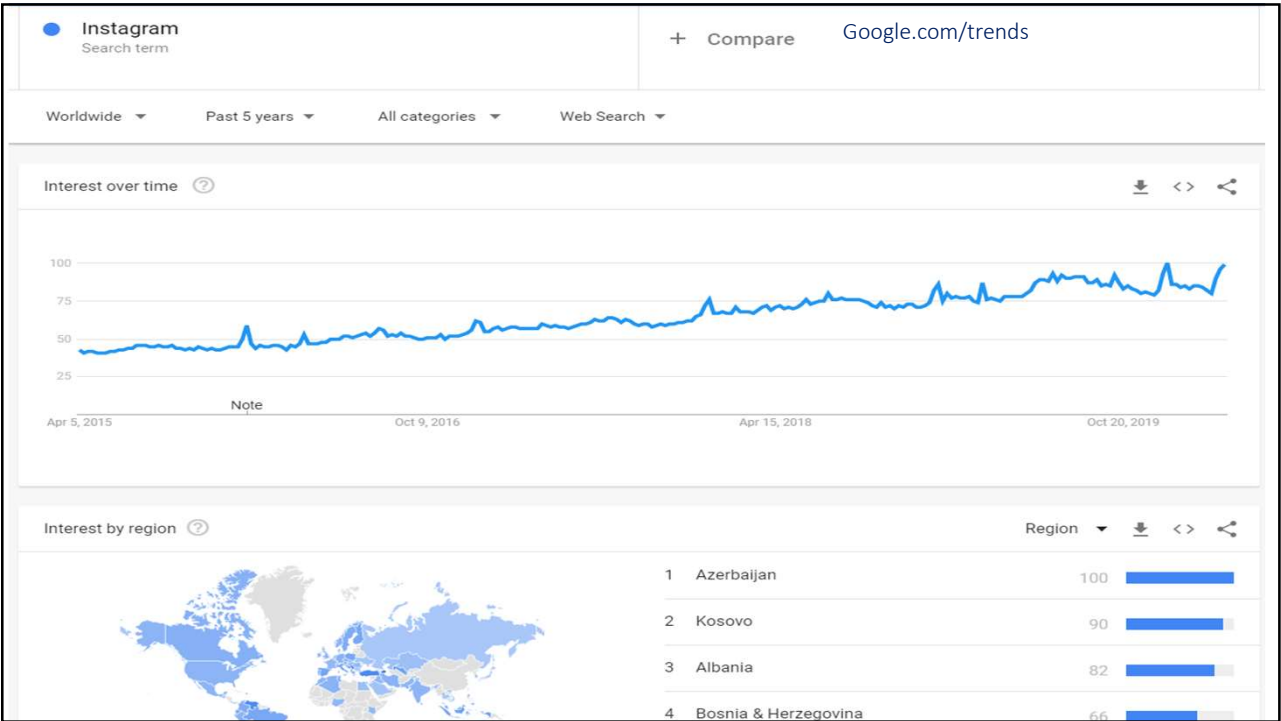
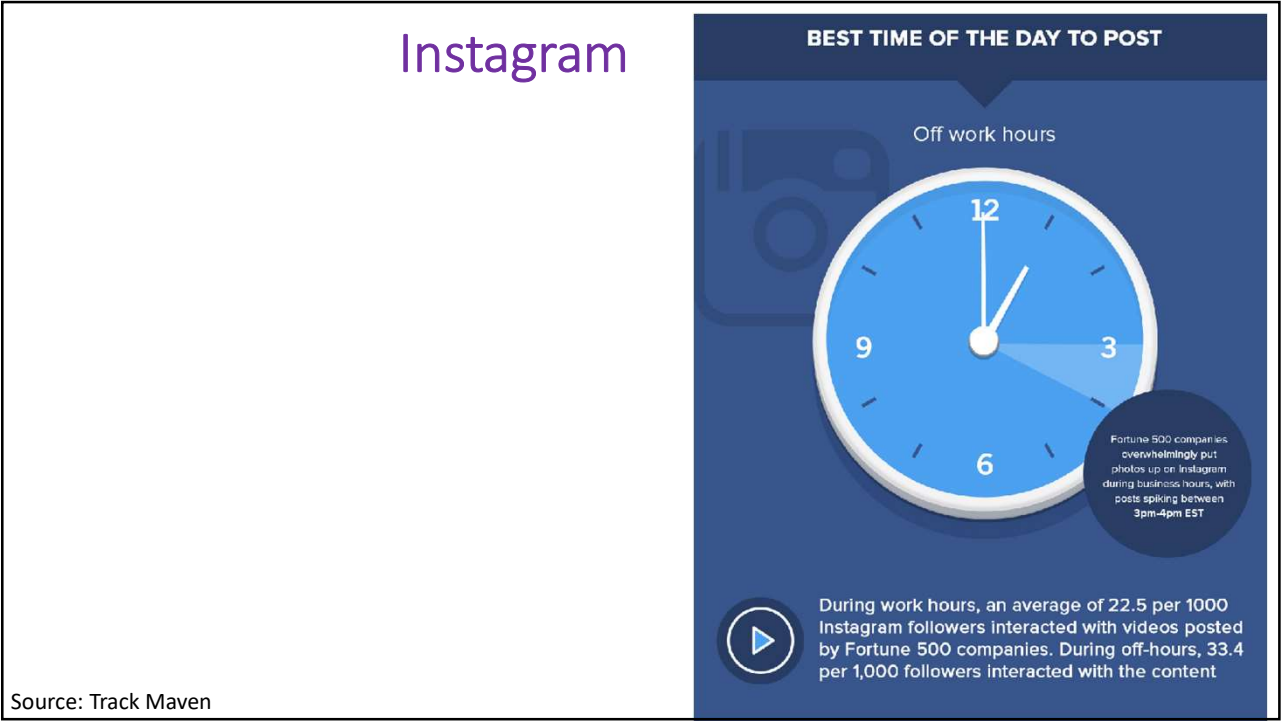


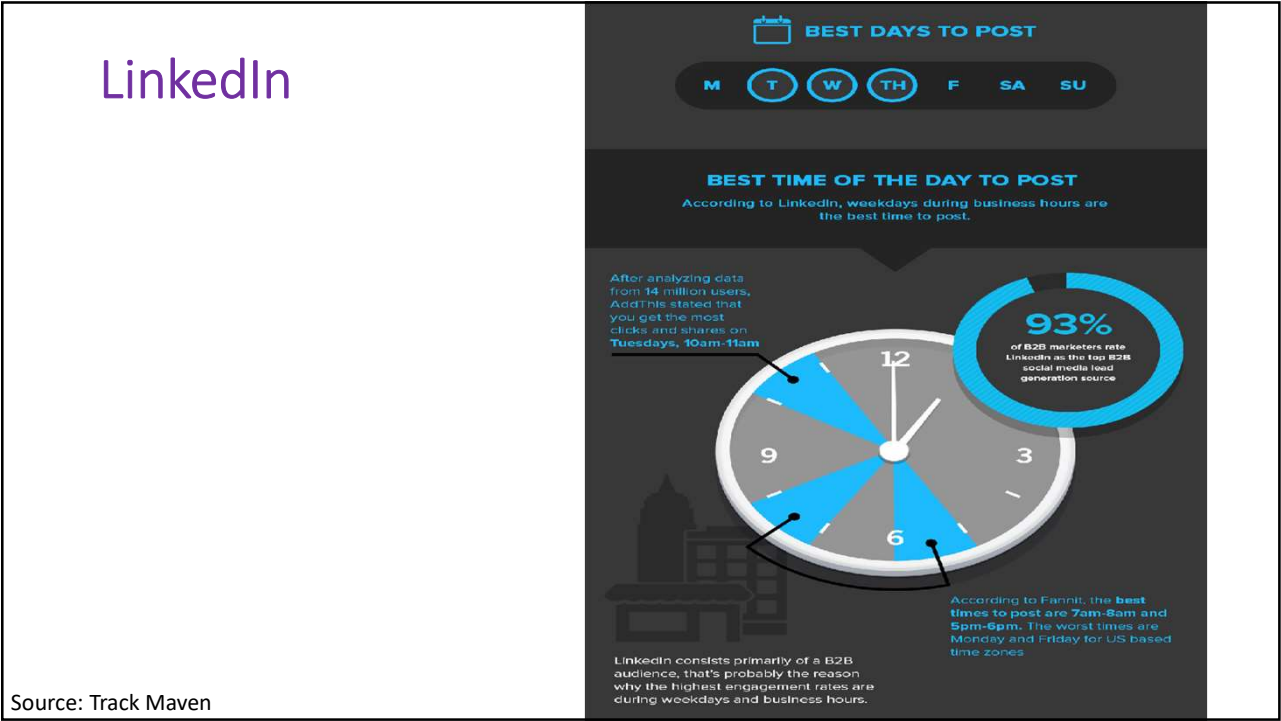
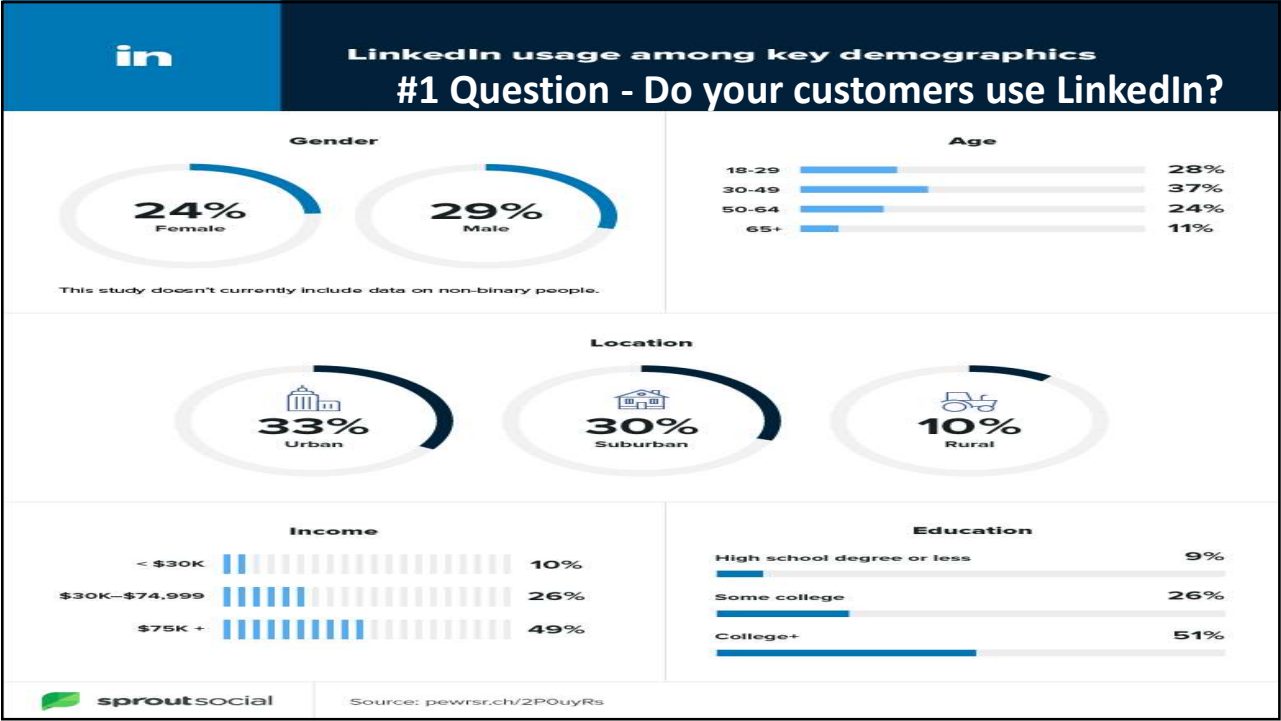
Facebook

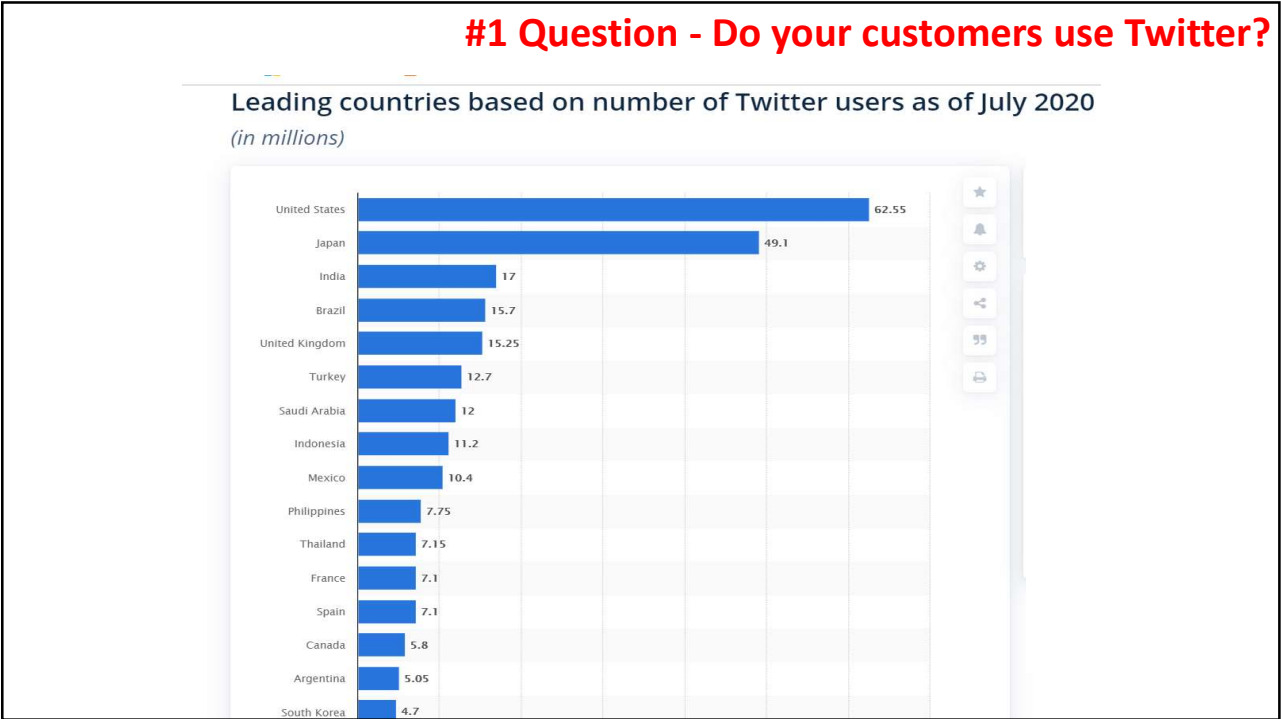
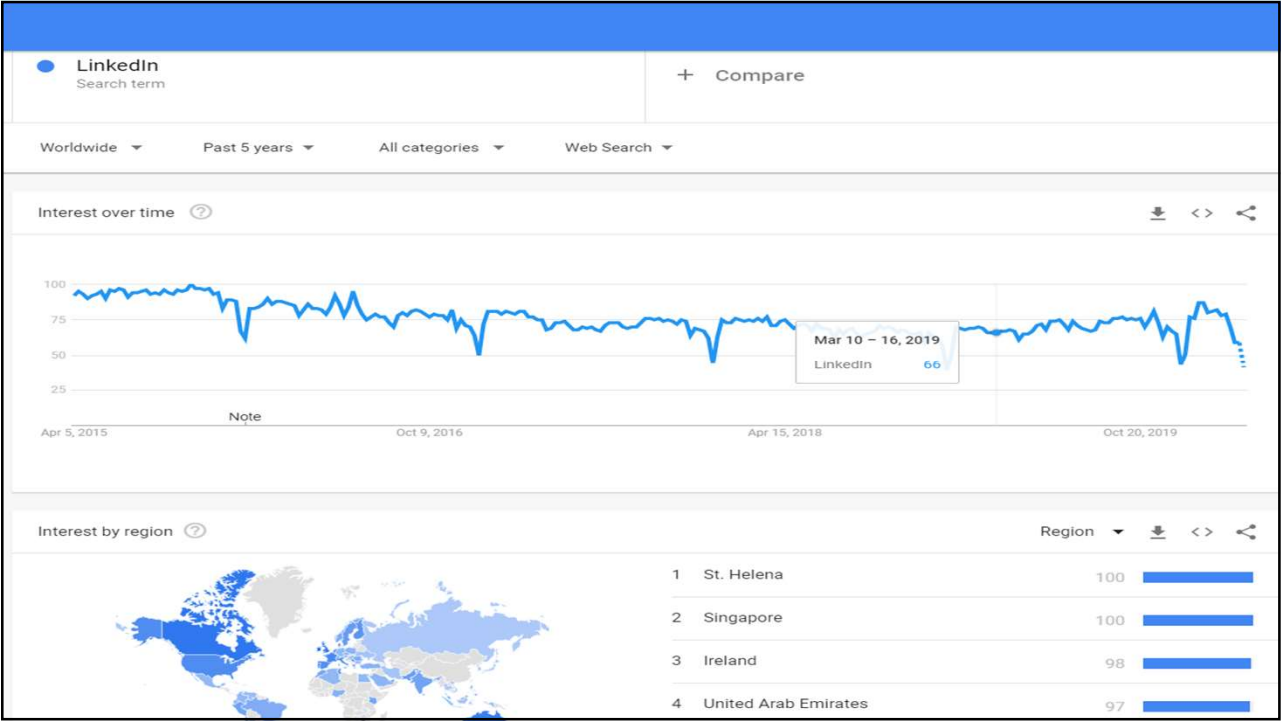
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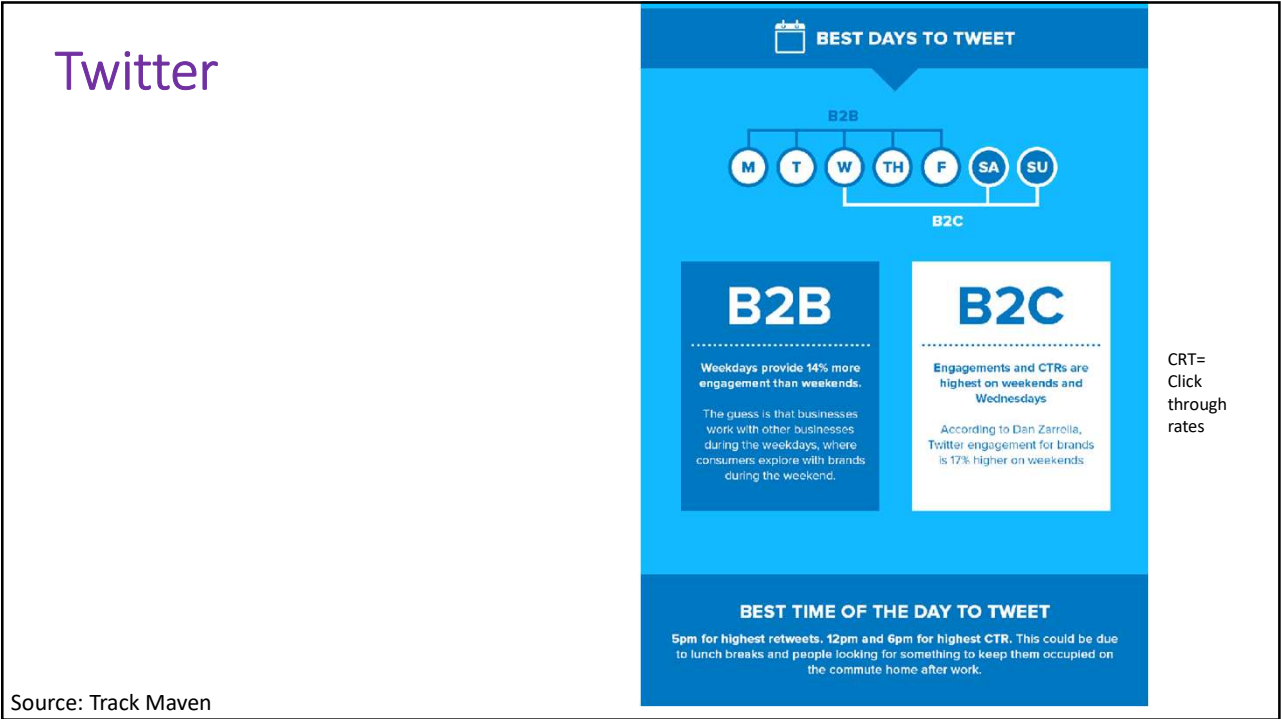
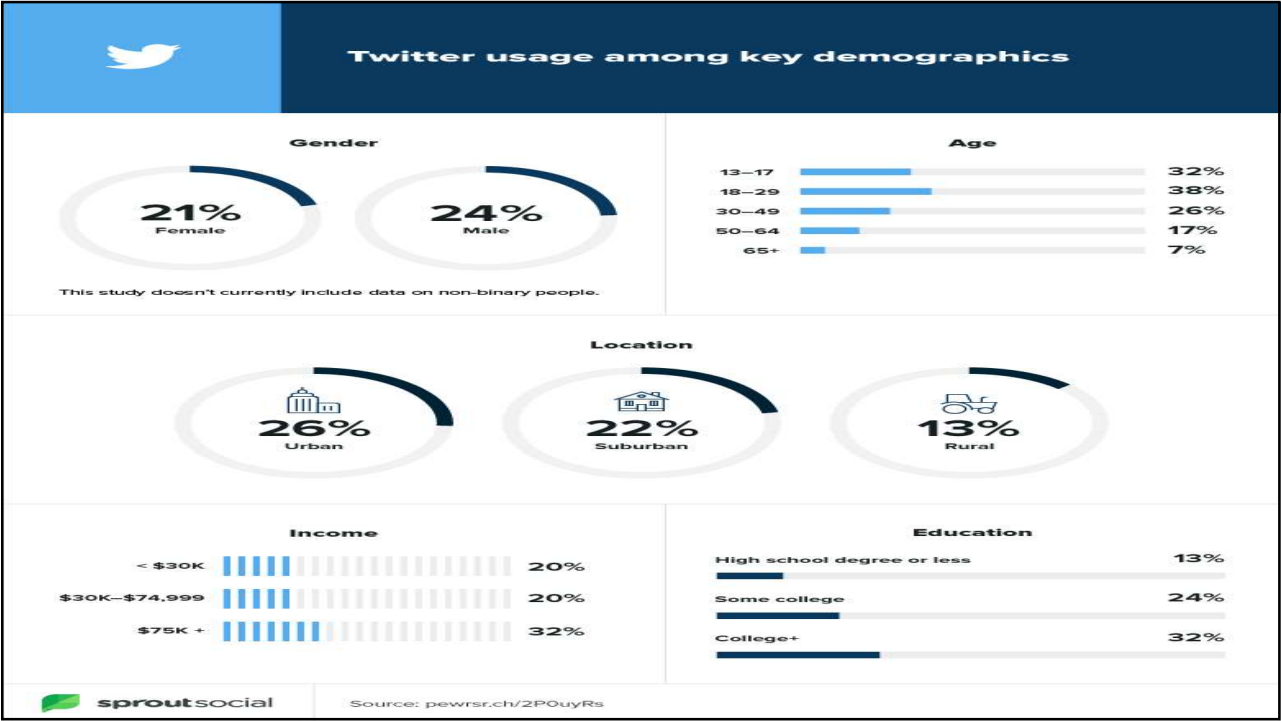


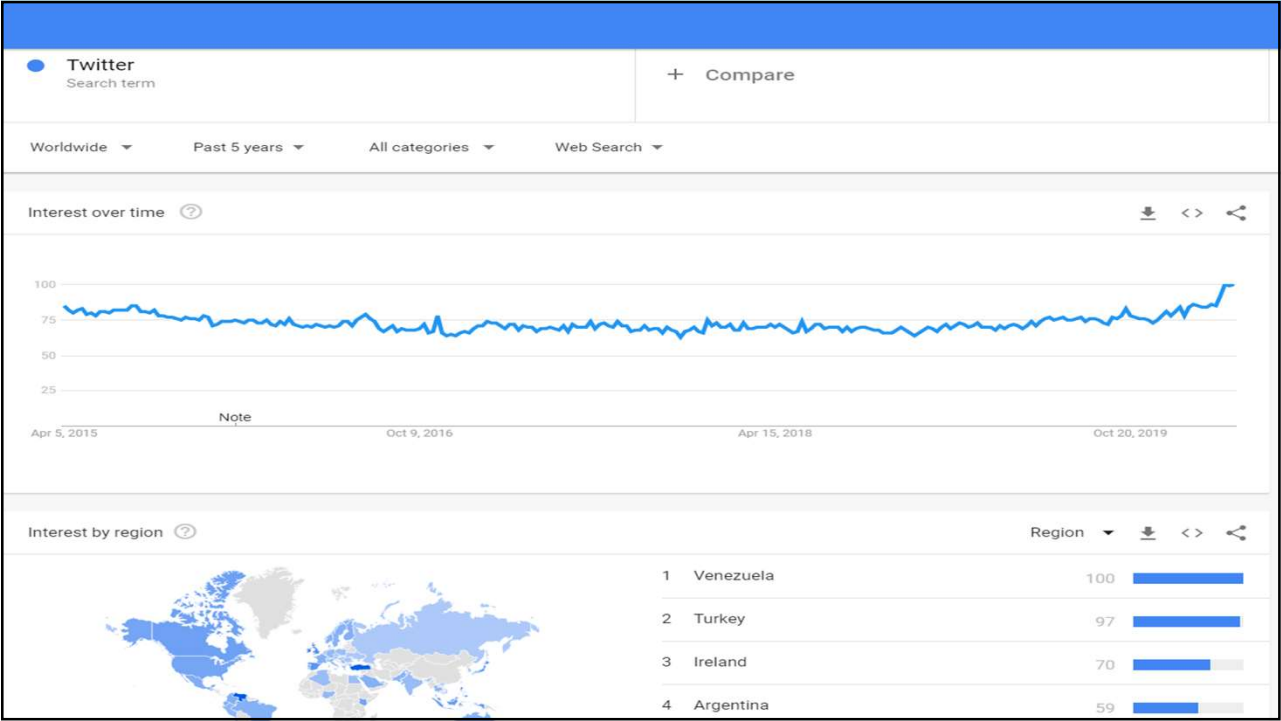












Social media posting?!!!??



Try Hootsuite.com

\$29 / month U.S.

\$129 / month U.S. for 3 users

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**Brand
Foundation**



Taking the frustration out of your Branding, Marketing & Sales.

Customer Pain Points (Purchase Drivers)

What checklist do they need before they buy?

- Safety
- Parking
- Location
- Business Image
- Reputation
- Knowledgeable staff
- Quality of Product/Service
- Responsiveness
- Availability
- Price
- Delivery
- Ease of transaction
- Selection
- 1st impression (store, owner, staff)
- Accessibility of help
- Warranty
- Reliability

- Convenience
- Confidential
- Work samples
- Detailed website
- Social Media activity
- Reviews/ testimonials
- Marketing material
- Need of self confidence
- Improved appearance
- Comfort
- Leisure
- Increased enjoyment
- Eliminate risk
- Eliminate embarrassment
- Efficiency
- Up-to-date

Who are your competitors?



- Think of the Persona you just developed.
- From that **Persona's point of view**.
- When this Persona decides to buy – who do they compare you with, based on why they would buy?
 - 1.
 - 2.
 - 3.



From your Personas' point of view.... Not from your point of view

- What drives them to buy? What do they think of in making that decision?
- What are their Pain Points checklist they will use to compare you with your competition:

Pain point

Deal Breaker

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Customer Pain Points (Purchase Drivers)

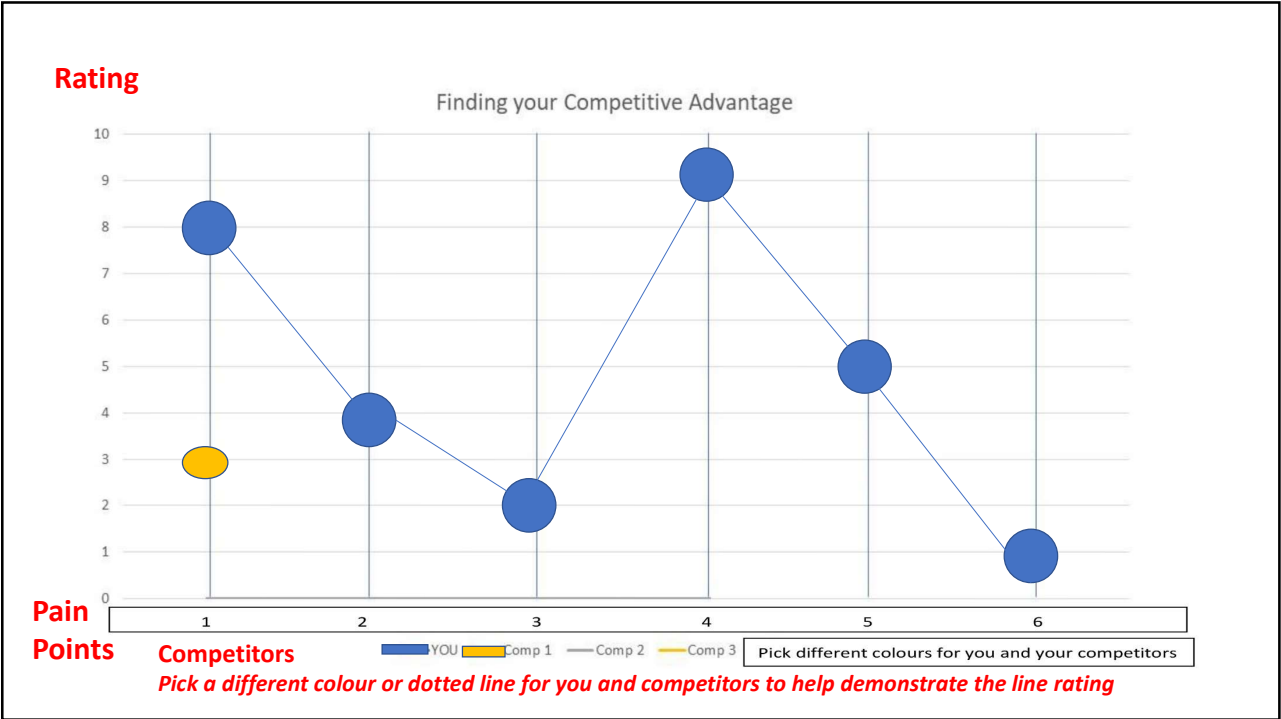
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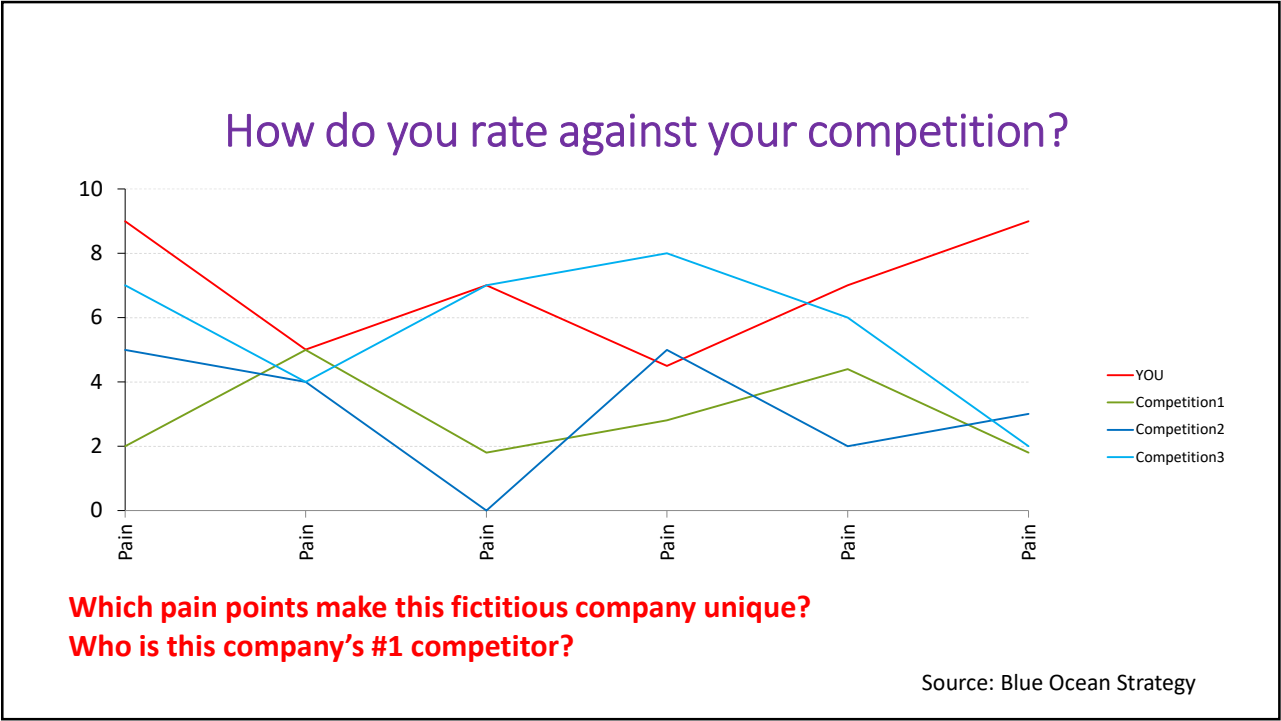
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- Pick 6 pain points
- Decide which are deal breakers and which are not as important





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Why are you unique?
- Developing your Brand story:**
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Brand Foundation



Taking the frustration out of your Branding, Marketing & Sales.

Let's tie this all together



Remember this?

-
1. What's your personality?
 2. What are your core values?
 3. Why do you exist?
 4. You exist to help whom?
 5. What problems do you solve?
 6. What's in it for your customers?

Brand Foundation

“Good for You Blueberry” Farm

- Owned by Sally
- Services:
 - Pick your own
 - Buy Blueberries
 - Eat at the Blueberry Café
- Target customers:
 - #1 Locally and independent grocery stores
 - #2 Café patrons
 - #3 Families



Good For You Blueberries Brand Story

- her promise to her customers

What are your core values?

Why do you exist?

You exist to help whom?

What problems do you solve?

What's in it for your customers?

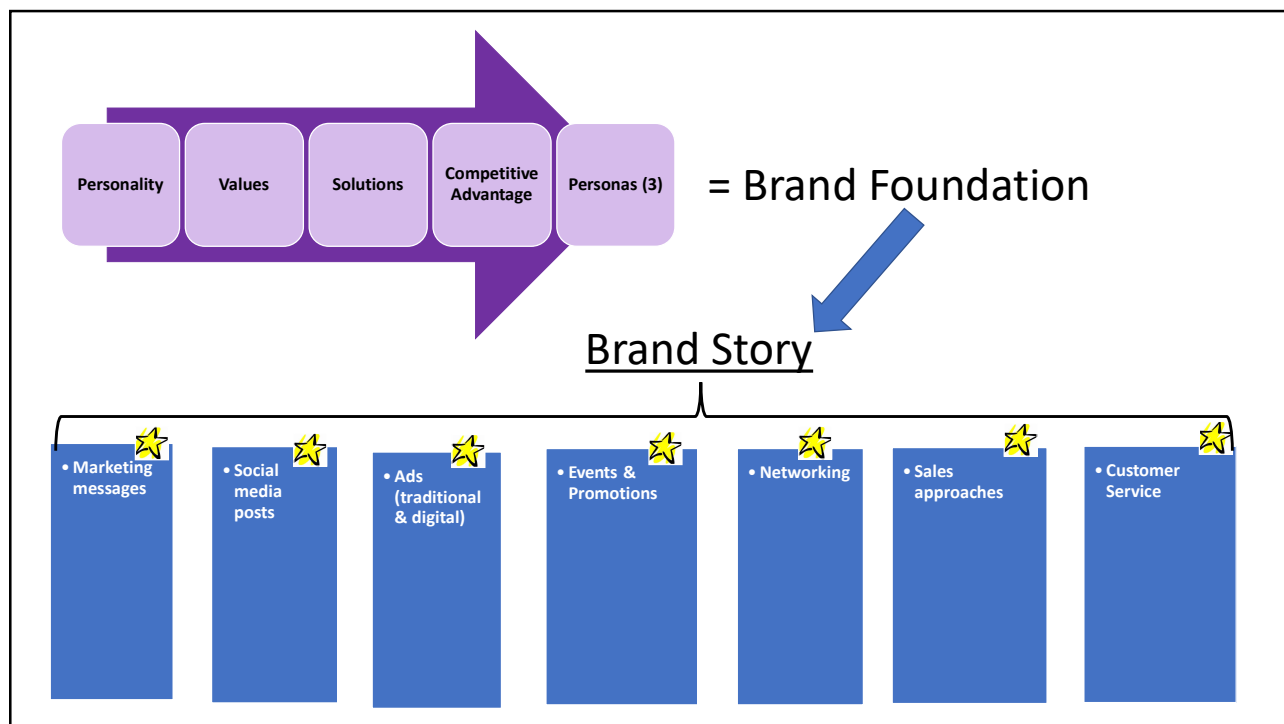
What's your personality?

As a little girl I had fond memories of working with my Grandparents on their blueberry farm. They made the work fun and, as I grew older I realized they were also educating me about blueberries and being a food producer. They taught me how healthy blueberries were and why blueberries are important to people's health.

As I grew older I realized I wanted to share this blueberry knowledge with other people and eventually took over the running of the farm. I've carried on my Grandparent's philosophy that the health of our blueberries impacts the health of our customers.

People don't really understand how blueberries get into the stores. People just know they taste good. But there is a lot of work involved in making sure our blueberries are delicious and healthy. We know how much water they need, how much sunlight they need and we know that what we add to the soil impacts the blueberries.

My business is producing blueberries for grocery stores, but it is also about educating people on farm life, how to enjoy blueberries and the process of how blueberries get into a store. I want to invite families to come on a blueberry adventure; pick some, watch our video on blueberry farming, eat in our Blueberry Café and take home some of our recipes. While here we hope people connect with each other, like how I connected with my Grandparents, and maybe reconnect with how the earth produces the food we eat.



Your Brand Foundation and Brand Story will evolve

During Open Farm Day:

- Make note of questions people ask during Open Farm Day.
- Do they compliment your story or contradict?
- Is any of their wants, needs, interests need to be added to your story?

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Communications & Training Corp.

Taking the frustration out of your Branding, Marketing & Sales.

Sales suck...

...NOW WHAT?

Sales are impacted if you don't have a solid Brand Foundation & Story.

Objections

- Learn about “gentle nudges”



- Stalling
- No money
- Wife/husband Boss/Supervisor

Let WOW take away your sales and marketing frustrations!

Stalling objections:

Soft Approach

Them: *That sounds great let me think about it. I'll call you next week.*

You: *Okay.*

WRONG – they may get busy and forget you. It's like waiting for a date

But – do they want this or just trying to get rid of you

BETTER APPROACH (Gentle Nudge)

Better You: *Okay, why don't I call you next week?*

But – they can ignore you call and you still don't know if they want it or not

BEST APPROACH (Gentle Nudge)

Best You: *Okay why don't I call you next week. Does Tuesday at 10 or Wednesday at 3 work for you?*

Gently nudges them to provide an opportunity to say NO, so you can ask why.

Wife/ Husband Boss/Supervisor

Them: *Wow, I really like this but I’ve got to ask ____.*

Did you ask about Decision maker?

WEAK APPROACH

You: *Okay give me a call if ____ has any questions or I can call you next week.*

BETTER APPROACH (Gentle nudge)

Better You: Sure but ____ may have some questions that you don’t have answers to so why don’t we set an appointment for the three of us to discuss this... Does Tuesday at 10 or Wednesday at 3 work for you?

If they stall – I’ll call you.

BEST APPROACH (Gentle nudge)

Best You: Rather than playing telephone tag why don’t we set a time for me to call you next week.. Does Tuesday @ or Wednesday @

Allows them to say NO and then you can ask why.



- 1.
- 2.
- 3.
- 4.
- 5.

Does NO mean NO?
What will YOU hear?

Alternative Close – Asking for the sale

- You've heard this with the stalling
- Used by beginners and seasoned sales people
- Would you like the red or the green
 - People like choices
 - Doesn't allow for a YES / NO answer
- Could say "I don't want either."
- Your reply: "What colour would you like."

Pros and Cons or Summary Close – Asking for the Sale

- Put on piece of paper
- You list pros (6)
- Then say to them
 - "What are some of the cons"
- This nudges them to state what is holding them back
 - You sell to what their objections are
- Usually can only come up with three
- Visually – more pros than cons

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Door Prizes

 *Taking the frustration out of your Branding, Marketing & Sales.*

Refresh... Refocus... or Diversify your Brand

✓ Your customer has changed

✓ Your marketplace has changed

✓ Your competition has changed

Trust a company that has a 26-year track record in Brand Strategy.

Trust Lynda D. Kavanagh & WOW Communications & Training.

Pick the services that best fit your needs.

For Small Business / Organizations



✓ Remote coaching

✓ Remote workshops

✓ Live workshops

For Start-ups / DIYers



✓ Paperback books

✓ Remote coaching

✓ Webinars

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