

Understanding The Road To The Client

Communications 101



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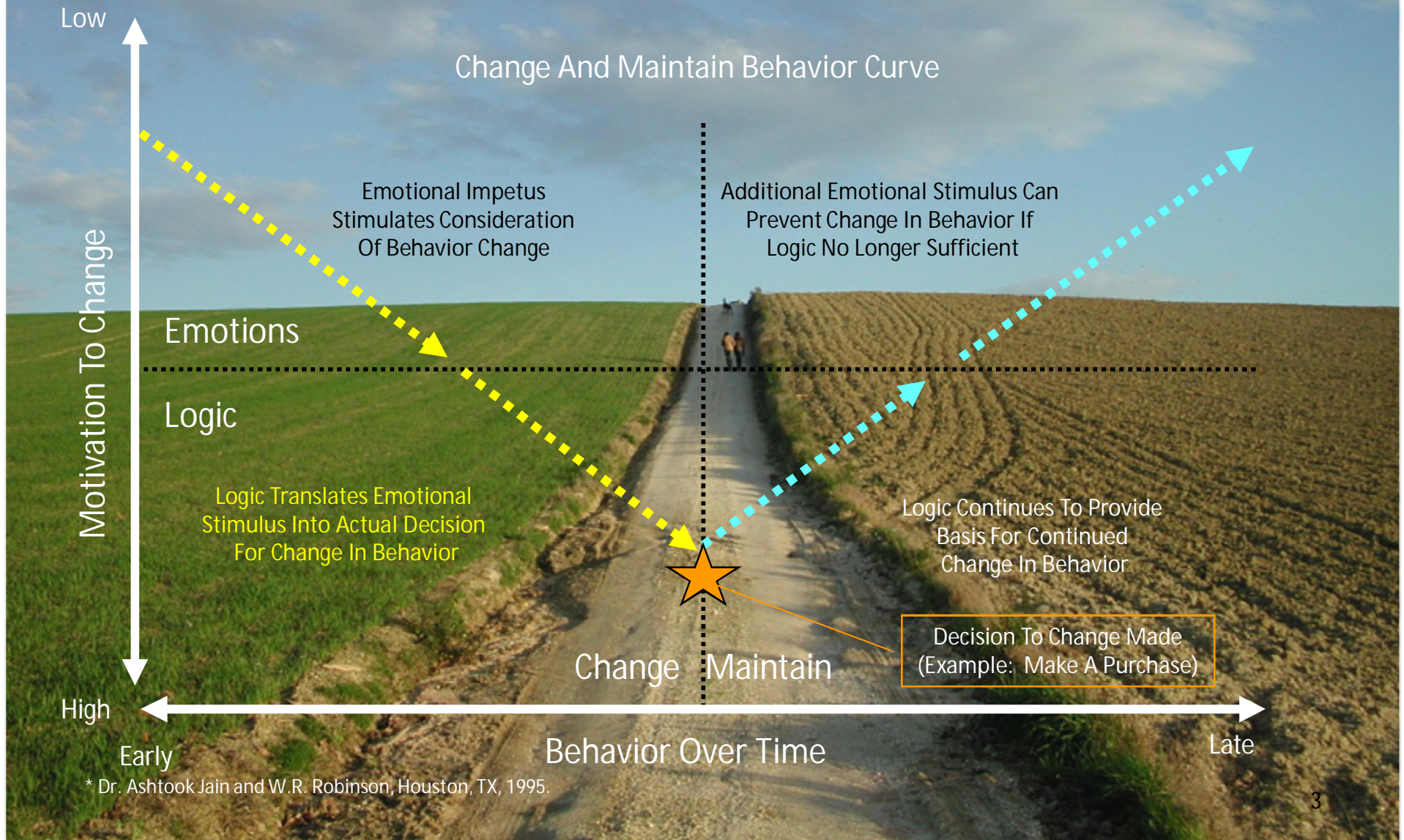
Understanding The Road To The Client

Communication 101 Considerations:

- How does one change/maintain behavior?
- How many contacts are typically required to “close a deal”?
- How do clients best receive information?
- How do clients best retain information?
- How do our minds work?
- How does order of entry effect market share?
- Where are clients on the innovation adoption curve?

In describing today's accelerating changes, the media fire blips of unrelated information at us. Experts bury us under mountains of narrowly specialized monographs. Popular forecasters present lists of unrelated trends, without any model to show us their interconnections or the forces likely to reverse them. As a result, change itself comes to be seen as anarchic, even lunatic. *Alvin Toffler*

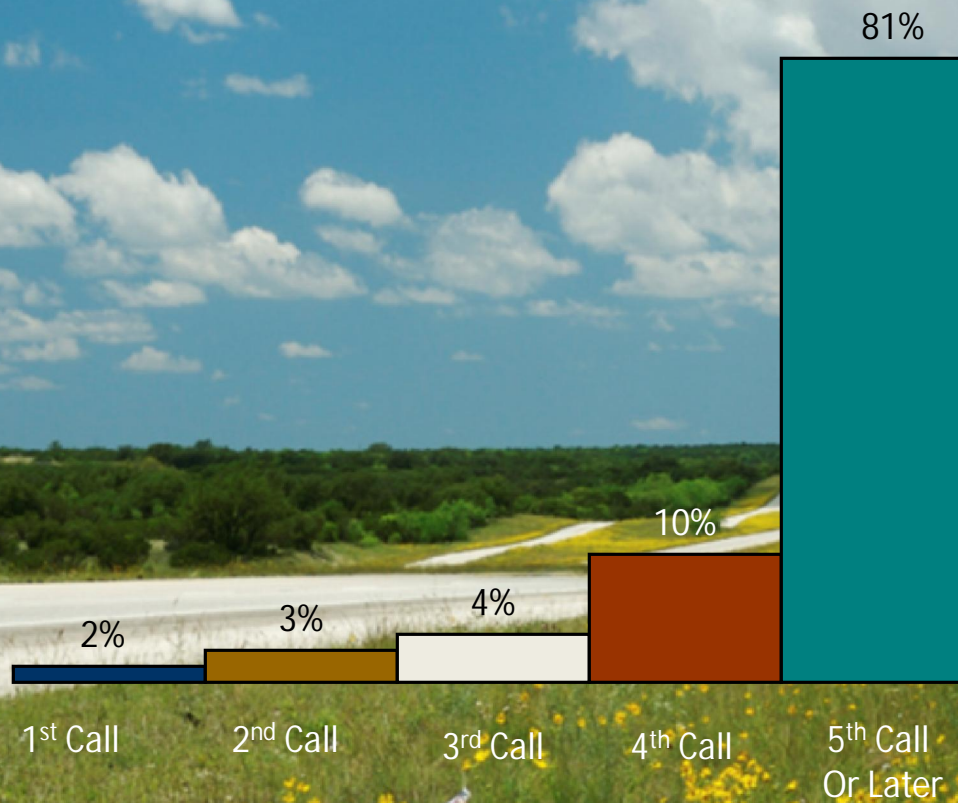
How does one change and maintain change in client behavior?*



* Dr. Ashtook Jain and W.R. Robinson, Houston, TX, 1995.

How many contacts are required to close a deal?*

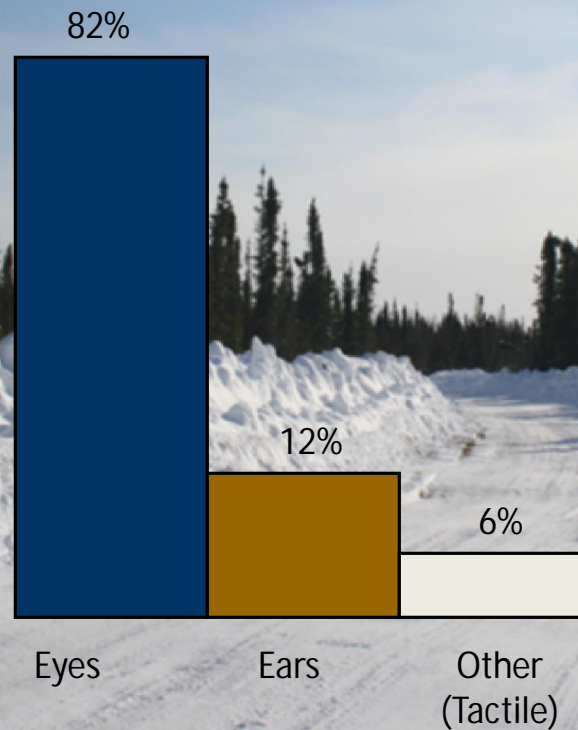
Calls To Close Sales



* Levinson, Jay Conrad. Guerilla Marketing. Boston, Houghton Mifflin, 1989.

How do clients best receive information?*

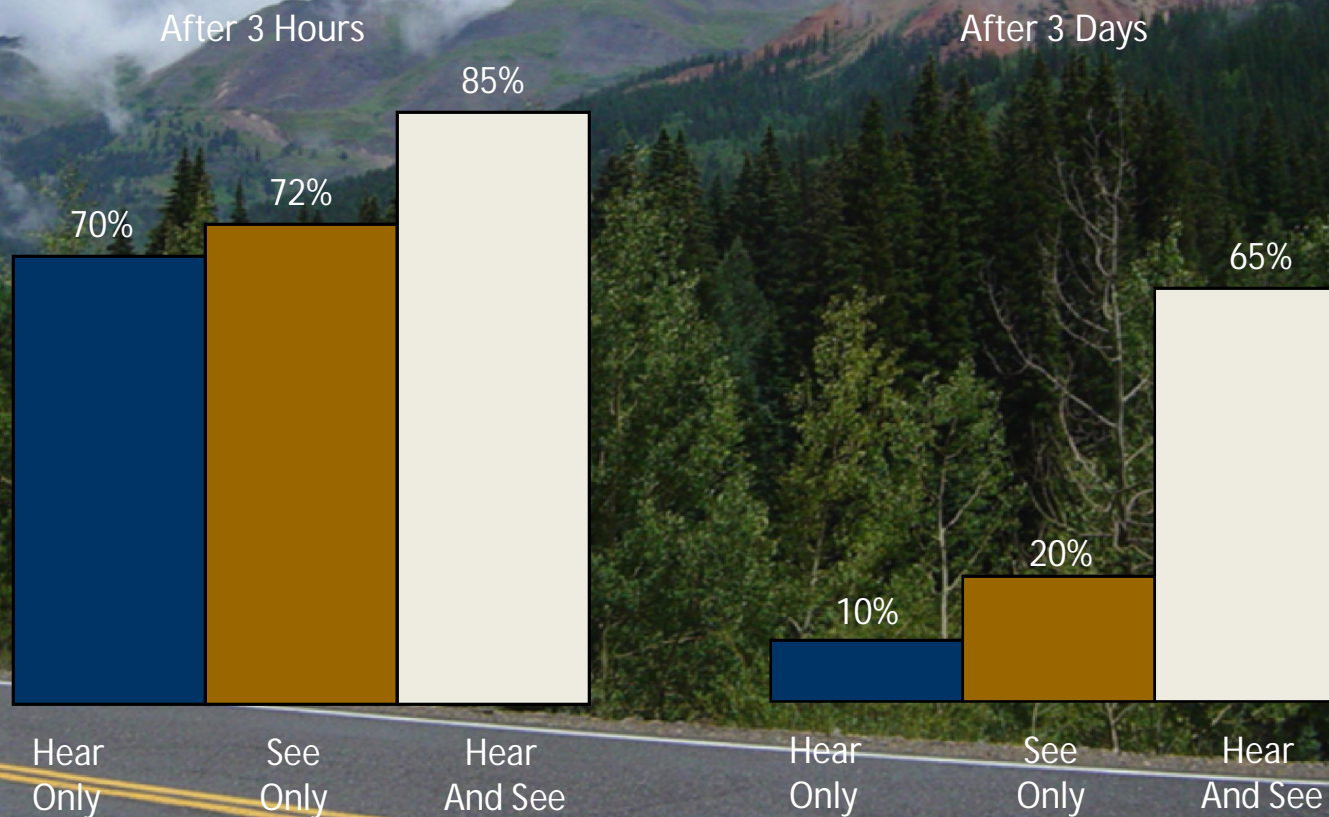
Reception Of Information – Total Reception By Sense (In Percent)



* Phase I Learning Systems – Selling Skills, New York, NY: Pfizer, Inc. 1993.

How do clients best retain information?*

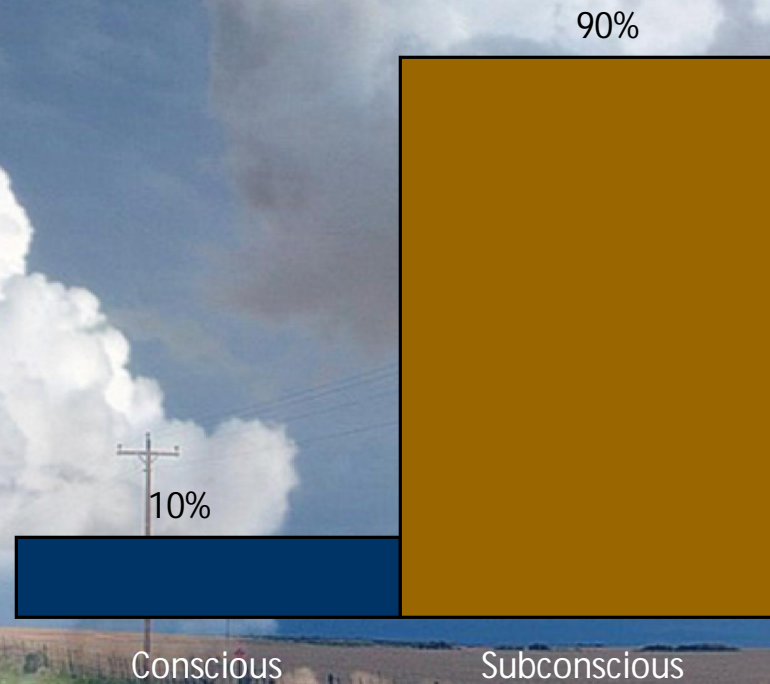
Retention Of Information Over Time
(% Information Retained)



* Phase I Learning Systems – Selling Skills, New York, NY: Pfizer, Inc. 1993.

How do our minds work?*

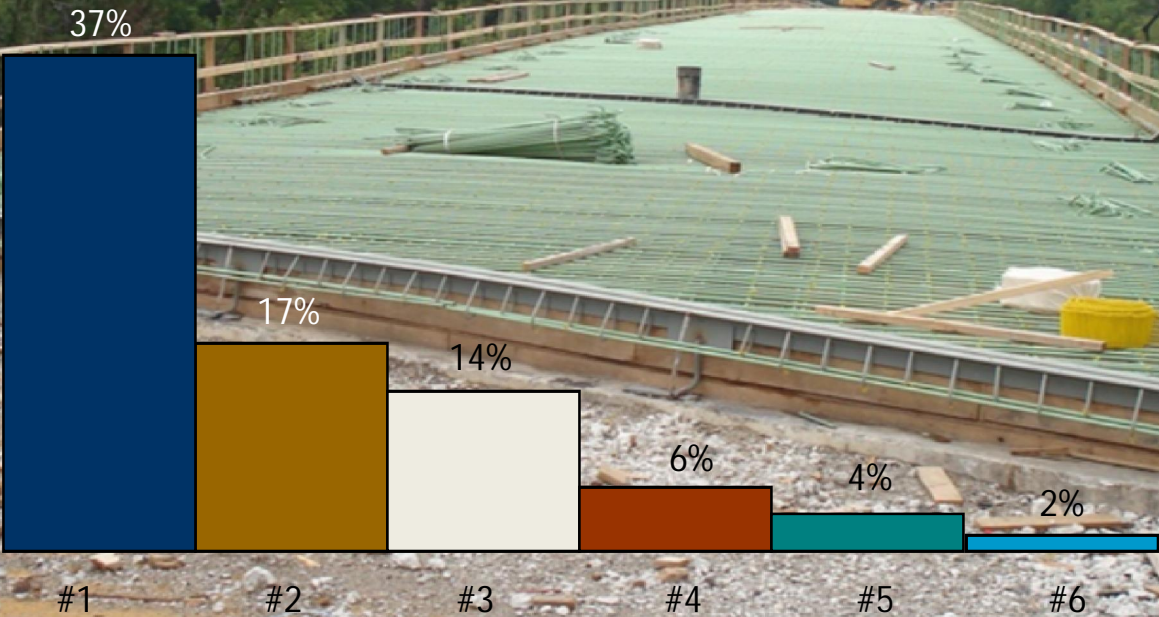
Mental Activity Overview (% Of Mental Activity)



* Murphy, Joseph; The Power Of Your Subconscious Mind, 1963; Prentice Hall, Inc.; Englewood, NJ.

How does order of entry effect market share?*

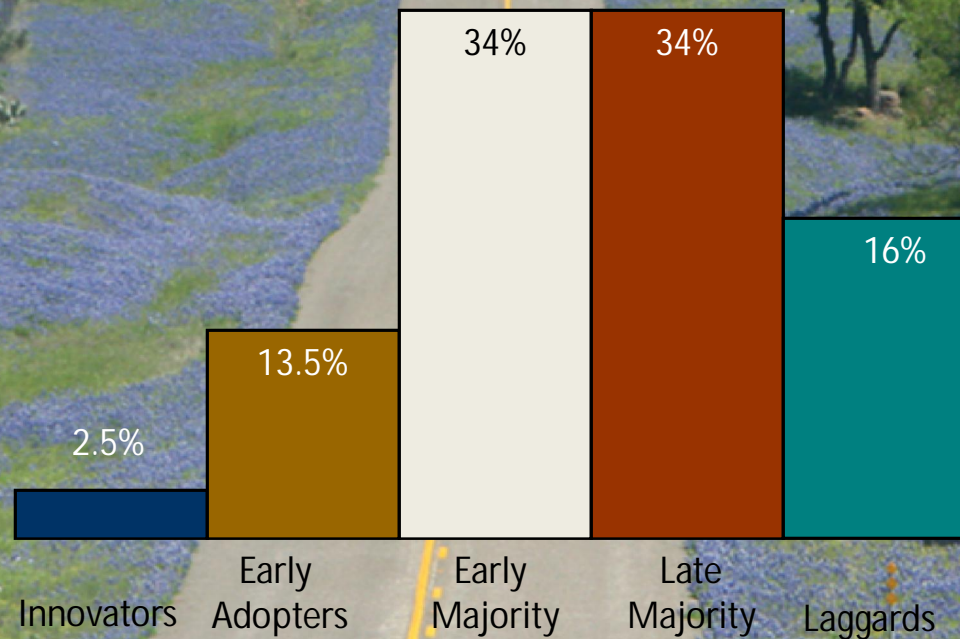
Market Share Percentage By Order Of Entry



* Adrian Slywotsky, *Value Migration*, Harvard Business School Press, Boston, MA; 1996.

Where are potential clients on the innovation adoption curve?*

Rogers Adoption / Innovation Curve



* Rogers Adoption/Innovation Curve, Everett Rogers, 1995.

Applying Understanding: Building The Road

1. Identify client "Pain" points and ask if your solution is truly worthy of consideration to solve the "Pain" problem.
2. Determine the client's emotional and logical manifestation of having the "Pain" as well as the emotional and logical reasons why your solution is worthy of consideration. (Slide #3)
3. Understand that you will need to work to get at least five contacts sharing emotional/logical benefits of solution with clients as soon as possible without being intrusive – using all available tools/tactics (print/digital, live/recorded). (Slide #4)
4. Develop messaging, tools, and tactics that address client information reception and retention characteristics. (Slides #5-6)
5. Realize that if message sequencing (five contacts over time) and messaging delivery (tools) are optimized, influencing the conscious and subconscious thought/decision making process of the client will be optimized. (Slide #7)
6. Understand where your solution is in relation to market entry and set revenue expectations accordingly. (Slide #8)
7. Understand where your client is in innovation adoption and use that information to set initial time to revenue expectations. (Slide #9)
8. Continue to consistently cycle through these steps to help "maintain the road" you have built to the client.

