

**Selling Your Design:  
Curb Appeal Is Not Enough**

**Marketing & Sales in the  
Social & Health Care Environments**

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## Personalized = Choice

- Self-Directed & Personalized
  - Choice - Selecting Providers and Carers
  - How will consumers and their advisers really make decisions?
    - Suggestions of Authorities
    - Features and Benefits – *Perceived* is more real than real
    - Trade-off between / among Features and Benefits
    - Motivators vs. Obstacles
- ➔ Being Motivation vs. Obstacle

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## The Challenge

- Shift “social care” → “marketing & sales”
  - Change the modus operandi of an entire professional group?
  - *No!*
- What can we do?
  - Understand principles
    - After all, Marketing & Sales are sub-sets of Social Science
  - Eliminate / Minimize the Obstacles
  - Emphasize the Motivators

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### Marketing

- Management of the interfaces among
  - Consumers / Customers / Providers
  - What do they think of us?
  - How to manage how they think of us?
- Raising / maintaining awareness
  - When the need arises, who comes to mind?
- Generating leads
  - How many referrals?
  - Referrals are the direct result of **relative value**

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## Marketing

- Product = So, what do you do?
- Placement = Where do you do it?
- Price = How much does it cost?
  - £ and ⌚ and ...
- Promotions = How did you hear about us?
- Position = The dominant opinion → markets

**$\Sigma$  = Brand *YOU!***

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- Sales – a definition
  - Behaviors which persuade and influence customers and consumers to select yours vs. others’
  - Securing commitment



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## Marketing vis-à-vis Sales

- Marketing Is Intellectual
- Sales Is Behavioral
  - Sales is a Full Contact Sport!



## Clear about Sales & Marketing

- Marketers are *seldom* good sales persons
  - They're too realistic!
  - Who never gives up?
- Good marketers are *sometimes* good sales persons
  - Schizophrenia is fun!
- Good sales persons may *never* be good marketers
  - Do you want the report, or the relationship?

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## Communicating with Humans

- In Marketing *and* Sales, we have to communicate with humans!
- Sales & Marketing the job is to “manage the communications”
- We are responsible for not only what we say, but to a large degree, *what other’s hear*
  - It’s not what you say, but what they hear that counts

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## It's not what you say...

- Percentage of “communication” = words?
- Impact of greetings
  - First Impression
- “Position” for Influence vs. Confrontation
- Walking families down off the mountain
- Gestures as indications of internal states
  - Eyes as windows
  - Truth vs. Deception
- Preferred communications style

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## What is influence?

- *Power to effect others – seen only in the results*
- *Is influence inherently unethical?*

## Influence Factors

- *Contrast*
- *Reciprocity*
- *Scarcity*
- *Authority*
- *Consensus*
- *Commitment / Consistency*
- *Friendship / Liking*

## Influence Factors

- *Contrast*

*You can change perception, based on what is experienced just before.*

- ❖ *Application*

*Lead with your best feature(s)*

*Show most expensive first (if price is a factor)*

## Influence Factors

- *Reciprocity*

*We are obligated to give back to others the form of behavior that they have given to you.*

- ❖ *Application*

*Offer something of value*

*The “muffin debate”*



## Influence Factors

- *Scarcity*

*People are more motivated by the thought of losing a benefit, than gaining the same benefit.*

- ❖ *Application*

*Create the perception of scarcity without smuggling  
Schedule for competition*

## Influence Factors

- *Authority*

*People are inclined to comply with perceived authority.*

- ❖ *Application*

*Communicate affiliations, accreditations  
Degrees and credentials of staff*

## Influence Factors

- *Consensus*

*We base how we think, feel or what we do, based on what other people are thinking, feeling or doing.*

- ❖ *Application*

*Appear to be the place to be  
Schedule for consensus*

## Influence Factors

- *Commitment / Consistency*

*We have a relentless desire to be, and to appear to be, consistent with what we've already done.*

- ❖ *Application*

*Publicize endorsements (add in Authority)*

*Create and distribute symbols*

## Influence Factors

- *Friendship / Liking*

*We are more favorably inclined to say “yes” to people we know and like.*

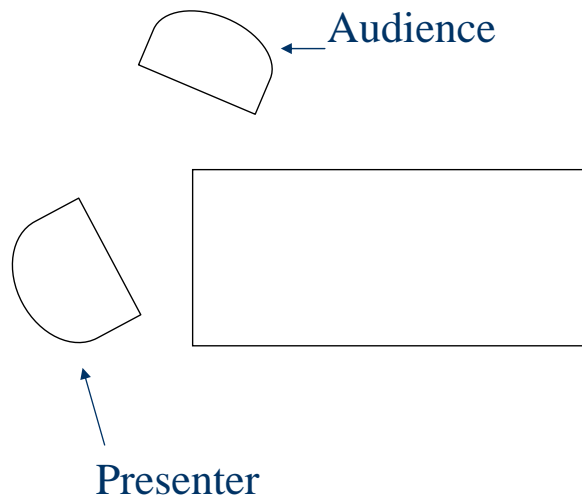
- ❖ *Application*

*Match the prospect to the staff person*

*Listen and learn about them.*

# Communicating with Humans

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**One of the best  
positions for delivering  
presentations**

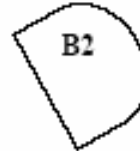
Deliver from your  
***Left***;

Receive on the  
***Right***

**The Corner Position**

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**A very good  
position to  
achieve  
cooperation**



**Ask Permission!**

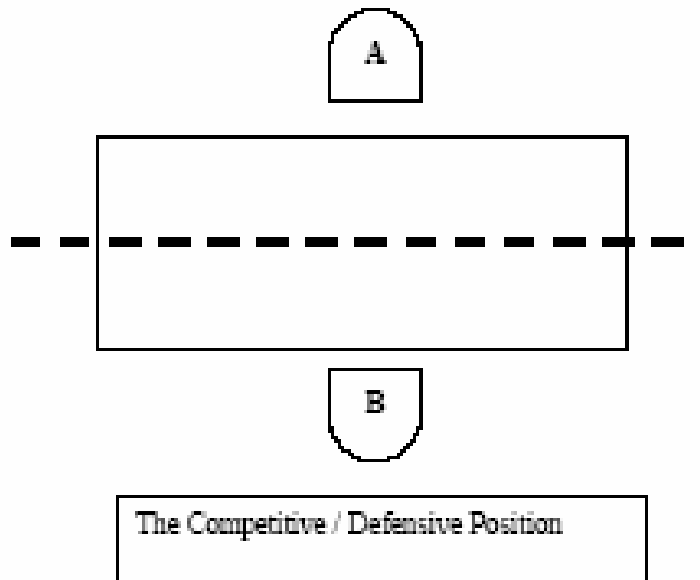


**The Cooperative Position**

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## Confrontational Position



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### Where does the power sit?

Power Seat

Competing



Emotional Leader

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## Positioning – Some Conclusions

- Sit with your back to something solid, if possible
- Unless you are confronting, create angles
- Present from the *left*, receive on the *right*
- *Don't* use confrontation position to influence or persuade

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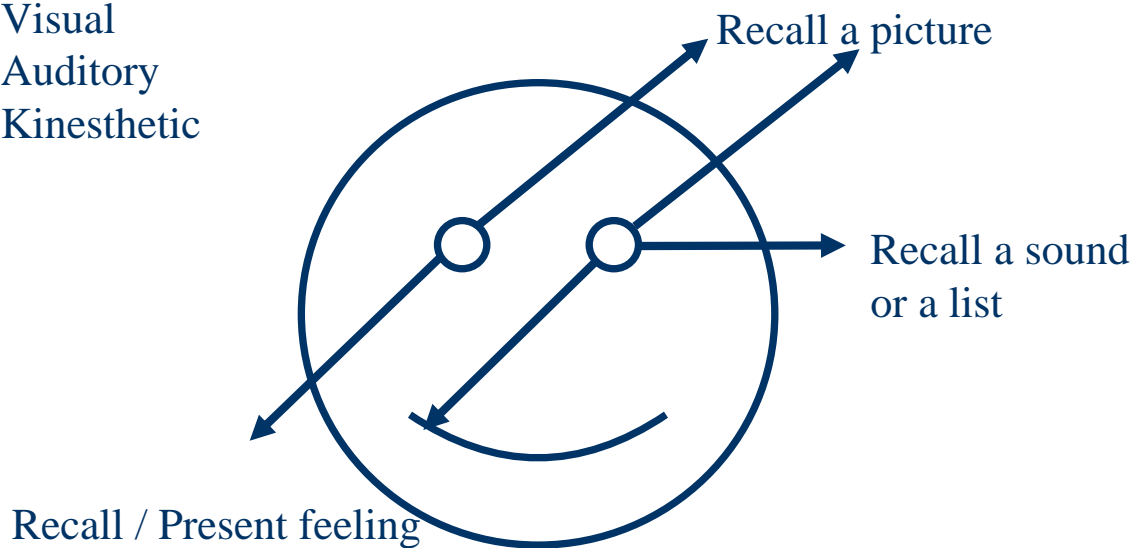
## Communicating with Humans

- *How do you prefer to learn?*
- *A large part of what we do is teaching*
- *We all have preferred learning styles*
  - Similar principles to preferred communication styles
- *Who reads the manual v. wants to physically interact?*
- *How do you “retrieve” memories of experiences?*
  - **V**isual -images - pictures
  - **A**uditory - lists - text
  - **K**inesthetic - Physical experiences

“Tell me about the best / worst...”

## Eye Accessing Cues

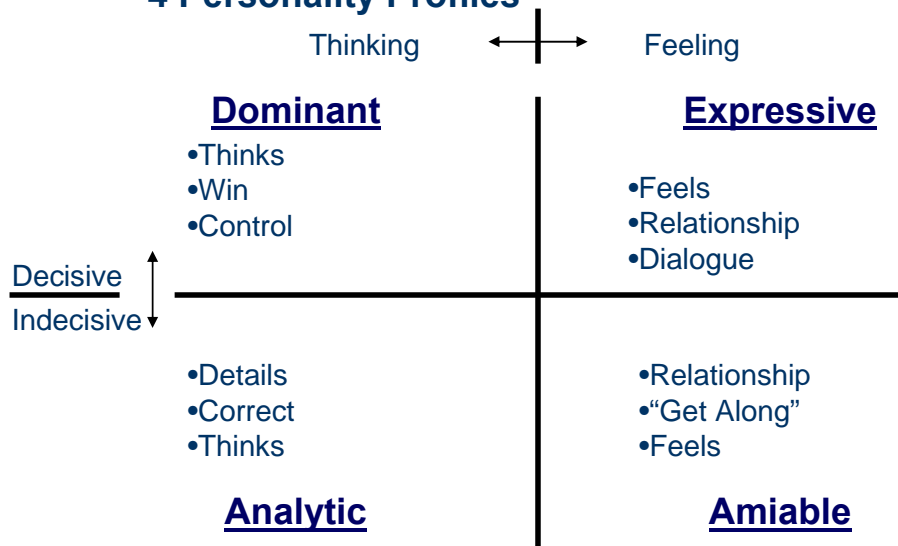
Visual  
Auditory  
Kinesthetic



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## Communicating With Humans

### 4 Personality Profiles



## Communicating with Humans

- ***DON'T***
  - *Over analyze or “psych people out”*
- ***DO***
  - *Be responsible for the communications*
  - *Understand preferences and try to accommodate*
  - *Try to “see” and “listen” so you can be effective*
  - *Have your emotions, but don't let your emotions have you.*

**(Cheap Subliminal Suggestion)**



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