



Selling your Services
WITHOUT
Selling Your Soul
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 a “Motivation” vs. an 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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A Few Definitions - For Clarity!

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?


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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

Σ = Brand YOU!


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A Few Definitions - For Clarity!


- 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!


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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?*

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Influence Factors

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

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Influence Factors

- *Contrast*
You can change perception, based on what is experienced just before.
- ❖ *Application*
Lead with your best feature(s)
Show / explain most expensive first (if price is a factor)

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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"

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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
Features + Benefits + Loss


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Influence Factors

- *Authority*
People are inclined to comply with perceived authority.
- ❖ *Application*
Communicate affiliations, accreditations
Degrees and credentials of staff
Your business cards


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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
Consensus + Scarcity = ↑ Influence


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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
*A picture is worth **more** than 1,000 words*


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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.

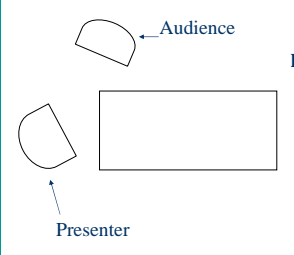
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Communicating with Humans

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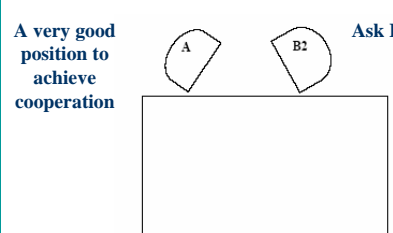
One of the best positions for delivering presentations

Deliver from your ***Left:***
Receive on the ***Right***

The Corner Position

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A very good position to achieve cooperation

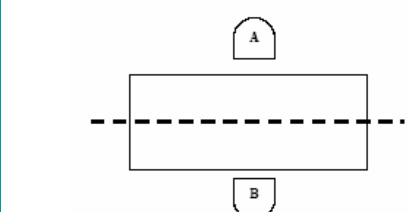
Ask Permission!

The Cooperative Position

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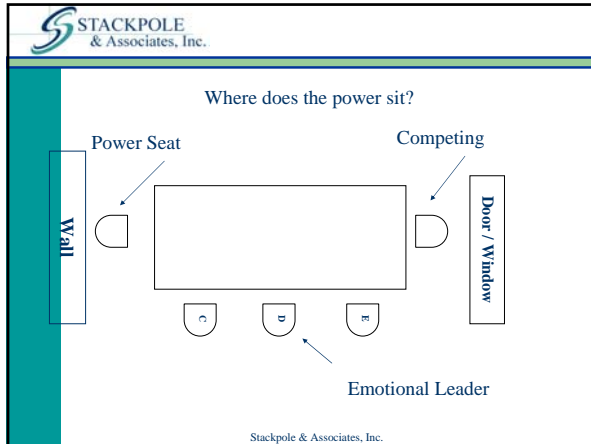
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Confrontational Position



The Competitive / Defensive Position

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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?
 - Visual -images - pictures
 - Auditory - lists - text
 - Kinesthetic - Physical experiences

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STACKPOLE & Associates, Inc. "Tell me about the best / worst..."

Eye Accessing Cues

Visual
Auditory
Kinesthetic

Recall a picture

Recall a sound or a list

Recall / Present feeling

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Communicating With Humans

4 Personality Profiles

	Thinking	←	→	Feeling
Decisive ↑ Indecisive ↓	Dominant			Expressive
	<ul style="list-style-type: none"> •Thinks •Win •Control 			<ul style="list-style-type: none"> •Feels •Relationship •Dialogue
	Analytic			Amiable
	<ul style="list-style-type: none"> •Details •Correct •Thinks 			<ul style="list-style-type: none"> •Relationship •"Get Along" •Feels


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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.


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