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
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
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**
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

\[ \Sigma = \text{Brand YOU!} \]
A Few Definitions - For Clarity!

• Sales – a definition
  – Behaviors which persuade and influence customers and consumers to select yours vs. others’
  – Securing commitment
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?
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 others hear
  - It’s not what you say, but what they hear that counts
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
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
One of the best positions for delivering presentations

Deliver from your Left;
Receive on the Right

The Corner Position
A very good position to achieve cooperation

Ask Permission!

The Cooperative Position
Confrontational Position

The Competitive / Defensive Position
Where does the power sit?

Power Seat

Competing

Door / Window

Emotional Leader
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
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
Eye Accessing Cues

Visual
Auditory
Kinesthetic

Recall / Present feeling

Tell me about the best / worst…

Recall a picture
Recall a sound or a list
Communicating With Humans

4 Personality Profiles

Thinking <-> Feeling

**Dominant**
- Thinks
- Win
- Control

**Expressive**
- Feels
- Relationship
- Dialogue

**Analytic**
- Details
- Correct
- Thinks

**Amiable**
- Relationship
- "Get Along"
- Feels
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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This Presentation may be accessed at:

www.StackpoleAssociates.com/Presentations
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