

**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

Σ = 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.

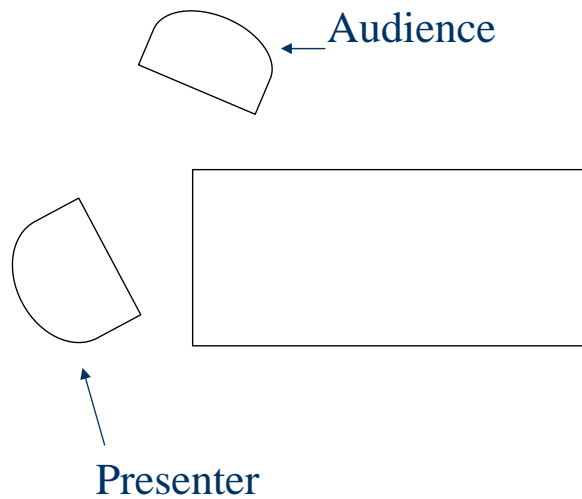
- ❖ *Application*

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**

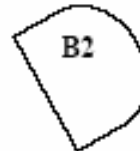
Deliver from your
Left;

Receive on the
Right

The Corner Position

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**A very good
position to
achieve
cooperation**



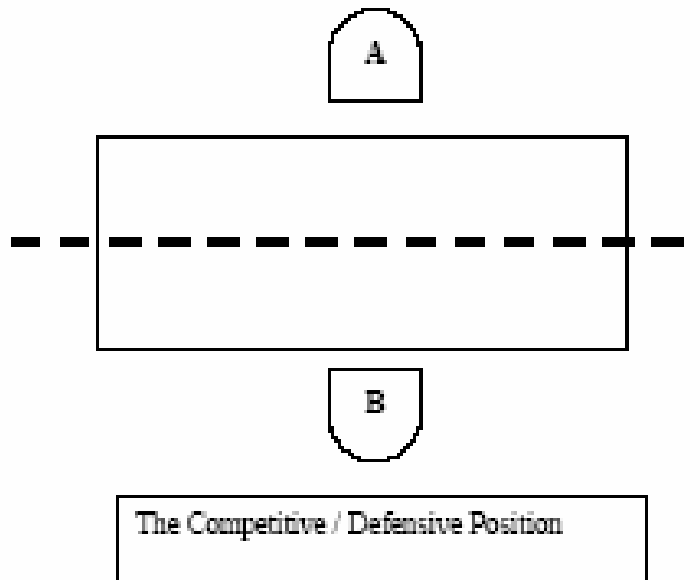
Ask Permission!



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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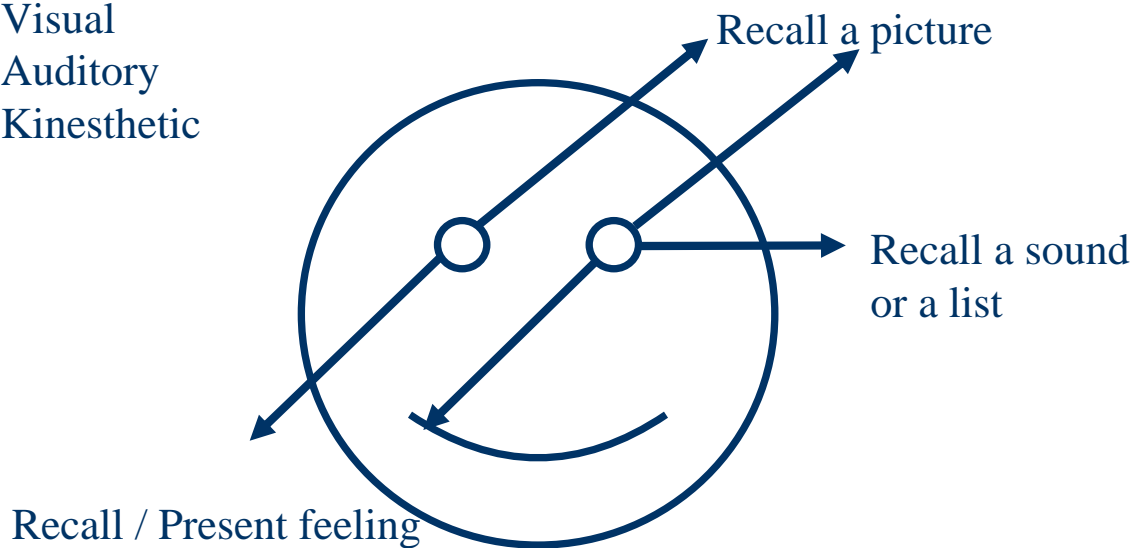
Communicating with Humans

- *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

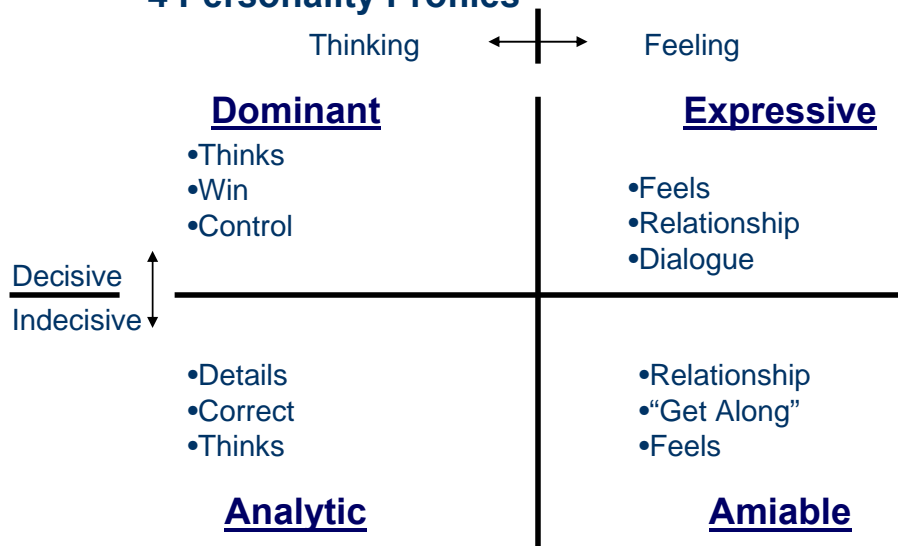
Visual
Auditory
Kinesthetic



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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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This Presentation may be accessed at:

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