



Selling your Services
WITHOUT
Selling Your Soul
Marketing & Sales in the Social & Health Care Environments
 Irving Stackpole, RRT, MEd
Stackpole & Associates, Inc.



This Presentation may be accessed at:
www.StackpoleAssociates.com/Presentations
 ★ ★ ★
 For more information contact:
 Irving Stackpole
istackpole@StackpoleAssociates.com
 001-617-739-5900, ext. 11
Stackpole & Associates, Inc.




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

Stackpole & Associates, Inc.


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


Stackpole & Associates, Inc.


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?


Stackpole & Associates, Inc.


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!


Stackpole & Associates, Inc.


 **STACKPOLE**
& Associates, Inc.

A Few Definitions - For Clarity!


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

Teahna2003@ethical_influence.03.10.29 Stackpole & Associates, Inc. **7**

 **STACKPOLE**
& Associates, Inc.




Stackpole & Associates, Inc.

 **STACKPOLE**
& Associates, Inc.

Marketing vis-à-vis Sales

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


Teahna2003@ethical_influence.03.10.29 Stackpole & Associates, Inc. **9**

 STACKPOLE & Associates, Inc.

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


Stackpole & Associates, Inc.

 STACKPOLE & Associates, Inc.

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

Stackpole & Associates, Inc.


 STACKPOLE & Associates, Inc.

What is influence?

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

12


Deahna2002/Ethical influence.03.10.29 Stackpole & Associates, Inc.

 STACKPOLE & Associates, Inc.

Influence Factors

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


/sahas2002/ethical_influence_03.10.29 Stackpole & Associates, Inc. 13

 STACKPOLE & Associates, Inc.

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)


/sahas2002/ethical_influence_03.10.29 Stackpole & Associates, Inc. 14

 STACKPOLE & Associates, Inc.

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"

/sahas2002/ethical_influence_03.10.29 Stackpole & Associates, Inc. 15

 STACKPOLE & Associates, Inc.

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


teahsa2002/ethical influence.03.10.29 Stackpole & Associates, Inc. **16**

 STACKPOLE & Associates, Inc.

Influence Factors

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


teahsa2002/ethical influence.03.10.29 Stackpole & Associates, Inc. **17**

 STACKPOLE & Associates, Inc.

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


teahsa2002/ethical influence.03.10.29 Stackpole & Associates, Inc. **18**

 STACKPOLE
& Associates, Inc.

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*


tesha2002ethical influence.03.10.29 Stackpole & Associates, Inc. **19**

 STACKPOLE
& Associates, Inc.

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.

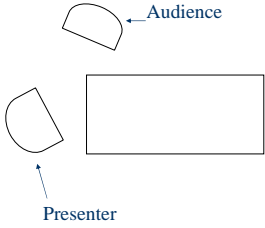
tesha2002ethical influence.03.10.29 Stackpole & Associates, Inc. **20**

 STACKPOLE
& Associates, Inc.

Communicating with Humans

Stackpole & Associates, Inc.

STACKPOLE & Associates, Inc.



One of the best positions for delivering presentations

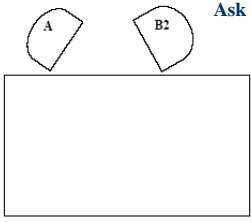
Deliver from your ***Left***:
Receive on the ***Right***

The Corner Position

Stackpole & Associates, Inc.

STACKPOLE & Associates, Inc.

A very good position to achieve cooperation



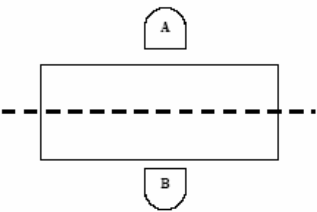
Ask Permission!

The Cooperative Position

Stackpole & Associates, Inc.

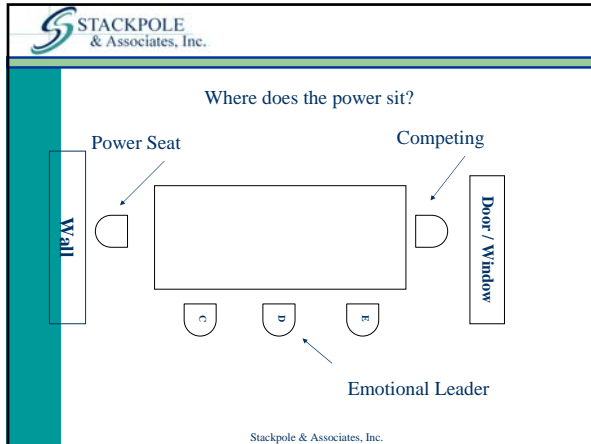
STACKPOLE & Associates, Inc.


Confrontational Position



The Competitive / Defensive Position

Stackpole & Associates, Inc.






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

Stackpole & Associates, Inc.



Communicating with Humans

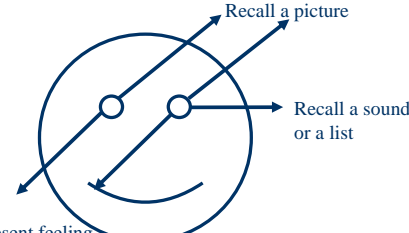
- *How do you prefer to learn?*
- *A large part of what we do is teaching*
- *We all have preferred learning styles*
 - Similar principles to preferred communication styles
- Who reads the manual v. wants to physically interact?
- How do you “retrieve” memories of experiences?
 - Visual -images - pictures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

Stackpole & Associates, Inc. 27

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

Stackpole & Associates, Inc.

STACKPOLE & Associates, Inc.

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


Stackpole & Associates, Inc. **29**

STACKPOLE & Associates, Inc.

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.


Stackpole & Associates, Inc. **30**

 STACKPOLE
& Associates, Inc.

For more information contact:
Irving Stackpole
istackpole@StackpoleAssociates.com
001-617-739-5900, ext. 11
★★★

This Presentation may be accessed at:
www.StackpoleAssociates.com/Presentations

Stackpole & Associates, Inc.

 STACKPOLE
& Associates, Inc.

Bibliography

- Cialdini, R. 1993. *Influence: the psychology of persuasion*. New York: Quill
- Gladwell, M. 2004. *Blink!* Penguin Book
- Pease R. & Pease N. 2008. *The Definitive Guide to Body Language*, Cambridge University Press
- Seligman, M. 1991. *Learned Optimism*, Knopf

Stackpole & Associates, Inc. 32
