



Marketing Mindset

Today's Trends With Analysis

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Print this E-zine and use checklists as points of discussion and to help plan your marketing strategies.

Dear *Marketing Mindset* Reader,

Are you successfully communicating your value to today's cautious and concerned consumer? When economic times are uncertain, prospects require additional reassurance that you have the expertise to solve their challenges and the experience to customize a solution to meet their specific needs and wants. Therefore, ask yourself if you are successfully communicating your value in order to overcome initial consumer resistance, win prospects and close sales? Read on for best practices to improve the outcome of your selling efforts.

Then join the conversation on the *Cut to the Core* blog to share your insights.

Wishing You Marketing Success,
Maria Pinochet, Publisher and Author



Today's Trend – Buyer Resistance Is Up

Buyers in every industry are reacting to the uncertainty in the marketplace with more caution and concern, especially when they are approached by unknown suppliers and service providers with new solutions. Furthermore, decision-makers are requiring evidence of specific value before they approve purchasing decisions. Are you doing what it takes to win over these cautious prospects with your exceptional value-added solutions?



Consumer communications that focus on the value your product or service offers will increase consumer confidence and overcome initial buyer resistance.



Qualifying Question

Your Core Evaluation Point

Could you improve sales performance with more specific communication practices and messages, ones that highlight the value you offer? Yes No

If Yes, Relevance to your Marketing Strategy: High Medium Low
Priority for your Planning: Short-Term Mid-Term Long-Term



Checklist

Track Your Three Key Action Items: Discuss, Define, Deliver

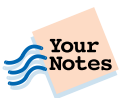
1. Discuss *the role of your expertise.* Include descriptions and details of your ability to solve buyers' problems in all your communications. Further cement your expertise through the use of scenarios that coach prospects in the toughest challenges they face.



2. Define *the problems faced by your prospect.* Show that your credentials represent a true knowledge of your prospect's challenges, and reveal how that knowledge will allow you to successfully solve the buyer's problems.

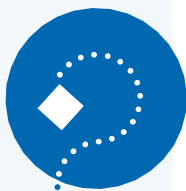


3. Deliver *value—even before you deliver your product or service.* As you provide evidence of your ability to create specific value for the buyer, share relevant market surveys, provide reports that highlight a concern of the buyer, or offer marketing tips that can be used immediately. Such actions will support your claim that your product or service is the best-choice solution.



COMMUNICATION OF YOUR VALUE-ADDED SOLUTION: Increase in Sales

Directly and passionately inform buyers of your solution's value. When you show you believe in your products and services, and that you can deliver what you promise, you will experience a shortened sales cycle and an increase in the number of inbound sales calls.



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