



# Marketing Mindset

## Today's Trends With Analysis

**May 2010**

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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,

**Consumers are more concerned and conflicted about purchasing decisions than they have been in a long while. As a result, they require proof of the value of your solution before they make a purchase.**

The longer bad news prevails in the marketplace, the more hesitant prospects become about investing in the future. Additionally, decision-makers face the scrutiny of stakeholders who demand high returns. More than ever buyers want to be able to document the success of their decisions and to be able to measure improvements in organizational performance. Read on for more information about best practices you can use to detail and show ROI for your solution.

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 – Buyers Demand Proof of ROI

Prospects are conflicted when they evaluate new suppliers and do needed research on product updates. On the one hand, buyers may have strong personal confidence in their assessment of the worth of certain products; on the other hand, buyers know the security of their jobs may rest on the success of their choices. Therefore, concerned buyers have increased the amount of background information they collect and have focused on proof of ROI in order to improve their chances of getting a purchasing go-ahead. Do your marketing messages provide evidence of your expertise, as well as the ROI measures, that today's buyers seek?



**Marketing communications that proactively provide ROI measures will address buyers' concerns and can more easily overcome buyers' resistance.**



**Qualifying Question**

## Your Core Evaluation Point

Could you benefit from including discussions of ROI in your marketing communications?  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: Contrast, Compare, Communicate

**1. Contrast:** *Discuss your solution advantages.* Outline the ways your solution differs from the other solutions available to the buyer. Provide industry analyses and independent study results to give your arguments credibility.

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**2. Compare:** *Relate the benefits your solution offers to those the buyer currently experiences.* Explain the key benefits that the buyer will enjoy after a purchase from you. Look specifically at areas that reduce cost, increase performance, improve productivity and create new systems the buyer can manage more effectively.

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**3. Communicate:** *Demonstrate market competencies.* Provide examples of how the unique core talents and competencies of your organization are best suited to partner with the buyer for the long term. Showcase your results with case studies and white papers.

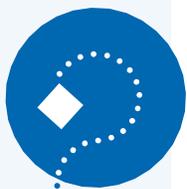
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## COMMUNICATION OF YOUR VALUE-ADDED SOLUTION: Lower Buyer Resistance

Convey the benefits of your solution with compelling evidence that will convince buyers of your unique value. For example, consider recording a video testimony of clients who feel passionately that your solution contributed to their success.



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