

Brown & Martin's

newsletter

Chip Martin Says: The Way I See It, If You Want To Persuade, Don't Tell All You Know



Chip Martin

Here's something most people who write sales brochures never learn. The more you try to detail, declare and deduce, the more your audience doubts, distrusts, and discredits your message. In short, the more you tell them, the more reasons they have to become cynical.

If you want to persuade your audience, tell them less. Let them sell themselves. You can explain a "benefit" without including all of the excruciating details about what it takes to deliver that benefit. Buyers don't care about all the work you've done. All they care about is what's in it for them. Sometimes, it's best to let your audience "deduce" entirely for themselves.

Here's a great example of the non-sell, sell...and it's an accident.

We'll assume for this example that you're a male. You're lounging on your couch watching TV. A commercial appears showing a man and a woman relaxing in separate tubs, overlooking a seascape. It's a dim attempt to get your attention for an erectile dysfunction ad. (If the product's so great, why are they in separate tubs?)

Anyway, you've already tuned out and your finger is on the remote as the music fades and a monotone voice begins to drone on about potential complications and side effects. Headache, upset stomach, nausea, blurred vision, dizziness, blah, blah, blah.

Then, just as you're about to start channel surfing, you hear, "Men who experience an erection for more than four hours should seek immediate medical attention."

Four hours?! Leaping off the couch in search of a pen, you knock the coffee table over. Beer and nachos fly everywhere. You don't care. You find an eyebrow pencil and hastily etch "CIALIS" on the back of your hand. If

Chip Shot

If You Always Take Time To Stop And Smell The Roses, Sooner Or Later You'll Inhale A Bee

"Give Your Audience Some Credit For Having Brains...People Like An Idea Better When They Think It's Their Own."

you're going to need medical attention, this is the best reason you've ever heard.

Be honest. You remember those words. But I bet you can't remember any other

dialog from the commercial. What you remember is part of the FDA required disclaimer that usually undoes whatever positive impact an ad may have had. But this time it's responsible for multiplying the sales of Cialis by untold numbers. The disclaimer allows consumers to draw their own conclusions. In this case, for some it's, "You can become the human version of the Washington Monument."

The point is, sales verbiage needn't spell everything out. Give your audience some credit for having brains. Let them come to their own conclusions, sans the usual coercion of agonizing details and painful hard sells.

Create marketing tools that empower your audience to figure things out for themselves. People like an idea better when they think it's their own.

Chip Shot

Nothing Is Impossible For Those Who Don't Have To Do It!

Create A Value Proposition

A value proposition is a clear statement of the tangible results that customers expect from using your product or service. The more specific the statement, the better. A Hilton executive was asked, "What is a Hilton?"

He replied, "People can't necessarily articulate it. We give people an experience that says, 'I'm proud of what it says about me to stay here; I'm in charge of my stay.'" Huh?? No wonder Hilton's stock has been trading below \$10. Powerful, long-lasting brands are built by owning words.

What's a Volvo? A safe car. They own the word "safe" in the auto industry. It's astounding how many marketing people can't grasp this simple strategy: Own a word.

A few years ago, the CEO of Wal-Mart was asked, "What sets Wal-Mart apart?" Without hesitation he replied, "Value, loyalty and quality." That's not a unique selling proposition. And he was wrong. No wonder he's not the CEO anymore. Outside every Wal-Mart are the words, "We sell for less." In every Wal-Mart ad are the words, "Always low prices. Always." What does Wal-Mart own? "Cheap." It's made them the world's largest retailer. And their CEO didn't know that??

Here's a couple of weak value propositions.

- The most technologically advanced system.
- Offering a full line of products.

So what? What's in it for customers? So what if your people are experienced? So what if you offer high quality? If you're not sure what your value proposition is, ask your customers.

We learned from our clients that "we get their messages noticed." We may use many tools and experienced people to do that; but it comes down to that simple result... "We get your message noticed." Wha-la.

Once you have a simple, strong value proposition, make sure everyone in your company is on the same page constantly reinforcing that proposition and helping you to own a word in your customers' minds.

Disfigure An IT Geek!!!

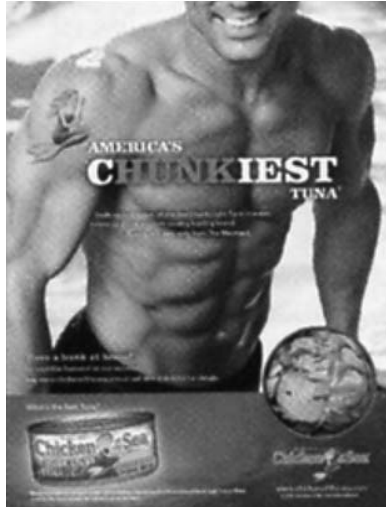
Go to our website, www.bmpr.com, and disfigure the latest B&M employee...Steve Borgwardt. If you can't disfigure members of your own IT department, you might as well do it to one of ours. Go to bmpr.com now! You know you want to!



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Ads That Caught Our Attention



Chicken of the Sea is now America's CHUNKIEST Tuna. I guess more women buy tuna than men.

"Hello Parking Karma!" A strong anti-SUV sentiment comes out in this ad for Electric Vehicles.

David Barton Gym Challenges Members to "Look Better Naked."

Sometimes "Bad" is "Good" When it Comes to Generating Publicity



In our health-conscious society, you'd think high calorie food would only attract negative attention. Burger King experienced this when it introduced its 730 calorie Enormous Omelet Sandwich.

But Kelly's Bleachers restaurant in Milwaukee has garnered nationwide publicity for its four-pound hamburger served on a custom

made bun. And a lot of people are showing up at the restaurant just to see the feast. Anyone who finishes the \$18.95 sandwich and fries, eats for free. (Two customers have actually accomplished the task.)

If you need some type of metaphor to get a handle on how big a four-pound hamburger is, it's like eating 16 Quarter Pounders at McDonald's.

Brown & Martin's Newsletter

*Issue: May The Force B With U
Take Life With a Grain of Salt...
Plus a Slice of Lemon...
And a Shot of Tequila.*

Editor: Chip Martin

This newsletter is produced for clients of Brown & Martin, Inc., a marketing and public relations firm serving companies across the country. If you're not a client, quit reading! Or, call us and become one.

Catalogs Generate E-Commerce Sales

Recent research reveals that catalog recipients account for 22% of web site traffic and 37% of e-commerce dollars.

Even business-to-business distributors, who use co-op dollars for catalog production costs, benefit from increased online sales created by those catalogs.

Customers who receive catalogs are nearly twice as likely to make an online purchase at the catalog sender's website. Additionally, they make 15% more transactions than those who do not receive catalogs.

A New Line for the Bathroom

Men's room advertising just sank a little lower.

Most men have seen "stall tactics," ads strategically placed on the wall above urinals. But now the usual "pit stop" may include a lot more in the way of sights and sounds thanks to Wizmark, an interactive urinal communicator.

Wizmark fits over urinal cakes. The anti-glare, water-proof viewing screen can change images, talk, sing or flash lights around a promotional message. It has been used to promote beer products, cigarettes, condoms, movies and more. Our favorite was, "Don't Miss" Country Music Television.

Wizmark guarantees the undivided attention of the elusive, targeted male audience. No word on what's on the drawing board for women.

