

Getting to “Yes!”

Identifying & Marketing to Your Target Customer



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Just Out of Reach...



More referrals

Closing more deals

Bigger businesses

Where to Start???



Place? Product? Price? Promotion?

Unique Sales Proposition? Avatar?

Competition? Innovation? Website?

Networking? Blogging? Book?

Sales funnel? Closing? Qualifying?

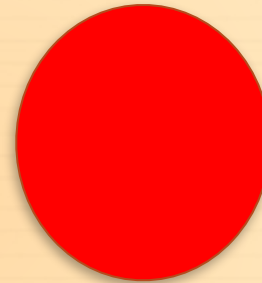
Four Boxes



Products



Marketing

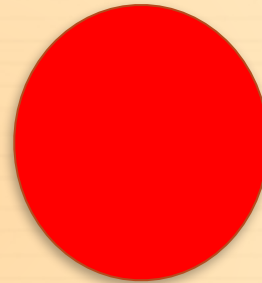


Target
Customer



Competitors

The Three You Control



Products

Marketing

Target
Customer

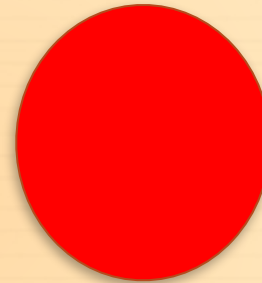
The Three You Control



Products



Marketing

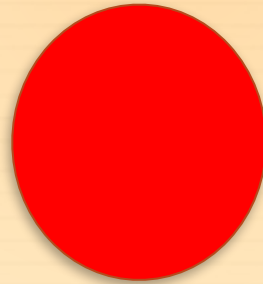


Target
Customer

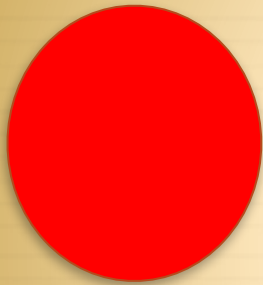
The products
must be a
match for the
target
audience.

**Marketing
connects them**

Part I: Your Target Customer



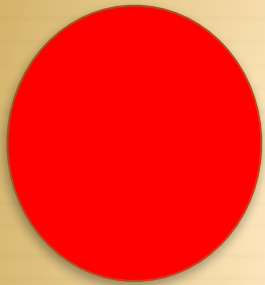
Your Target Customer



Business type, education, professional title, business longevity, commute, office, dress, previous jobs, work likes/dislikes...

Age, gender, marital status, kids, dogs, neighborhood, income, hobbies, vacations, volunteer service, military service, challenges, obligations, etc.

Your Target Customer

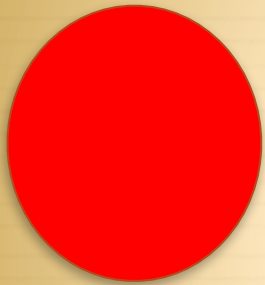


What is their worst nightmare?

What is their greatest want?

What do they love or hate?

Your Target Customer



Are they in a position to buy?

Do they have the money?

Bottom Line

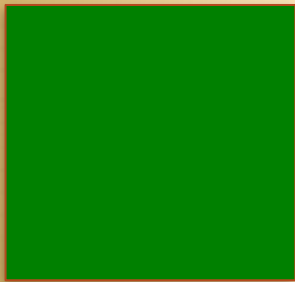


- ✦ Emotionally connect with qualified customers.

Part II: Your Product



Your Product Profile

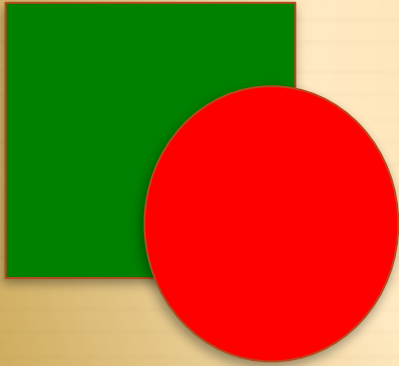


- ✦ What is your product?
- ✦ What are the features?
- ✦ What are the benefits?
- ✦ What are the emotional hooks?

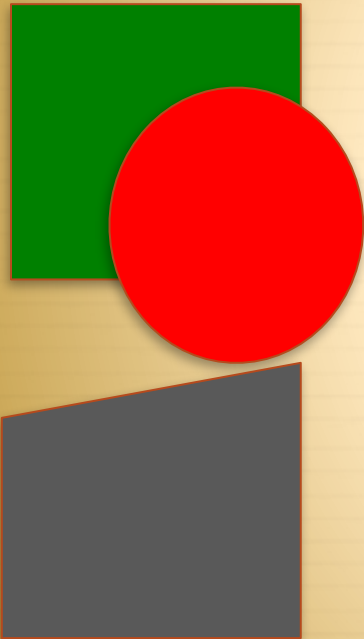
Making the Connection



- ✦ How does your product solve their worst nightmare?
- ✦ How does your product satisfy their greatest want?
- ✦ Can you relate to the person?



Competitive Positioning

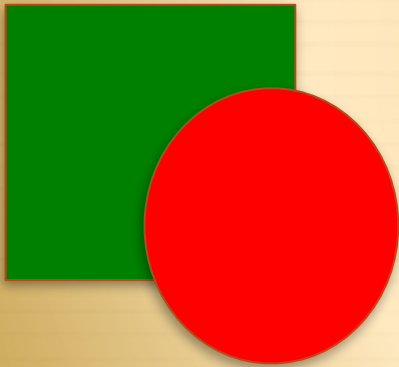


How is your product superior to the competition?

How are competitors' products better?

What is your strategy?

Product Development



How do you need to rework your product to be the best choice?

Bottom Line



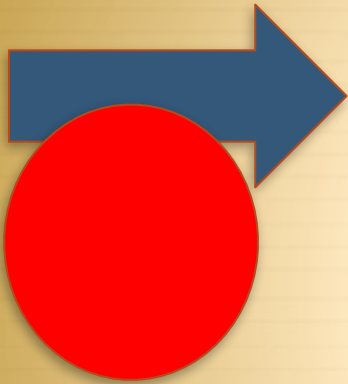
- ✦ Design your product to target their emotions and best meet their needs.

Part III: Marketing

– Hit the Target

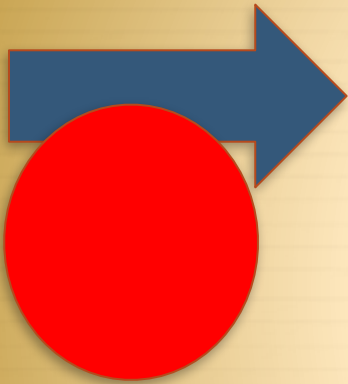


The Strategy



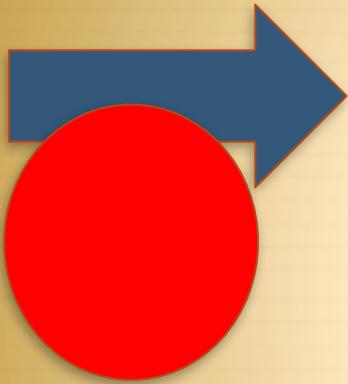
- ✦ Get close
- ✦ Get attention
- ✦ Take your best shot
- ✦ Get to “Yes!”

Get Close



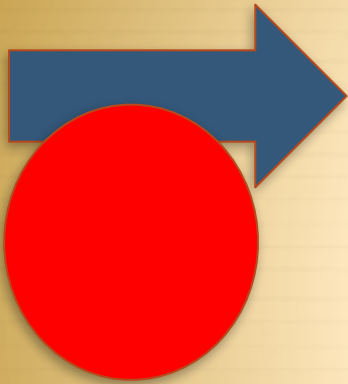
- ✦ Physically: Hangouts, networking groups, volunteer events...
- ✦ Social media: LI, FB, T...
- ✦ Match their vibe

Get Attention



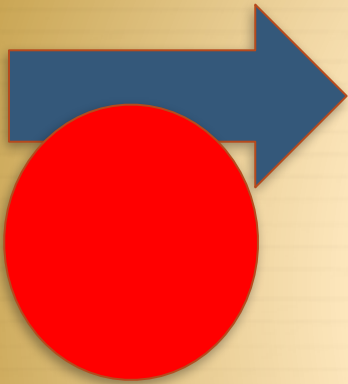
- ✦ Key words
- ✦ Testimonials
- ✦ Power partners
- ✦ Influencers

Take Your Best Shot



- ✦ Target the pain, fear or joy
- ✦ Offer your solution
- ✦ Be credible
- ✦ Connect with the person and the customer

Get to “Yes!”



- ✦ Provide objective value
- ✦ Provide emotional value
- ✦ What will get them to say “yes,” and buy right now?
- ✦ How will you be the one they call, pay or click?

Bottom Line



✦ Get known, get noticed, get to “yes!”

Part IV: Houston, we have a problem...

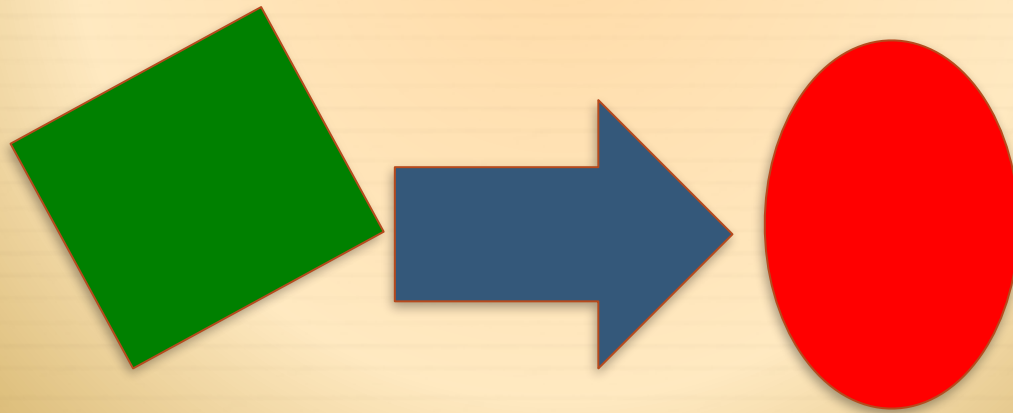


Change. Phooey.



- ✦ Aging
- ✦ Finances
- ✦ Technology
- ✦ Saturation
- ✦ Competition

Take a Calculated Leap: Innovate & Reinvent!



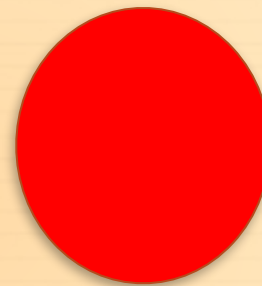
Reinvent Your Product



Product



Marketing



Target
Audience

Use Your
Research.
Watch trends.

**Give them
what they
want or will
want.**

**Adjust
marketing.**

Change Your Target



Product



Marketing



Target
Audience

Who else can
use your
product?

**How do you
need to
change your
marketing?**

Change Everything



Product



Marketing



Target
Audience

What resources
do you have?

**What can you
invent and
sell, and to
whom?**

Bottom Line



✦ Life moves on. Change with it.

Part V: Staying Ahead



Staying Ahead



- ✦ Be aware
- ✦ Have a team
- ✦ Make time to reflect
- ✦ See options
- ✦ Innovate, create

Be Aware



- ✦ Poll your customers
- ✦ Watch the big guys
- ✦ Consider trends

Have a Team



- ✦ Trusted advisors/ Mastermind group
- ✦ Strategic partners
- ✦ Professional network

Reflect; See Options



- ✦ Think before you act
- ✦ Insight from other industries
- ✦ Brainstorm

Innovate & Create



- ✦ See the future and meet it
- ✦ Find the unmet need
- ✦ Use everything you have

Bottom Line



✦ Be aware. Stay ahead of the curve.

The Marketing Strategy



- ✦ Emotionally connect with qualified customers.
- ✦ Design your product to target their needs and touch their emotions.
- ✦ Get known, get noticed, get to “yes!”
- ✦ Life moves on. Change with it.
- ✦ Be aware. Stay ahead of the curve.

Dominate your market?



YES!

Questions?

Thank You!



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