



Sales & Marketing Session Part 2



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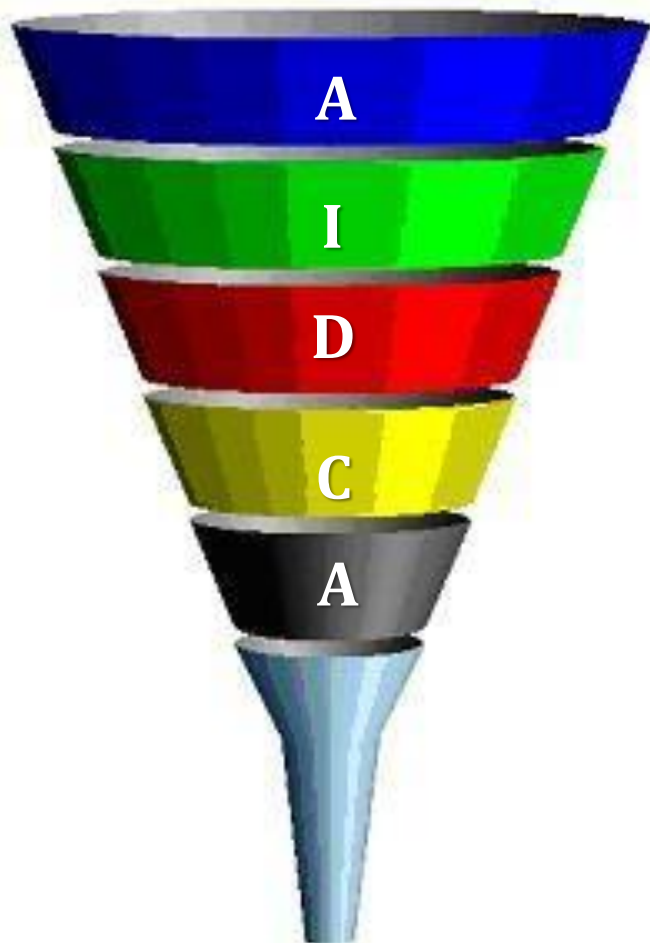
A.I.D.C.A.

Based on Frank Borg's AIDA Model

AIDCA is an acronym for the formula used in creating powerful and effective marketing communications, sales letters, and is widely used in advertising too.

A.I.D.C.A.

Based on Elias St Elmo Lewis (American Advertiser)'s AIDA Model



Attention (Awareness): attract the attention of the customer. Stand out!

Interest: raise customer interest by demonstrating features, advantages, and benefits

Desire: convince customers that they want and desire the product or service and that it will satisfy their needs.

Conviction :Customer must be drawn to the conclusion that they must buy from you.

Action: lead customers towards taking a specific and measurable action.

A.I.D.C.A. Application (use open space)

ATTENTION	<ul style="list-style-type: none">• Need to gain attention of customer• Design your opening gambit(conversation)• Win his eyes and ears before his mind, heart and wallet.
INTEREST	<ul style="list-style-type: none">• Press the “hot-spots” (turn attention into interest)• What I can offer you is• Make the best possible use of the first minutes with the customer
DESIRE	<ul style="list-style-type: none">• Details (sales presentation) , features and benefits inspire desire• Value added features
CONVICTION	<ul style="list-style-type: none">• Customer must be drawn to the conclusion that they must buy from you• USP – Unique Selling Proposition• Your service, the company
ACTION	<ul style="list-style-type: none">• Test of effectiveness is action (Immediacy and urgency)• Opportunity will not last forever• If you lose this situation, the process may drag on

A.I.D.C.A. Application



ATTENTION	
INTEREST	
DESIRE	
CONVICTION	
ACTION	

Focus on the 5Ws

**Focus and Plan ahead by answering the 5 W's.
This is very important!**

- Who are you designing to? Who is the target prospect?
- What do you want them to know or do?
- Why should they care? Why should they pay attention?
- Where can they get more info?
- When should they respond or take action?

THE 4 STAGES OF SPIN SELLING

S	SITUATION	
P	PROBLEMS	
i	IMPLICATION	
N	NEEDS/ PAYOFF	

Ask the right questions and get into meaningful conversations. The author of the book *SPIN Selling*, [Neil Rackham](#), came up with the method of conversations with prospects.

Conversation into four phases using “SPIN.”

SPIN is an acronym derived from the following:

- **S**ituational question
- **P**roblem question
- **I**mplication question
- **N**eed or payoff question

SECRET FORMULA



Know Your Selling Ratio

What do we want ?

- **More customers**
- **Increased turnover**
- **Higher profits**

However, you can't change those things on their own because they are simply the result of other factors in the formula.

5 Secret Ways to GROW a BUSINESS

1. **LEADS** (prospects or potential customers)

X

2. **CONVERSION RATES** (the difference between those that could have bought and those that did)

=

3. **CUSTOMERS** (the number of different customers you deal with)

X

4. **NUMBER OF TRANSACTIONS** (the average number of times each customer bought from you that year)

X

5. **AVERAGE DOLLAR SALE PRICE** (the average price of the item you sell)

=

6. **TOTAL REVENUE** (the total sales of the business)

X

7. **MARGINS** (the percentage of each sale that is profit)

=

8. **PROFIT** (something every business owner wants more of)



**“What Gets
Measured
Gets Done”**



REFRAMING

- First principle is that **events or situations do not have inherent meaning**; rather, you assign them a meaning based on how you interpret the event.
- When something seemingly horrible happens to you, *it is only horrible because of the way you look at it.*
- Second principle is that **every thought has a hidden “frame” behind it.** The frame is your underlying beliefs and assumptions that are implied by your thought.
- For example, when you think “I’ll never get that promotion I want because I’m not a brown-nosed ass-kisser at work”, part of the frame is that only suck-ups get promoted.

- The final principle is that **there is a positive intention behind every negative thought.**
- That inner voice of yours that expresses negativity is only doing so because it wants to help you in some way. That doesn't make the thoughts right or acceptable of course, but it does mean that your inner voice is not an enemy to be resisted.

**“WHAT I THINK AND HOW I FEEL
IS THE SAME AS WHAT I SAY AND DO”**

REFRAMING

- Reframing involves changing your perspective on a given situation to give it a more positive or beneficial meaning to you.
- Reframing can be used to help remove limiting beliefs, to help appreciate positive moments that you might otherwise miss, or for any other negative thought you would like to change.
- Our assumptions help us provide meaning to events that don't have any inherent meaning. Even when our inner voice has something negative to say, there is a positive intention behind it.
- The first step in reframing is to observe your negative thoughts. Keep a thought journal and use the rubber band technique to help you better understand your own internal dialogue.
- The second step is to replace the negative thoughts with a more positive one. It helps here to challenge the implied assumptions behind your thoughts.
- There are a lot of common negative thought patterns, and you can arm yourself against them in advance.