

# DOMINO EFFECT

THE CUMULATIVE EFFECT CREATED WHEN AN EVENT STARTS A CHAIN OF EVENTS.

## INVEST IN CREDIBLE SALES TOOLS OVER QUANTITY

**E**VERY ASPECT of a business, from a company's name to its customer list to its telephone exchange, communicates a certain level of success to colleagues, clients, and customers.

### Success in the corporate world.

Entrepreneurs, no matter how fiercely independent and convention-bucking they are, must compete within the corpo-

rate world, every message they send out, whether consciously or not, should say success in corporate vernacular.

### Judging confidence.

People say not to judge a book by its cover, but if the cover is unattractive or disconcerting, we'll pass it over. You can project the confidence-inspiring air of a cutting-edge firm occupying the top 20 floors of a glass-and-steel high-rise.

### Invest in a brochure.

As a sales tool, a brochure does double duty: Job two is identifying your product or service. Job one is imbuing your organization with an aura of authority and professionalism. The design and production values say as much, if not more about your business's self-image and standing among competitors than what's written inside. If you produce 100,000 brochures cheaply in an effort to reach

as many people as possible, and you only get two calls, you might as well have produced 10,000 beautiful pieces made a good impression, and gotten 20 calls. It's better to invest in quality over quantity and use your good looks to get ahead of the competition.

When it comes to the design of your printed material, simplicity and elegance are key. You don't have to shout. ■



## TECHNOPHOBIA

### What is Technophobia?

6 fears potential technology buyers have.

#### 1. Size of expenditure.

Scares 'em every time. The bigger the price tag the greater the perceived risk.

#### 2. Relative newness.

The high-tech sale becomes difficult if something is perceived as too new. Is it supported by the industry? No service. No support.

#### 3. Fear of obsolescence.

What if they buy it and there's no service or support

because it's too old? Is a better gizmo coming out tomorrow?

#### 4. Complexity.

Everybody wants things simple. No one wants overtime to figure out your techwhizmo.

#### 5. Differentiation.

Is it an appliance or a toy? Where does it fit among all the other solutions?

#### 6. Professional embarrassment.

Nobody wants to look foolish buying the wrong thing; especially an expensive wrong thing (see # 1).

D O M I N O  
E F F E C T

# THE RIGHT WORDS REDUCE TECHNOPHOBIA.

## BEATING TECHNOPHOBIA ▼

- **Show the product as new but its function as traditional.**
- **Show continuity with the past, not a break from it.**
- **Show how everything in the past led inevitably to your new product.**
- **Show new growth as the users growth.**

Most people are intimidated, when approaching a new technology, by the sheer number of new ideas we must learn. Research shows we only need a limited number of concepts to communicate effectively. Communications can be

divided into two categories:

**1** function words (activities)

**2** content words (vocabulary)

Focusing on function words, the essential core of language, enable us to more readily put new knowledge to use. Few content words are used every day.

## Linguists discover core vocabulary.

In the past century, linguists and second language teachers discovered a core vocabulary of fewer than a thousand words can provide semantic coverage for nearly every idea expressible in a human language. (Basic Core English = 800 words.) Typically, the top 100 to 200 words account for 80 percent of the total words communicated. The most powerful or novel words when converted to graphics/illustration enable the viewer to fill in the blanks; a short cut to understanding. ■



Technophobia is the fear or dislike of advanced technology or complex devices.



# OVERCOMING BUYERS REMORSE.

## Post-Decisional Reassurances

### COMMITTEE SELLING

An Inquiry Kit makes it easier for committees to understand and buy tech products. (Kit = multiple component mailing to qualified leads. Usually a cover letter, brochure, reply card, order form and envelope.) It should appeal to the purchasing agent, the decision maker, the scientist, the user, the influencer.

### A kit should do the following for the buyer of the product:

- Reduce perceived risks.
- Provide information.
- Promote product understanding.
- Give reassurance.
- Establish credibility.
- Build loyalty.
- Overcome barriers.
- Reinforce product identity.

### What the kit should do for you:

- Forecast sales
- Obtain feedback.
- Stay in budget.
- Stimulate growth.
- Create a database/ mailing list.

Once a purchase is decided/accepted, user's want communications reassuring them they have made the proper decision. Cognitive Dissonance = Post decision doubt. "Buyers Remorse" happens when the product doesn't match the user's self-concept.

### Preventing buyer's remorse.

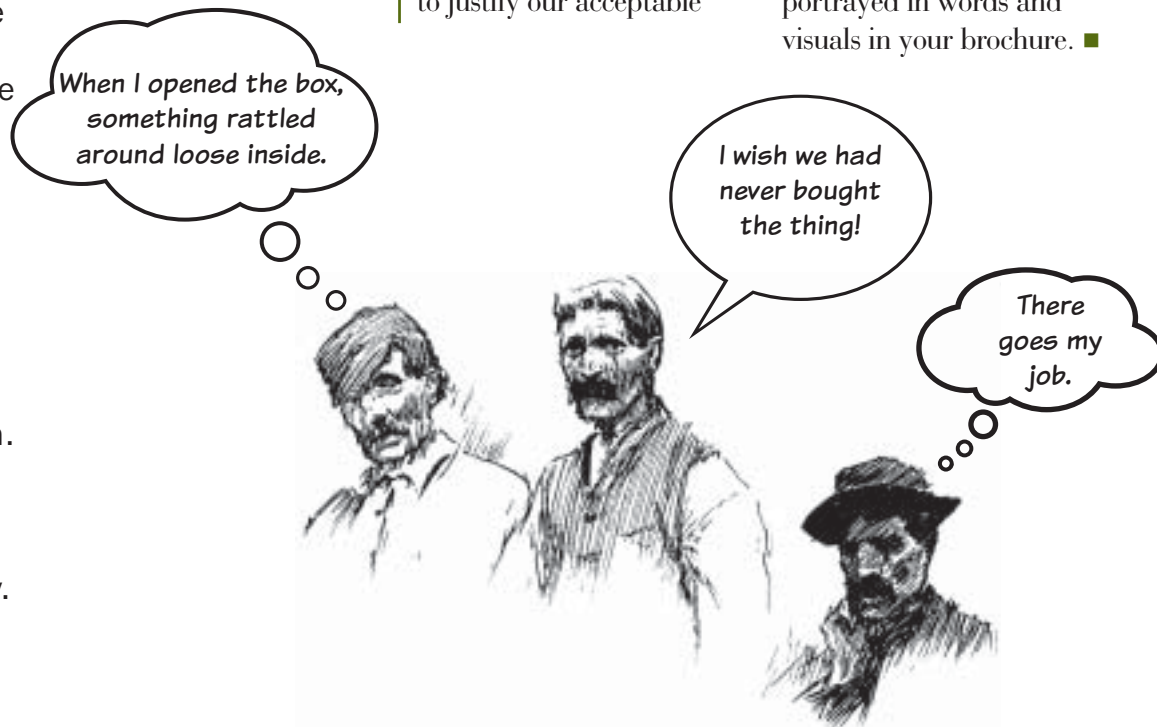
Reassure your customers about their decision. Educating your customers about their purchase. Making the strange sound familiar. (see technophobia.)

### The first 30 seconds out of the box.

During the first 30 seconds: We search for cues to justify our acceptable

reasons to purchase: such as economy, dependability, (logic, denotative things.) We also unconsciously search for cues to our hidden non-rational reasons to buy: such as pride, conformity, comfort, individuality. (feeling, connotative things.)

The first thirty-seconds out of the box needs to be portrayed in words and visuals in your brochure. ■



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