

DGM 3110 – Corporate Issues – Terms and Definitions 5 – Commerce

Five Steps of Commerce	1. Marketing; 2. Sales; 3. Point of Purchase (Shopping Cart); 4. Fulfillment; 5. Customer Support
Marketing	The act of getting people's eyes and ears into your sales message, preferably from the right demographic. (For eCommerce, this is driving traffic to your site.) Done right, Marketing can make the sales process unnecessary.
Sales	The process by which you communicate how well your product/service solves the Prospect's problem, defuse objections and prejudices, and get prospects to make a purchase. (For eCommerce, this is your sales page, letter or video.)
The Successful Commerce Catchphrase	"Find a passionate, spending crowd, and offer them the easiest, fastest, and/or best solution to their painful problem." (This is the key to commercial success. Any departure from this approach makes the whole process much harder.)
A.I.D.A.	Attention – Interest – Desire – Action: lynchpins of a sales communication, you must successfully create each of these in the prospect to close a sale.
P.A.S.	Problem – Agitate – Solve: Another way of doing a sales communication. May be blended with AIDA.
"Drawing the Sting"	Acknowledging a weakness in your product or service to the prospect, and then defusing the issue by showing how it doesn't hinder their benefit, or how it is easily overcome by some other aspect of your product.
Linear Reader	Will read your sales message top to bottom, left to right. For these you need a coherent, compelling whole message that never gives the reader a chance to want to leave your page.
Scanner	A prospect who, lacking patience for your whole message, will skip like a stone through your sales message, noting only headlines, subheads, bullet points, call-out boxes, heavily formatted text (bolds, colors, underlines, etc.), PS's, and occasionally captions under your graphics.
Bullets	Commerce power tool, usually delivered in a numbered or "bulleted" list. Bullets "create an "itch that is expensive to scratch"; they tease mercilessly, and the only cure is to buy the product/service presented.
One-tier Bullet	"One-tier" bullets hint at a deeply desired benefit to the prospect, and assure that your product offers it. Example: "Find out how to boost your bottom line by 5% or more, overnight! (Page 55 of your 'Income Booster' manual.)"
Two-tier Bullet	"Two-tier" bullets tease the prospect hard, then "twist" to tease even more. Example: "The safest seat on an airplane – and the scary reasons why."
Headline	The "ad" for your ad. Forces the prospect to stop and pay attention. Should be used to prequalify the prospects of your exact niche. MUST be done right, or the rest is useless.

Subhead	Often taken from your bullet list, tempts prospects into reading the section(s) to follow.
Seven Influence Factors (per Robert Cialdini's <u>Influence: Science and Practice</u>)	1. Social Proof; 2. "Liking" (the attractive character); 3. Authority; 4. Scarcity (fear of losing out); 5. Risk Reversal; 6. Reciprocity; 7. Commitment and Consistency
Authority	The "Influence Factor" that uses a doctor, lawyer, engineer, or other recognized authority in a field closely related to the product or service to add credibility.
Social Proof	The "Influence Factor" that adds credibility to the product or service being offered by showing a number of testimonials of satisfied clients/customers, the more, the better. Cannot be fictionalized, nor can they be compensated unless full disclosure is made to the consumer.
"Liking," or the attractive character	The "Influence Factor" that provides a spokesperson for the product or service with whom the prospects can sympathetically related.
Scarcity, or the fear of losing out	The "Influence Factor" that creates urgency to buy because of limited time for the offer or quantity of the item.
Reciprocity	The "Influence Factor" that creates a feeling of indebtedness in the prospect because of some high perceived value given by the seller to the buyer in advance of the sale.
Commitment and Consistency	The "Influence Factor" that first asks a question to which the prospect commits (ie: "do you believe that people should protect children?"), then makes an offer the refusal of which would contradict the prospect's earlier commitment.
Risk Reversal	The "Influence Factor" that removes risk of loss from the prospect through use of a guarantee or "try before you buy" offer. (Via Dan Kennedy, et al.)
Permission Marketing	The method by which you send repeated messages to your prospects who have voluntarily opted in to your "list." This is the <u>key</u> to maximizing the value of your marketing.
Power Verbs	Vibrant verbs that evoke emotion. ("Slash," not "cut")
SRDS	Standard Rate and Data Service; demographic info for sales and marketing, including sources of prospects' names.
Gebbie Press PR Directory	Like SRDS, but lists editors and decision-makers to whom you would send a press release.
PR	1. Puerto Rico; 2. Public Relations; 3. Press Release
SEO	Search engine optimization: making Google like you so you get a high rank. On-page SEO is the proper use of keywords in metatags, HTML title text, graphic "alt" text, and other special text formats, keyword densities, relevance of page content, and the absence of "spamming" techniques. Off-page SEO is the total number of high-quality, relevant sites that link back to yours without your reciprocal link back (or through a circle). The combination of on-page and off-page SEO can get you a high ranking on organic search ... unless Google "slaps" you without warning.