

How to Get Attention



Let's dissect what attention is and, more importantly, how we can gain the attention of our prospects.

[Click the first lesson below or Start above to begin.](#)



INTRODUCTION



SHORT vs. LONG ATTENTION



REFRAMING



REPUTATION



RELATING



3 ADDITIONAL STRATIGES FOR RETAINING ATTENTION



RECAP





SUMMARY

INTRODUCTION

OH NO!!

There are lots of ways to gain attention. They're not all equal.

Take the headline above: It may grab a fleeting second or two of your attention, but it's not enough to sustain it (you've already moved on to this sentence). Worse, manipulating attention can turn off the recipient to further communication. *Attention can be tricky like that.*

In this course, we'll take a look at the science of attention and talk about three distinct ways to gain short attention and a few more ways to hold it. Specifically, we'll cover:

- Two types of attention and which type is most useful to you, the seller
- How to execute three types of short attention strategies: Reframing, Regarding, and Recognizing
- How to sustain attention once you've got it

CONTINUE

SHORT vs. LONG ATTENTION

Let's start our exploration into attention with a story...



Imagine you're walking down a crowded street. There are people all around you, and you're alone, on your way to meet a prospect at their office.

Above the noise of people chatting, talking on the phone and the traffic around you, you hear a man behind you **shout your name**.

So, you turn around....

You see the man who yelled your name. He's waving, but it only takes a half second or less for you to realize that **he's not waving at you**. He's looking at someone in front of you. In fact, he doesn't even realize that you responded to his shout.

You turn around and see someone who shares your name greet him in return. You go on about your day.



Attention must be gained, but that's not enough. It also must be sustained.

The friendly stranger on the sidewalk gained your attention but didn't sustain it (granted, he didn't INTEND to). Your Primitive Brain in this story quickly realized that it was no longer worth

paying attention to to the man once you understood the situation. So you moved on.

The same is true of us, with our prospects. **Our prospects' Primitive Brains are seeking out reasons to shut down.**



Therefore, your job, as a seller, is twofold:

- First, you must gain their short attention.
- Then, you must sustain their long attention.

As a seller, you are responsible for the custody of your prospects' attention. Let's look at three good ways to gain and sustain this attention.

CONTINUE

REFRAMING



**Helping someone see the world in a new and useful way is
a powerful way to both gain *and* sustain attention.**

That's what reframing is all about.



Create an "aha!" moment for your prospect.

When executed correctly, **reframing** is the easiest way to get access to the highest levels of your prospect organizations.

So, what is it?

For the purposes of selling, we'll define reframing as **information that helps your prospect understand why or how something is happening to them, their organization, or their customers.**

This requires you to bring an *insight* to the prospect.

TIME OUT: What is an insight?



An insight is a ~~factual~~, provocative statement that helps frame a prospect's understanding of a reality they're facing.

To be effective, an insight needs to possess a few specific qualities.

It must be:

1. New information to the recipient

2. Relevant to the recipient's work, especially to a pain or threat they experience
3. An explanation of something that is happening to that prospect/organization
4. Able to be addressed or resolved with the solution you're selling



Good insights interrupt the thought process of their recipient. They make your prospect lean in with a reaction that says, "That's interesting. Tell me more."

Here's a short story to illustrate how it works. [Click Start or the arrow to begin.](#)

Introduction

It's the late 2000s and Google is already a massive company. Though they sell many products and services, 90% or more of their income is from the paid ads at the top of their search results.

But there's a problem...

Google knows that the majority of their ad revenue is coming from a few major spenders in the form of enterprise brands. They want to show more ads, from more companies, across more types of searches. How can they get the attention of the marketplace to make their pitch?

Google seeks to reframe the conversation

Looking at their own data, they realize that the way consumers are buying today has shifted.

They can see that users are researching *everything* before they buy. Even small purchases like office supplies are resulting in several internet searches. It doesn't matter whether the user buys the item online or goes to the store. The higher the item's price, the more searching the user does.

The insight: 10.8

Google looks at all the user behavior available to them and makes a shocking discovery. The average number of searches for any purchase is 10.8. That's ten searches to buy a box of paperclips or a new pen. Ten searches to find the best pet treats. Ten or more searches to find the right gift for someone's birthday, and on and on.

That's a lot of research!

Meanwhile, at the retailer...

The C-suite is wondering why consumers aren't buying more. Despite massive ad campaigns, store remodels and a slick new website, they seem to be *losing* market share. What's going on?

Google reframes the retailer's worldview

Enter Google, who can now explain *why* they're struggling with market share. The problem, you see, are those 10.8 searches.

They explain how so much of the purchase is now happening before they enter the store. They show the executives what users are seeing when they type in those searches.

Google reframes the retailer's worldview

Google then challenges the consumer behavior model that all retailers accepted to be true at the time. Everyone agreed that there's a stimulus, which leads the consumer to the store, which leads to a purchase and eventually, loyalty.

Google enters the picture and essentially says, "It's wrong. The model no longer works like that. There's a new step, where the consumer goes online to research before going to the store. The problem, retail brand, is that you're missing this new step, so they buy somewhere else."

Google got attention

When Google said "We know why you're struggling to gain market share" it got the attention of every retailer. That's exactly what Google wanted. Their solution (more ads) was then positioned as the way to solve the threat.

You can do this, too. What great insights do you have that can answer why or how something is happening to reframe how your prospects see the world around them?

For more information about this story, search for "Zero Moment of Truth" on your favorite search engine.



Please review the story above.



Ready to try developing insights to use in reframing conversations? Download the worksheet below.

Want to go deeper? Check out the [Developing Insights](#) course in the TPS LMS.



Insights_HowToGuide.pdf
85.1 KB



CONTINUE

REPUTATION

"Don't take it from me..."



Sometimes, outside authorities lend their voice or opinion to a topic that can get the attention of the wider marketplace. This works well to gain attention and, when used as a proof point to your insights, can also sustain it.

This works because we recognize the source and grant *them* our attention. When used, you need to carefully plan how to pivot away from the outside expert toward the conversation you want to have.

Outside authority can take many forms. Do any of the following entities have something to say about the threats your prospect is facing?

1

It can be a singular expert, an individual widely recognized for their success and knowledge of the topic they're commenting on.

2

It can be an organization with authority on the topic, either a research organization (like Gartner) or a respected company in the field.

3

It can come from society as a whole, there are reasonable indications of high popularity. (Indications like number of followers or viewers or purchases, among others)

4

Celebrity can be worthy of attention, but this can be tricky if the personality in question isn't known for their expertise in the given topic. Consider celebrity an enhancer.

The Powerful Sustaining Power of Reputation

If your all-time favorite musician(s) released a new album tomorrow, would you spend lots of time deliberating whether or not you want to listen to it? Probably not.

The point is, if the person paying attention has a **very** high opinion of the individual or entity, then reputation can do a great job of sustaining. This is the basis of "branding" campaigns, especially in the B2C space.

CONTINUE

Stop and reflect: Have you ever tried the "Reputation" attention-getting strategy? Which facet of "reputation" did you try, and how did it go? What prospect of yours might be a good fit for a "reputation" attention-getting strategy?

When you're ready, click Continue.



CONTINUE

RELATING

Human beings require acknowledgment.

We're very social creatures. As such, we are constantly searching for clues that reinforce our place in society or pose a potential threat to it. Let's look at how this can work by sticking to our favorite musicians theme, through the story of Rick Beato.

In 2011, Beato was a successful producer, professor and studio musician with zero YouTube views or followers.

By 2020, he'd racked up hundreds of millions of views and nearly 3 million subscribers. He did it by relating to and acknowledging his audience.

After an initial video of his son gained popularity, Beato started a series of videos titled "What Makes This Song Great." He dissected hundreds of songs from seven decades across every genre of rock and pop music. In these videos, he breaks down specific elements of a single song and praises each in turn – a drum solo here, the backing vocals there. You get the point.



Rick built his audience by relating.

Viewers initially tune into his content because they want to be validated. They come to hear about and appreciate a song they already love, and Rick is recognizing that appreciation and reflecting it back to them. His content is telling the viewer *yes, you're right, this is a great song! And here's why...*



How This Works With Prospects

You, too, can gain attention (and often quickly build trust) by relating. This could be through:

1

Acknowledging a threat you know they're facing (provided you know what to do about it!)

2

Sharing what others in their situation are doing or experiencing (provided that it isn't confidential).

3

Acknowledging a recent accomplishment.

CONTINUE

Stop and reflect: **Think about one of your target prospects and see if you can identify...**

- A threat you know they're facing that your organization's product or service could solve.
- A similar customer situation that you could share as a means of relating to what your prospect is facing.
- A recent accomplishment you could highlight.

Make notes about anything you identify--these starting thoughts could be a valuable resource when you're strategizing about how to get the attention of this prospect.

When you're ready, click [Continue](#).



CONTINUE

3 ADDITIONAL STRATEGIES FOR RETAINING ATTENTION

Reframing, reputation and recognition aren't the only ways to gain and sustain attention.

But they are the most effective at doing both. In certain situations and when executed well, here are a few more ways to facilitate attention. Note that these are usually better as secondary attention-sustaining methods.

1

Mystery

If you've ever binge-watched an entire season of a show, you understand this attention-sustainer. Mystery simply refers to information we don't yet know, but want. It works best in a story format, so if you're able to give your prospect the beginning of the story and withhold the end, you may be able to sustain attention.

This works best in a presentation setting when you have a known audience for a specified amount of time. On rare occasions, it can work in initial outreach.

Reward

Human brains are hard-wired with a "reward center." This is the place where we feel happiness for obtaining the reward of a task. This attention-sustainer is simple, but often misused – or even abused.

When we reach out to prospects and promise a reward, they may view it as too good to be true or not good enough to matter. Their brain is saying "I don't think the reward is real" or "That isn't a reward."

To successfully use reward to capture attention, you must be able to offer and deliver a believable, wanted reward.

Surprise

Surprise can be a great attention-gainer, but used poorly, it can immediately turn your prospect against you, so it must be used with caution.

Essentially, surprise is something that disrupts the prospect's thought pattern. These are usually statements you make that then require explanation. Consider the following statement:

"What if I told you that you could sell more next year by never replying to a single prospect's email?"

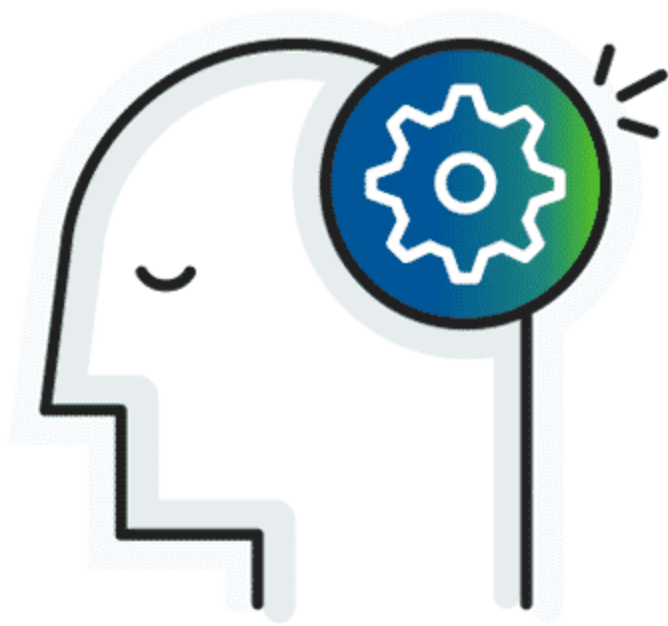
This statement likely produced one of two reactions in you, either "That's interesting, tell me more" or (more likely) "That is a completely untrue statement, and the person saying it has lost credibility with me."

Such is the double-edged nature of surprise. Use it with care.

CONTINUE

Stop and reflect: Have you ever tried one of the attention-getting strategies shared above? How did it go? What did you learn then--or learn now, in this course--that will help you in future instances of trying that strategy?

When you're ready, click [Continue](#).



CONTINUE

RECAP



Prospect attention must be *gained*, AND it must also be *sustained*.

There are three best ways to gain and sustain the attention of your prospect, based on what we know about attention triggers. These are:

1

Reframe the prospect's view of the world.

2

Use the **reputation** of a third party's facts or opinions.

3

Relate to the prospect and the challenges they're facing.

CONTINUE

SUMMARY

Congratulations!

You've successfully completed this course, and your progress has been marked as complete.

Next Steps

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- Close your browser tab to exit the course.

