



### How To Market To – Sell To – And Service People Not Like You

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## How to Market to, Sell to & Serve People Not Like You











#### THE DIVERSITY "BIG 5"

- Race
- Ethnicity
- Age / Generations
- Gender
- Sexual Identity



























## DIVERSITY COMES IN MANY FORMS



























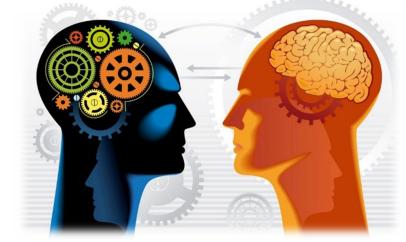






### A Few Ways You Might Not Have Thought of as "Diversity"

- Introverts vs. Extroverts
- Creative vs. Analytic Thinking
- Morning People vs. Night Owls
- Generational differences & perceptions of "good service"
- Rural vs. Metro
- Communication styles: face-to-face or email/texting only
- Apple people vs. Google people









# 8 Strategies to Grow Your Business Now

# #1: USE DIVERSE IMAGERY IN YOUR MARKETING















## #2: ELIMINATE PAIN POINTS

solutions

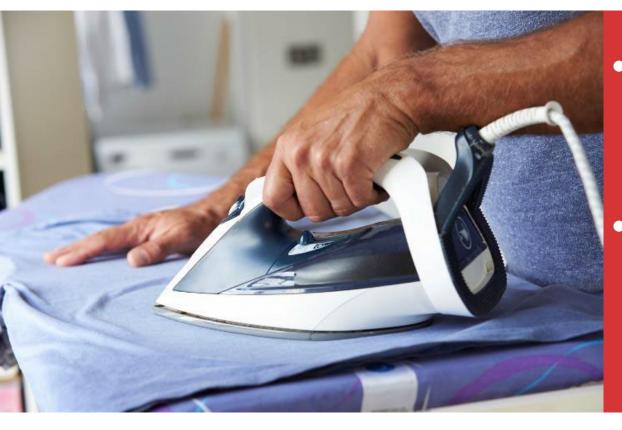


# DIFFERENT CLIENTS & PROSPECTS CARE ABOUT DIFFERENT THINGS



# WOMEN WANT SECURITY AND GREAT PERSONAL SERVICE

#### MEN HATE IRONING



 OMNI HOTELS LEARNED THAT MEN HATE IRONING

THEIR "SELECT GUEST"
 PROGRAM NOW OFFERS FREE
 IRONING OF TWO GARMENTS



#### **IKEA ASSEMBLY STINKS!**





How Do You Know What Your Pain Points Are?

#### DON'T SAY:

"What don't you like about us?"

#### **SAY INSTEAD:**

"If you could change one thing about us, what would it be?"





#3:

Use Consumer Insights and Tap Into Values

# Millennial & Gen Z Values

- Diversity is expected
- Self expression is encouraged
- Customization / personalization





#### THEY PREFER PETS OVER PEOPLE









## THEY'D RATHER JOIN A CAUSE THAN A CLUB





#### Women's Values

- Women want testimonials/customer reviews online
- Women trust what other women say







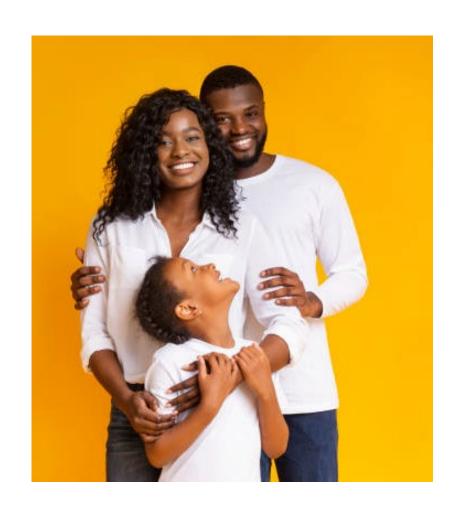


## Hispanic / Latinx Insights

Relationships, Not Transactions

Great customer service and strong relationships overcome mistakes

#### Black Clients are the Group Most Swayed by Brand Values & Diversity Practices



	AII	Asian	Black/ African American	Hispanic/ Latino	White/ Caucasian	Other
A brand's values are important when I make a purchase	17.9%	18.3%	21.9%	17.8%	17.1%	21.2%
I'm extremely or very aware of the corporate values behind the products I purchase	28.3%	31.2%	38.1%	37.2%	24.5%	33.4%
A brand's commitment to diversity, equality & social justice is important to me when choosing a product or service	16.1%	15.8%	31.1%	18.1%	12.9%	18.1%







# Selling to & Working With Southeast Asians

Value and Affordability –
 and Total Cost



 About fees, clauses, extra charges, exemptions, etc.





# Marketing & Selling to Southeast Asians

 Promote that your business is legally sound

- Heritage:
  - "Been in business for 35 years"
- Promote awards and accolades you've earned





The first cup is shared as strangers

The second cup is shared as friends

The third cup is shared as family









# PERSONALIZED COMMUNICATION IS CRITICAL RIGHT NOW

- Video conferencing and phone calls are here to stay, but let clients and prospects dictate what method they would like to use for communication
- "Zoom Fatigue" is real
- Engage in whatever manner is best for <u>them:</u>
  - Video call or regular call?
  - Email or text?
  - Morning or afternoon?



#### **SELLING TO MEN**

- WANT CHOICES SIMPLIFIED
- THE MAGIC NUMBER IS 3







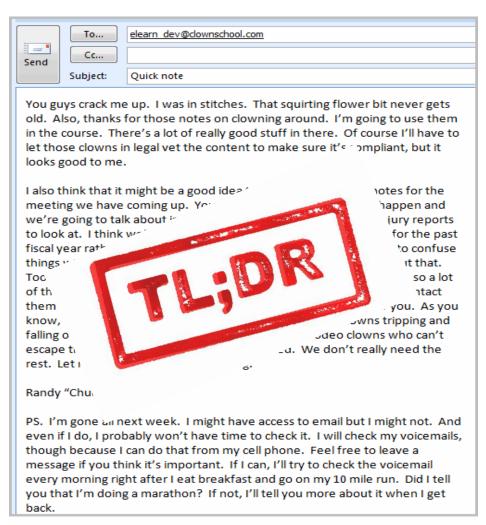


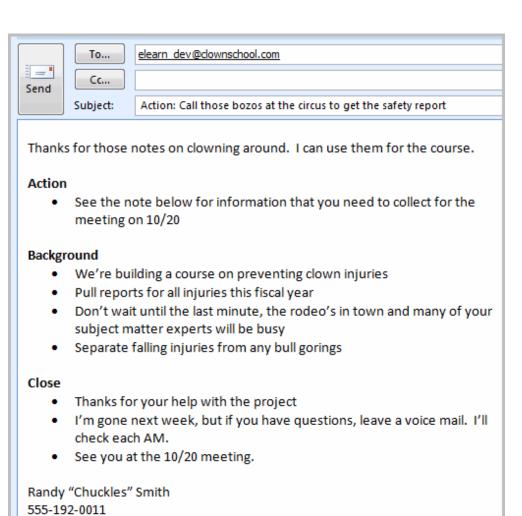






#### NO ONE READS ANYMORE – WE SKIM

















### #5: BE THE GOOD GUYS

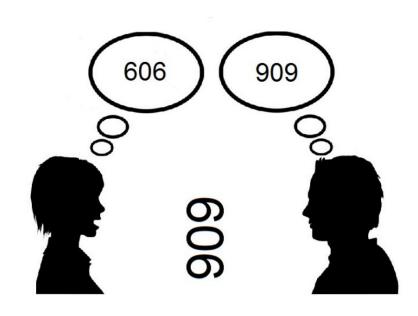
#### **SHOW YOUR SOUL**





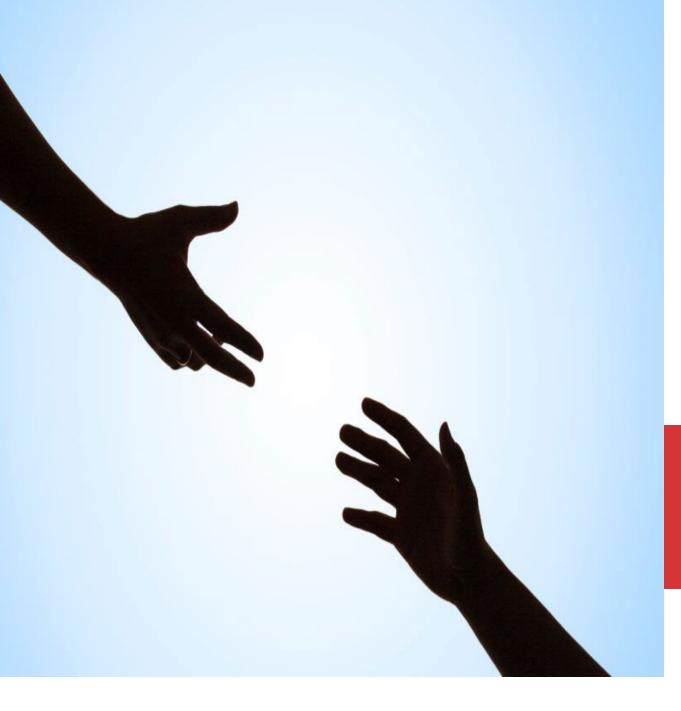
### "I see it differently" is effective & disarming

- Not antagonistic
- Not judgmental or superior
- Not combative
- Not trying to win the argument or persuade





"We'll take care of it"



#8:

# HELPING BEATS SELLING

If you help me, you'll sell me If you help me, you don't have to sell me



2. USE DIVERSE IMAGERY IN YOUR MARKETING – PEOPLE RESPOND TO IMAGES THAT LOOK LIKE THEM

#### 3. USE CONSUMER INSIGHTS TO SELL DIFFERENTLY

- Women like expansive offerings, men like options in 3's, Millennials want to support causes
- Remember "3 cups of tea": Be patient in cultivating new communities of investors

4. WHEN YOU HIT A SNAG, GO TO SOLUTIONS - NOT EXCUSES OR EXPLANATIONS. UTILIZE "WE'LL TAKE CARE OF IT"

5. FOCUS ON HELPING OVER SELLING - IF YOU HELP ME, YOU'LL SELL ME



