

Customer Lifecycle: Which Messages Should You Deliver First?

Q&A Session Featuring Steel CEO Kirsten Cutshall
July 7, 2022

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Monthly Q&A Session

First Thursday of Every Month

- Small group by design
- Introduce a topic
- Q&A on anything
- Ask us anything

15-30 min Teaching

30-45 min Q&A on Any Topic

How to Participate

- Raise hand to ask a question in real time
- Type questions for later into chat
- Recording available later

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Which messages first?
Journey Along With Your Target

The **Customer Journey** is the most common experiences that customers go through when selecting and interacting with your company and brand. Often defined by the touchpoint or medium.

A **Considered Purchase** is a complex buying decision with a high degree of financial and/or emotional risk and reward.

Unlike an impulse purchase, considered purchases require meaningful investigation and comparison by decision makers and influencers during a long purchase cycle with as many as 20 touch points.

A **Dialogue Strategy** connects messages with media tactics along the prolonged customer journey for a highly considered purchase.

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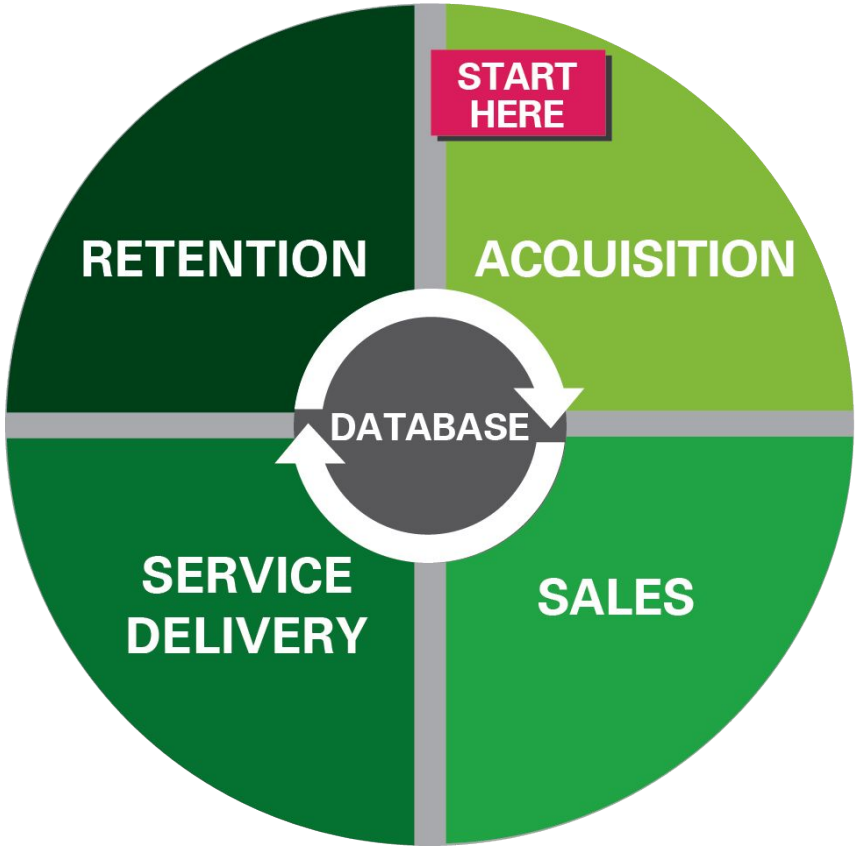

Ideally, Dialogue Strategy is the means of progressing prospects forward like a virtual salesperson - making each interaction more segmented, personal and relevant to them.

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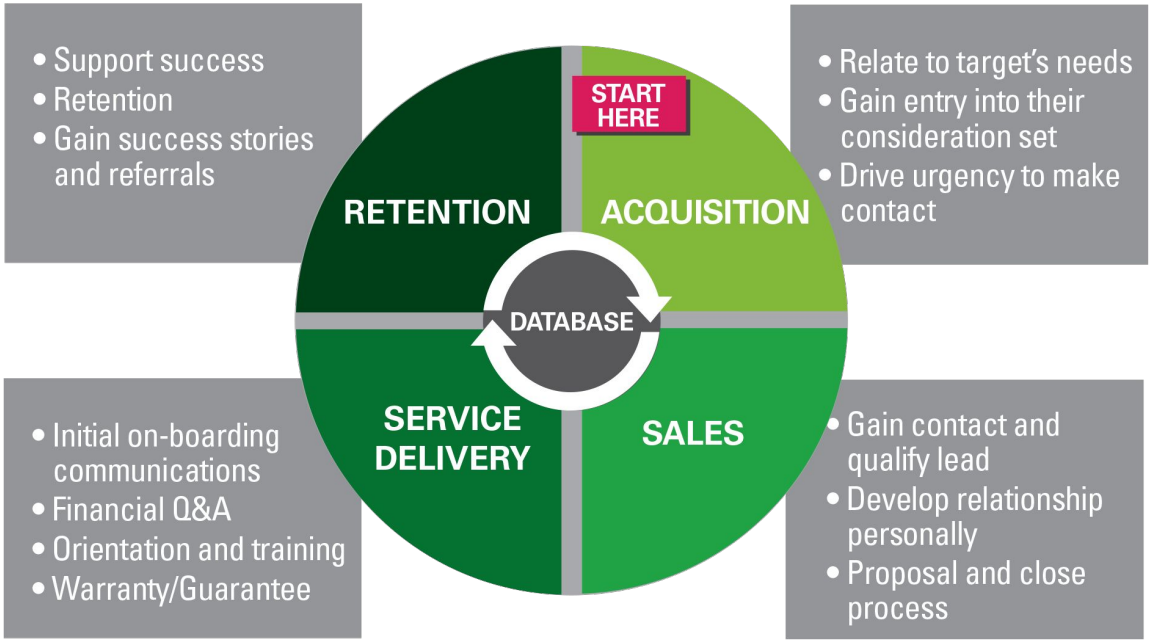
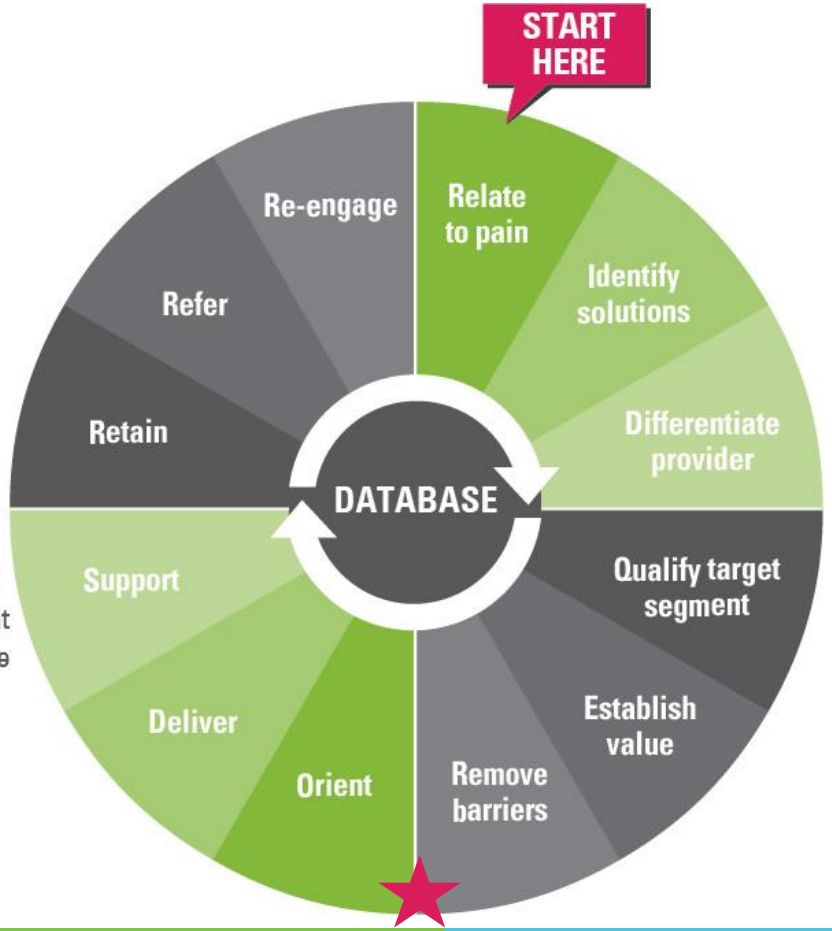
Dialogue Clock



Basic Dialogue



RETENTION
- Retain
- Gain referrals
- Cross-sell

MARKETING
- Relate to target's needs
- Gain entry into their consideration set

OPERATIONS
- Welcome & orient
- Administer source
- Resolve issues

SALES
- Gain contact
- Answer initial questions
- Conduct consultation

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Order of Information Thru 6 pm

1. Define the pain point and legitimize it (e.g. relating language, tools to calculate/quantify issue, trends exacerbating pain --- but not solutions)
2. Promote your category (e.g. compare categories of solutions, trends in category, benefits of all providers in the category, TCO calculator, etc.)
3. Differentiate between competition in your category (unique selling point, case studies, quantified benefit statements, target segment specific advantages)
4. Create urgency for contact (e.g. cost of waiting, annual milestones, limited time opportunity)
5. Support sales conversation and segmentation
6. Justify price/value based on segment
7. Tools for the removal of common barriers

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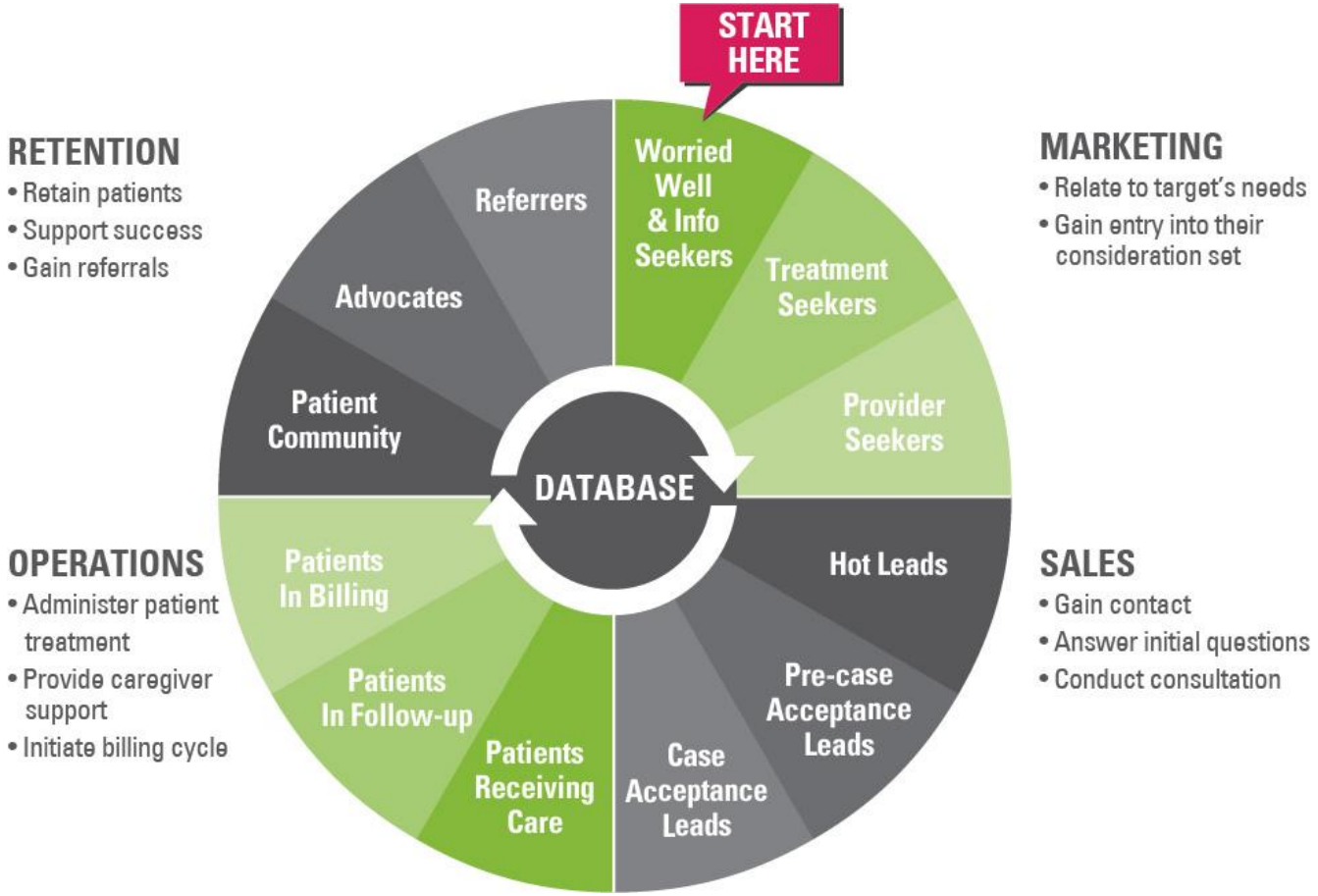
Healthcare Dialogue



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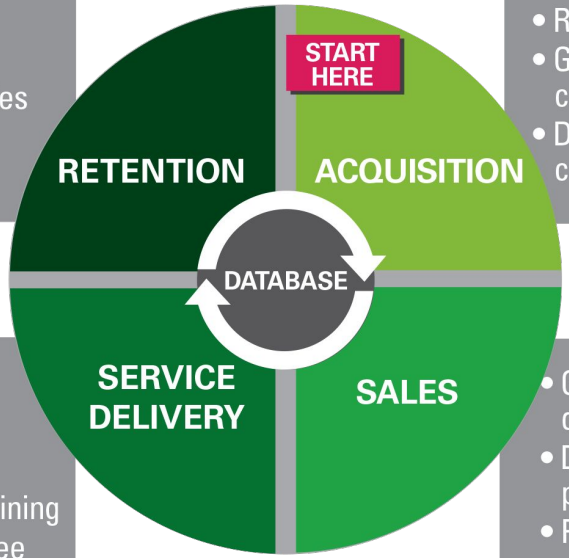
Dialogue Clock

Microsites/Communities
Email/Text
Social
Online Reviews
Affinity Programs
Private Events
Referral Programs

- Support success
- Retention
- Gain success stories and referrals



- Relate to target's needs
- Gain entry into their consideration set
- Drive urgency to make contact

Advertising
PR
Search
Social
Associations/Events
Directories
Awards

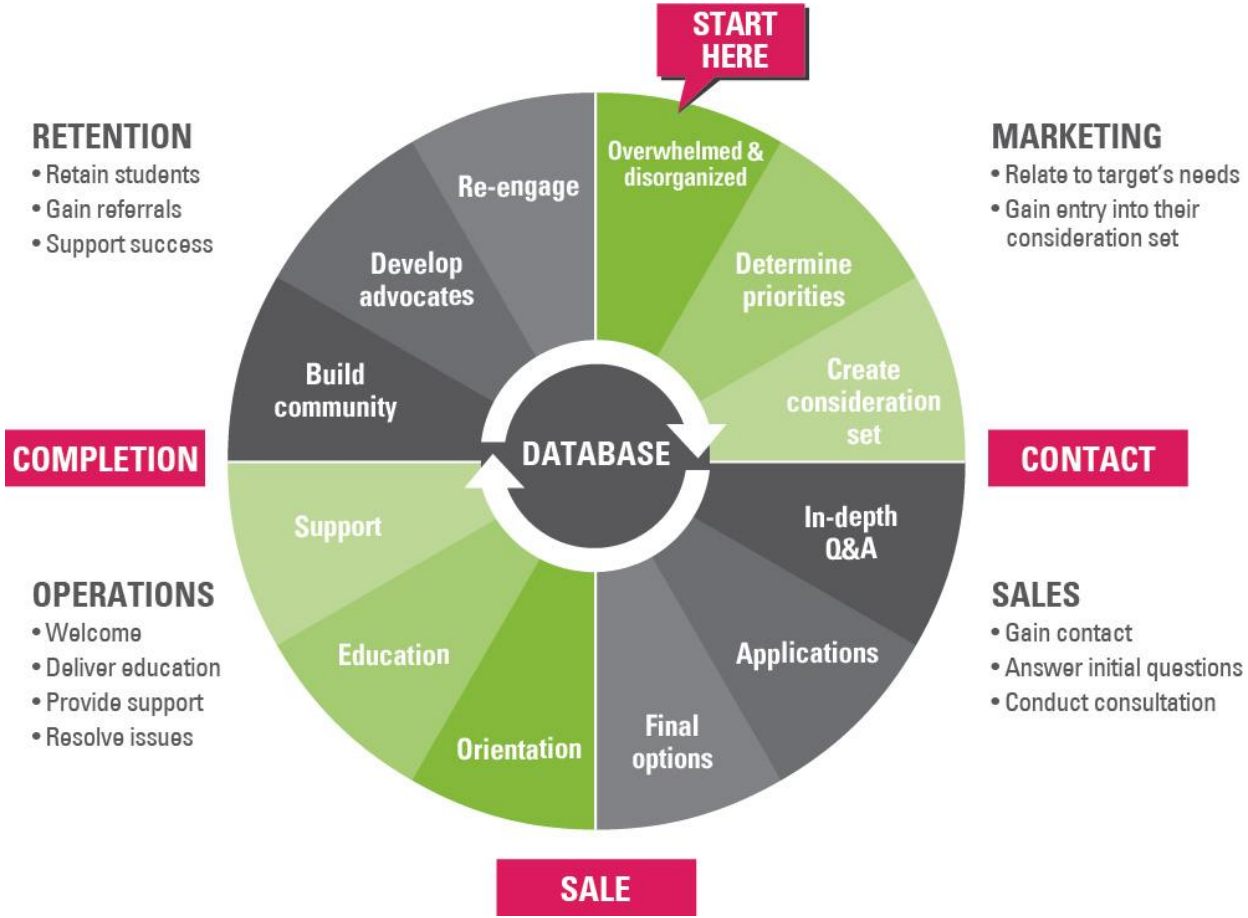
Collateral
Training
Support
Consulting
Email/Text
Social
Microsites/Communities

- Initial on-boarding communications
- Financial Q&A
- Orientation and training
- Warranty/Guarantee

- Gain contact and qualify lead
- Develop relationship personally
- Proposal and close process

Website
Email
Collateral
Videos
Events/Virtual Events
Consulting/Q&A

Education Dialogue



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Getting to Dialogue Strategy

1. Identify natural pain points for target (avoid creating the pain)
2. Determine what categories exist to solve this problem and why your category of solutions is better
3. Determine the reasons that you need to be included in their consideration set
4. Create some urgency - a cost of waiting or missed opportunity
5. Determine qualification and segmentation process
6. Make value arguments based on segment
7. List common barriers to sale and winning arguments

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Connect

Issues your team has with staying on message or communicating with target audience?

Where are you getting stuck or stopped the most in this communication cycle?

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Q&A: Any Topic

Kirsten Cutshall
512-632-2749



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