



Teach New Dogs Old Tricks



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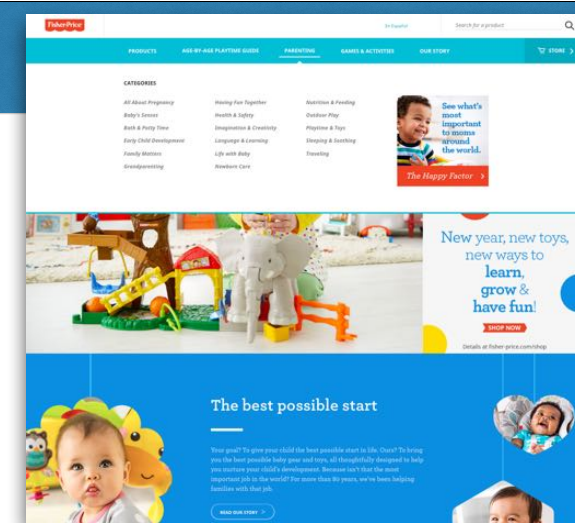
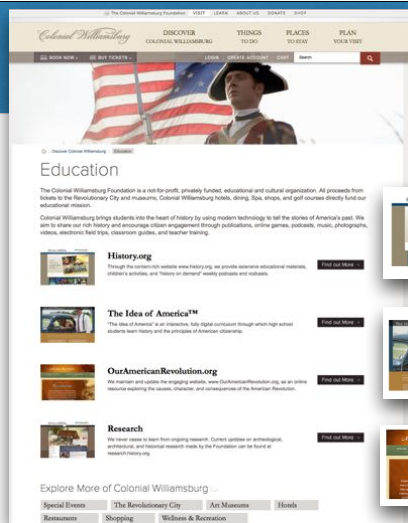
Author



Sales Training

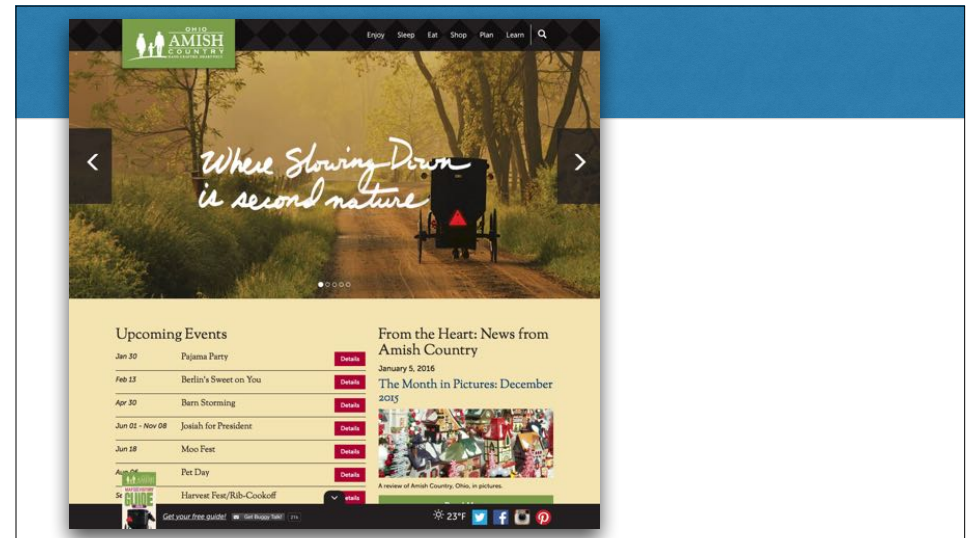


Know the “Real” Need



Parenting Categories:
 All About Pregnancy
 Baby's Senses
 Bath & Potty Time
 Early Child Development
 Family Matters
 Grandparenting
 Having Fun Together
 Health & Safety
 Imagination & Creativity
 Language & Learning
 Live with baby
 Outdoor Play
 Playtime & Toys
 Travelling

Need or Motivation?



Draw a picture of your ideal Vacation



Individual Needs Segmentation

Key Differentiators

- Tours
- Wake-up Calls
- Museums
- Local Sports
- Local Events
- Food/Drink
- Cultural Events
- Group / Individual
- Casino
- Arts



Needs-Based Segmentation



Needs-Based Segmentation

Needs based statements:

I prefer to rely on my own research.
I like to talk with an agent to know my options.

Not ME
←
→
 That's ME!

Needs-Based Segmentation

CUSTOMERS CLUSTERED INTO FIVE VACATION NEEDS GROUPS

Recharge	Security	Tradition	Variety	Self-Planner
"I need a pre-planned detailed itinerary filled with activities for my whole family to ensure we have fun and I can still stay connected to my work."	"No surprises please. I don't want to have to meet anyone new or deal with anything unfamiliar while I'm vacationing. Just make me feel secure and comfortable."	"Getting away to the same place with my family is becoming a tradition , and it doesn't have to cost me an arm and a leg."	"I can't wait to see new places and do new things . I like to do some research to make the most of the experience."	"Just get me on an airplane. I'm resourceful - I'll find what I want when I get there."

Lifetime Customer Value

Recharge

"I need a pre-planned detailed **itinerary** filled with **activities** for my whole family to ensure we have **fun** and I can still **stay connected** to my work."



Security

"No surprises please. I don't want to have to meet anyone new or deal with anything unfamiliar while I'm vacationing. Just make me feel secure and comfortable."

Tradition

"Getting away to the same place with my family is becoming a **tradition**, and it doesn't have to **cost** me an arm and a leg."

Variety

"I can't wait to **see new places** and **do new things**. I like to do some research to make the most of the experience."



Self-Planner

"Just get me on an airplane. I'm resourceful - I'll find what I want when I get there."

SEGMENTATION DEVELOPMENT

Differentiating Needs	Possible Segments					
	Recharge	Security	Tradition	Variety	Self-Plan	Pool-side
Cultural Experiences						
Food/Drink						
Sporting Events						
Tours						
City Experience						
Pool, Book and a Drink						

4 Anticipate Objections





Net Promoter Score

How likely are you to recommend...?



% Promoters

-

% Detractors

=

Net Promoter Score

Promoters Passives Detractors

use very different language to describe their experience

Promoters:

"Worth it!"

"Great!"

Passives:

"Too Expensive"

"Good, but expensive."

Detractors:

"Price-Feature Gap"

"Not worth it!"

**Value, not money
is #1 Objection**



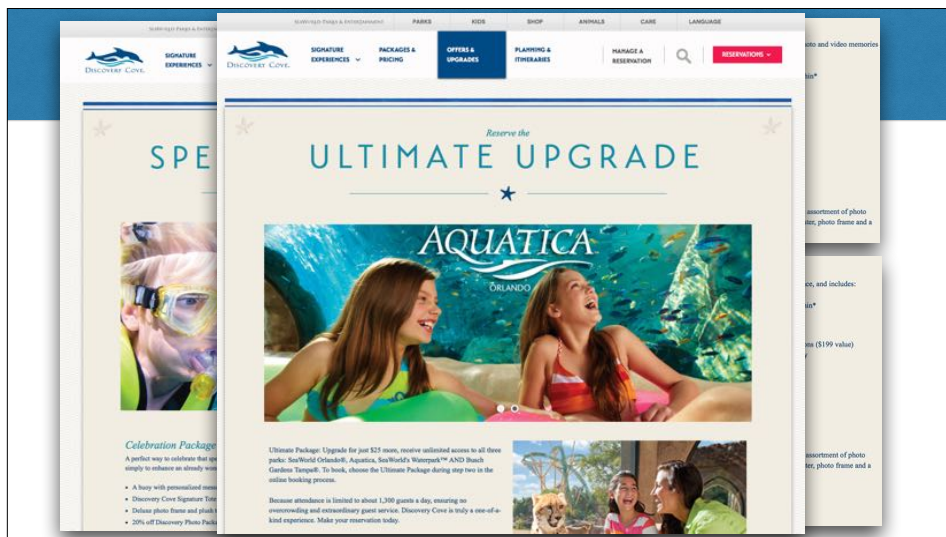
Time + Quality

Overcome price objections.

Stories

What Objections do You Face?

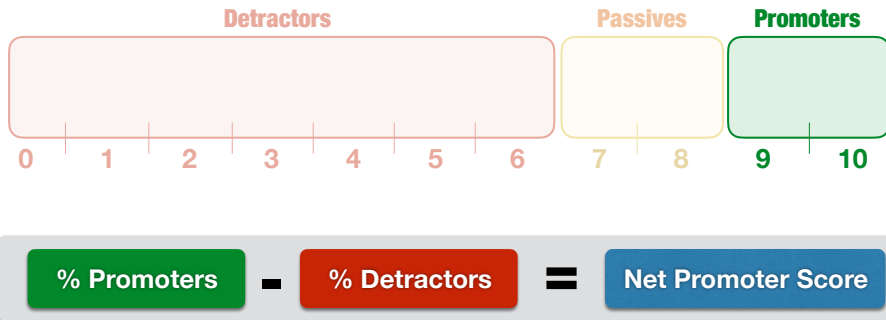
How can you turn Objections into a selling point?



Referrals are your Best Source of Sales

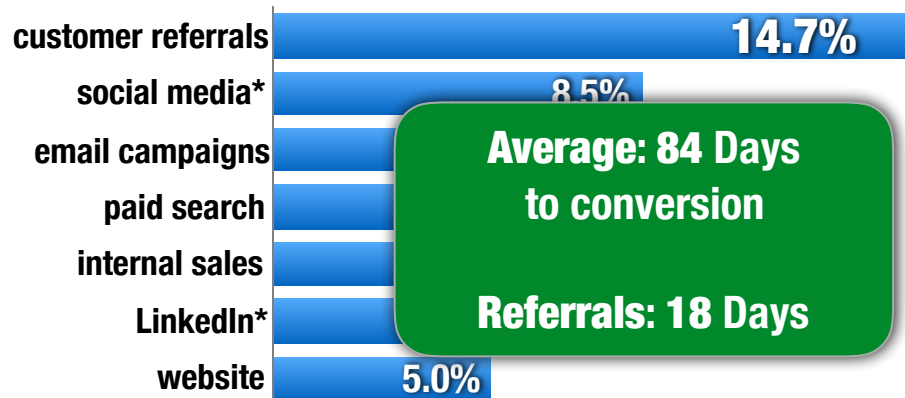


Net Promoter Score



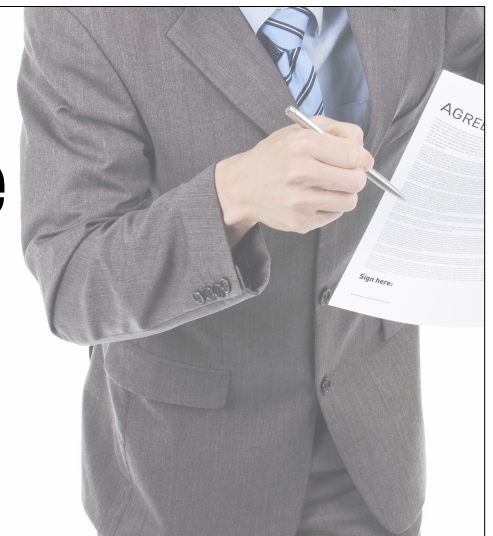
"THOSE WHO TELL THE
STORIES RULE SOCIETY."
-PLATO

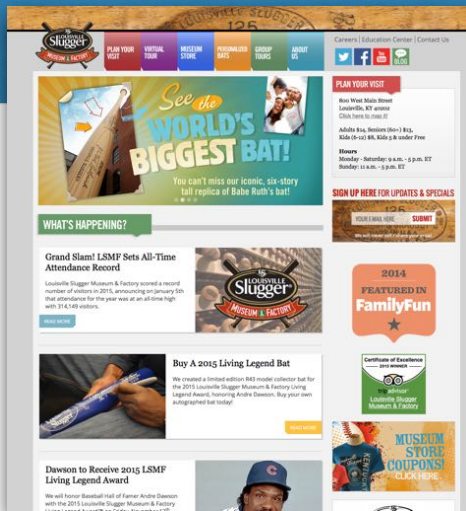
B2B Prospect-to-Deal Sales Rate



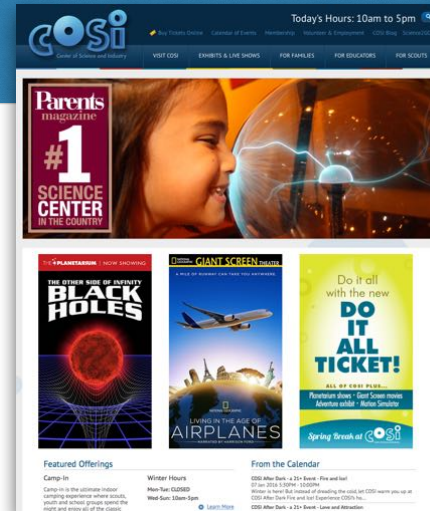
Source: Implicit - Survey of 500 Salesforce CRM companies

6 **Ask for
the Sale**

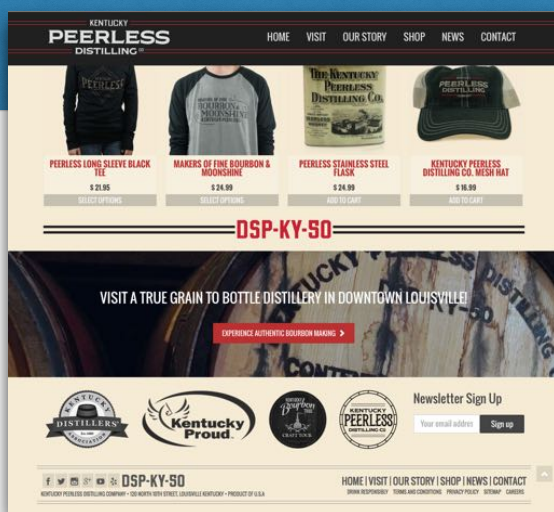




Clear Calls to Action
Address, Hours, Prices
Judicious Use of Red
Email Subscription + Offer



Prominent Display of Hours
Address, Hours, Prices
No Clear Call to Action
Too Many Competing Elements



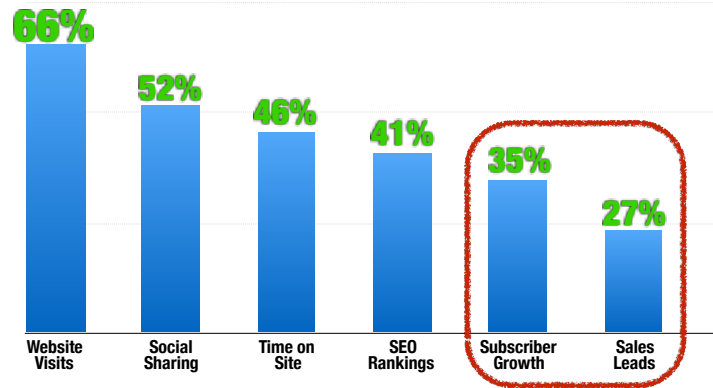
Beautiful Presentation
Great Rich Media
Judicious Use of Red
No Clear Call to Action

Call to Action:
Below the Fold

Measure the Right Things



Measure the Right Things



Source: Content Marketing Institute and Marketing Profs: Benchmarks, Budgets and Trends

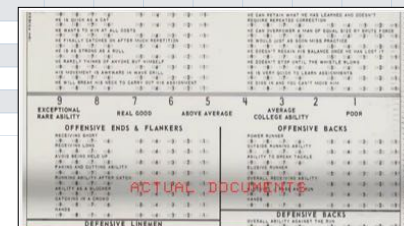
Customer Value

What is a "Good" Client?



What makes a good football player?

	1	2	3	4	5	6	7	8	9
Traits									
competence									
fast learner									
intuitive									
Behaviors									
team first									
on time									
hard player									
Skills									
speed									
agility									
blocking									
tackling									



ACTUAL DOCUMENTS

ESPN Video

my ESPN NFL MLB NBA NHL NCAA/NCAA/NASCAR SOCCER MORE SPORTS WATCH FANTASY ESPNW RADIO

Video Home Radio Home The Latest Highlights Sports TV Shows

Signals: The Cowboys and the Indian

Posted Dec 01 6:12 PM CST Duration: 13:34

LUBNA QUREISHI
AUTHOR
DAUGHTER OF A. SALAM QUREISHI

01:12/13:34

In the early 1960's, the Dallas Cowboys wanted to develop a computer system that would evaluate draft eligible college players. Enter A. Salam Qureshi, a brilliant Indian computer programmer and statistician.

Rating: ★★★★★ (197 views)

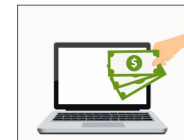
Tags: Dallas Cowboys, NFL, NFL Draft

Lifetime Customer Value - LCV

Average Value of a Sale X Number of Repeat Transactions X Average Length of Retention



Lifetime Customer Value - LCV



Average Value of a Sale

\$3500



Number of Repeat Transactions (Annual)

2



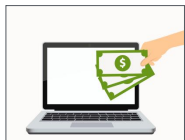
Average Length of Retention

3 years

= \$21,000

Lifetime Customer Value

Lifetime Customer Value - LCV



Average Value of a Sale

\$3500



Number of Repeat Transactions (Annual)

3



Average Length of Retention

8 years

= \$84,000

Lifetime Customer Value

Audience Value

LCV x (Number of Subscribers - non-customers)

\$21,000 x (3,000 - 2,500)

= \$10,500,000



Channel Report

Medium	Visitors	Transactions	Revenue	Conversion rate	Average Value	Per Visit Value	Marketing Cost	Profit
Organic	150,000	3,000	\$200,000	2.0%	\$66	\$1.30	\$15,000	20%
CPC	65,000	1105	\$55,000	1.7%	\$50	\$0.84	\$30,000	6%
Social Assist	45,000	180	\$18,000	0.4%	\$100	\$0.40	\$10,000	2%
Email	55,000	880	\$60,000	1.6%	\$75	\$1.09	\$3,000	14%
Direct	45,000	585	\$40,000	1.3%	\$70	\$0.88	-	9%
Display	35,000	420	\$20,000	0.6%	\$45	\$0.57	\$6,000	3%
Comparison	10,000	250	\$25,000	2.3%	\$100	\$2.50	\$5,000	5%

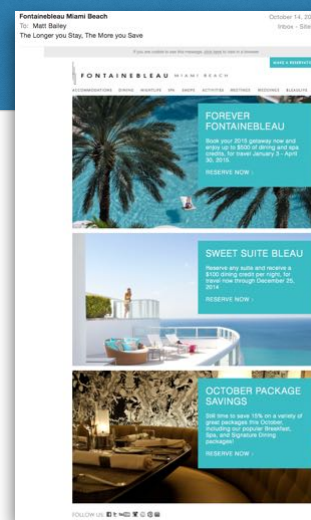
Follow-up After the Sale

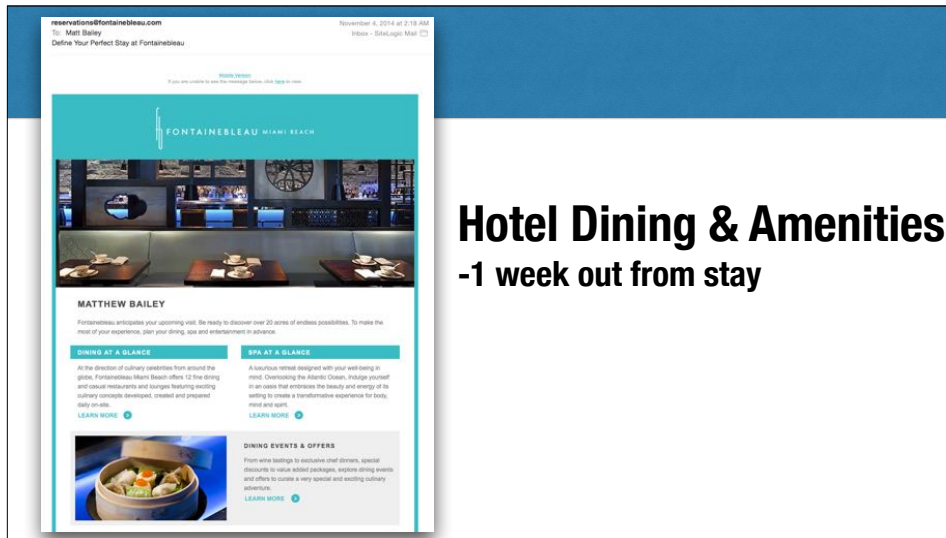


Booking Confirmation



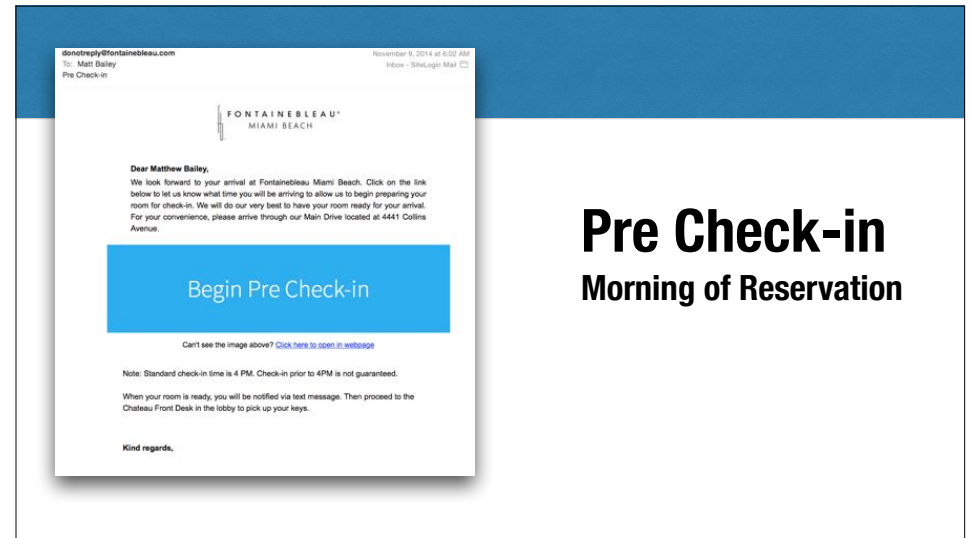
Upgrade Offers -1 month out from stay





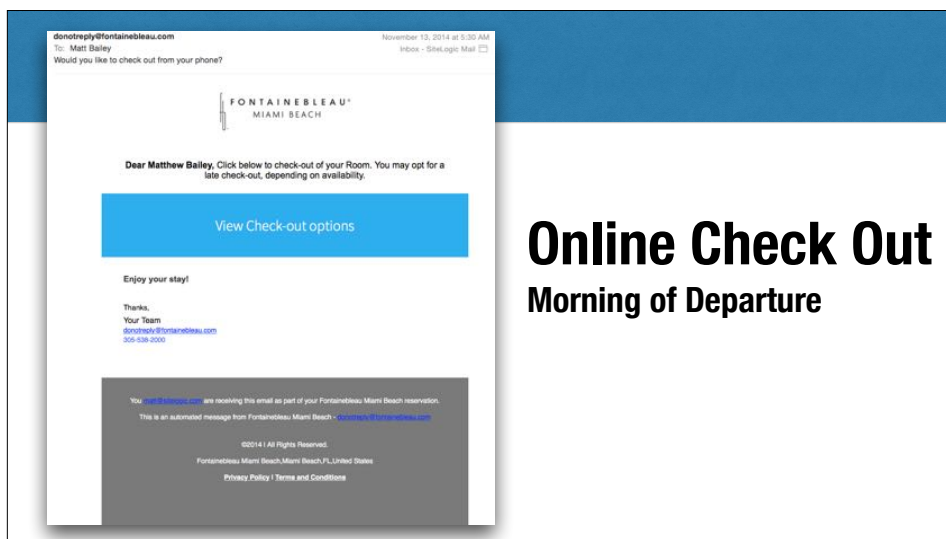
Hotel Dining & Amenities

-1 week out from stay



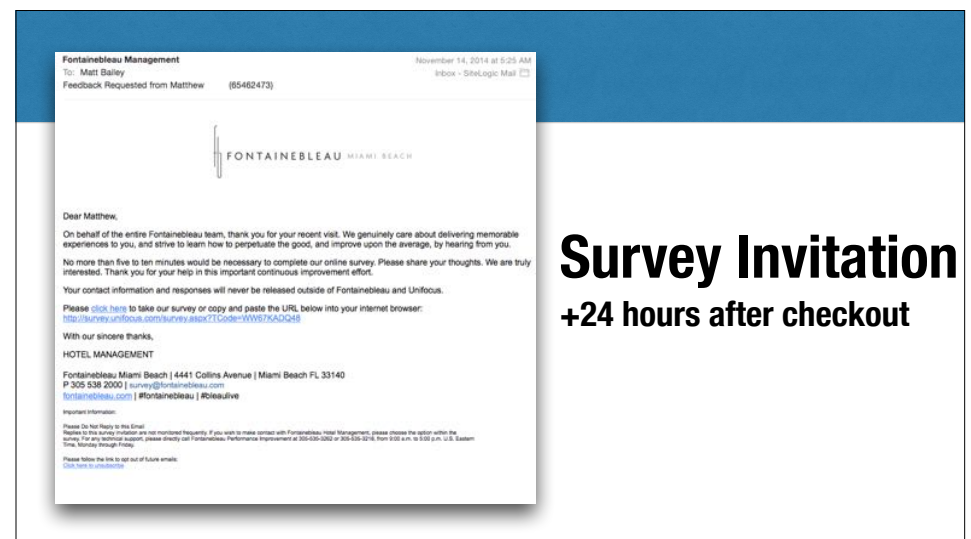
Pre Check-in

Morning of Reservation



Online Check Out

Morning of Departure



Survey Invitation

+24 hours after checkout

Thank You

- Book Again
- Subscribe
- “Share”

+48 hours after checkout

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Get a link to download the presentation, resources and references in this session.

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