



DELIVER A BETTER
EXPERIENCE, FOR
EVERY KIND OF
CUSTOMER

THE DIVERSITY “BIG 5”

- Race



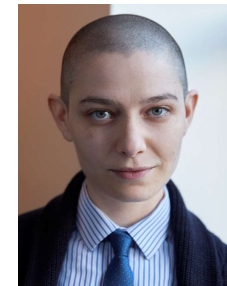
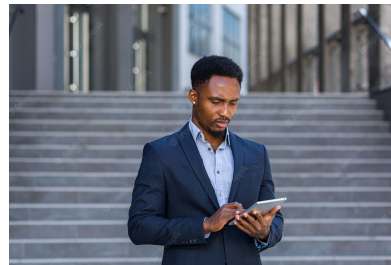
- Ethnicity

- Age / Generations



- Gender

- Sexual Identity

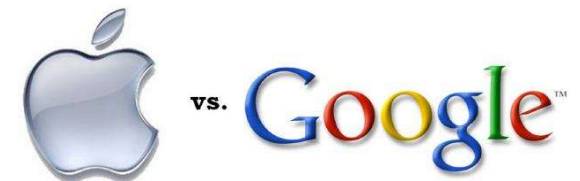
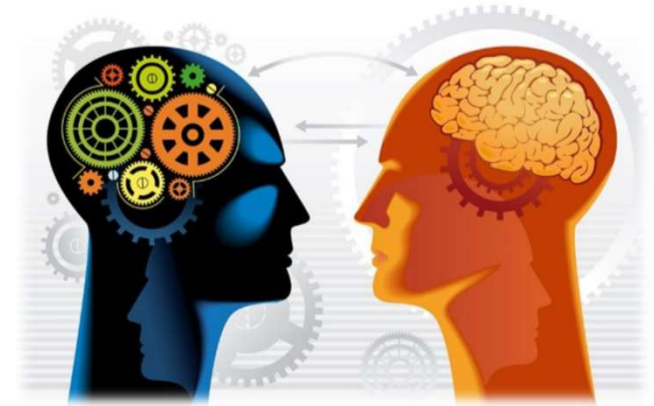


DIVERSITY COMES IN MANY FORMS



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





DEMOGRAPHICS ARE NOT DESTINY

9 Strategies to
Attract & Delight
Every Kind of
Customer



#1: USE DIVERSE IMAGERY IN YOUR MARKETING



#2: ELIMINATE PAIN POINTS

People don't buy
products or services

They buy **solutions**



DIFFERENT CLIENTS & PROSPECTS CARE ABOUT DIFFERENT THINGS



WOMEN WANT
SECURITY AND GREAT
PERSONAL SERVICE

MEN HATE IRONING

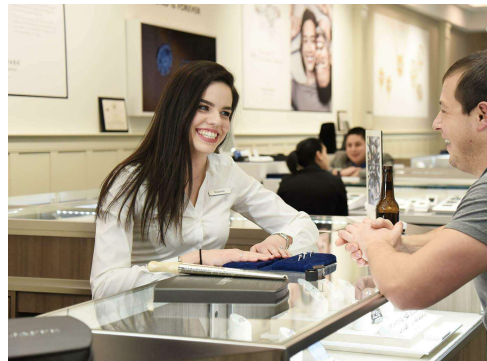


- OMNI HOTELS LEARNED THAT MEN HATE IRONING
- THEIR “SELECT GUEST” PROGRAM NOW OFFERS FREE IRONING OF TWO GARMENTS

IKEA ASSEMBLY STINKS!



How Do You Know What Your Pain Points Are?



ASK IN A
SPECIFIC
WAY...

- **Don't say:**
"What don't you like about us?"
- **Say instead:**
"If you could change one thing about us, what would it be?"

And then don't get defensive when they tell you



#3:
Use Consumer Insights and
Tap Into Values

Millennial & Gen Z Values

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



THEY PREFER PETS OVER PEOPLE

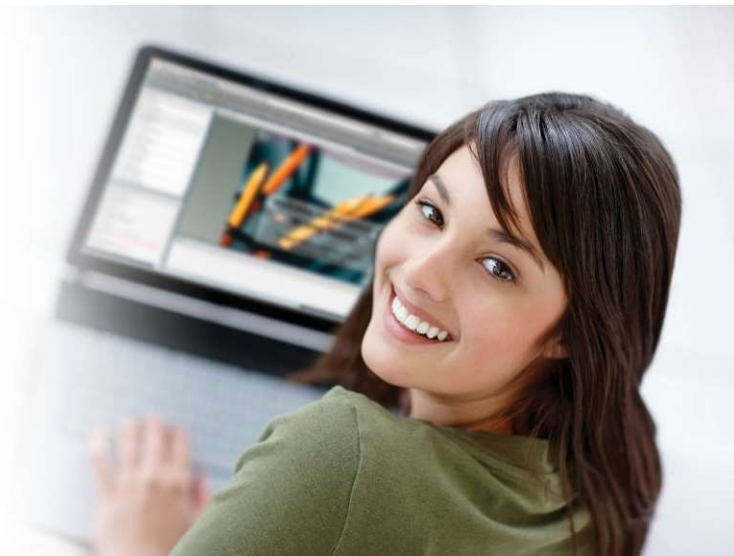


THEY'D RATHER JOIN A CAUSE THAN A CLUB



Women's Values

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



What Mature Affluent Women Want

- The more mature luxury consumer places the highest priority on making memories and experiences
- They don't buy things to have more things
- They want the experience – or the memory to go along with it





Hispanic - Latin Insights

Relationships, Not
Transactions

Great customer service
and strong relationships
overcome mistakes



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



Where brand values and diversity matter most

| | All | 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% |



Asian Values & Insights

- Respect is paramount
- Diplomacy always



Selling to & Working With Southeast Asians

- Value and Total Cost
- Transparency
 - About fees, warranties, clauses, extra charges, exemptions, etc.

Marketing & Selling to Southeast Asians

- Promote that your business is strong and credentialed
- Heritage:
 - *“Been in business for 35 years”*
- Promote awards and accolades you’ve earned



Most Global Cultures: “Three Cups of Tea”



The first cup is shared as strangers

The second cup is shared as friends

The third cup is shared as family

The image features a central graphic of two hands, one above and one below, holding a heart. The hands are rendered in a dark red color, and the heart is a lighter, vibrant red. The background is a smooth gradient transitioning from a deep red at the top to a bright orange at the bottom. The text is centered over the heart and hands.

#4:
GIVE PEOPLE
WHAT THEY WANT

MACY'S PRODUCTS DIFFER BY REGION

SALT LAKE CITY



ATLANTA



SEATTLE



BURGER KING ADJUSTS ITS MENU

NEW YORK CITY



BIRMINGHAM





SELLING TO WOMEN

VALUE EXPANSIVE CHOICES, SEEING ALL OPTIONS

SELLING TO MEN

- WANT CHOICES SIMPLIFIED
- THE MAGIC NUMBER IS 3



★★★★★
Samsung - 60" Class (60" Diag.) - LED - 1080p - 120Hz - Smart - HDTV
\$997⁹⁹
 FREE DELIVERY



★★★★★
Sharp - AQUOS - 60" Class (60" Diag.) - LED - 1080p - 120Hz - HDTV
\$799⁹⁹
 FREE DELIVERY



INCLUDES 8 PAIRS OF 3D GLASSES

★★★★★
VIZIO - M-Series - 50" Class (49-1/2" Diag.) - LED - 1080p - 240Hz - Smart - ...
\$599⁹⁹
 FREE DELIVERY



FX-FORMAT

D610

24.2 MP | 1080p HD | 100 ISO | 11 FPS

NEW D750

24.2 MP | 1080p HD | 100 ISO | 11 FPS

D810

36.3 MP | 1080p HD | 100 ISO | 11 FPS

GET \$80
 By mail-in rebate via American Express Reward Card when you buy 4 Hankook RoadHandler tires with a qualifying Sears card.

GET \$70
 Sears Award Card when you buy 4 Michelin tires.

GET \$50
 Sears Award Card when you buy 4 BFGoodrich tires.

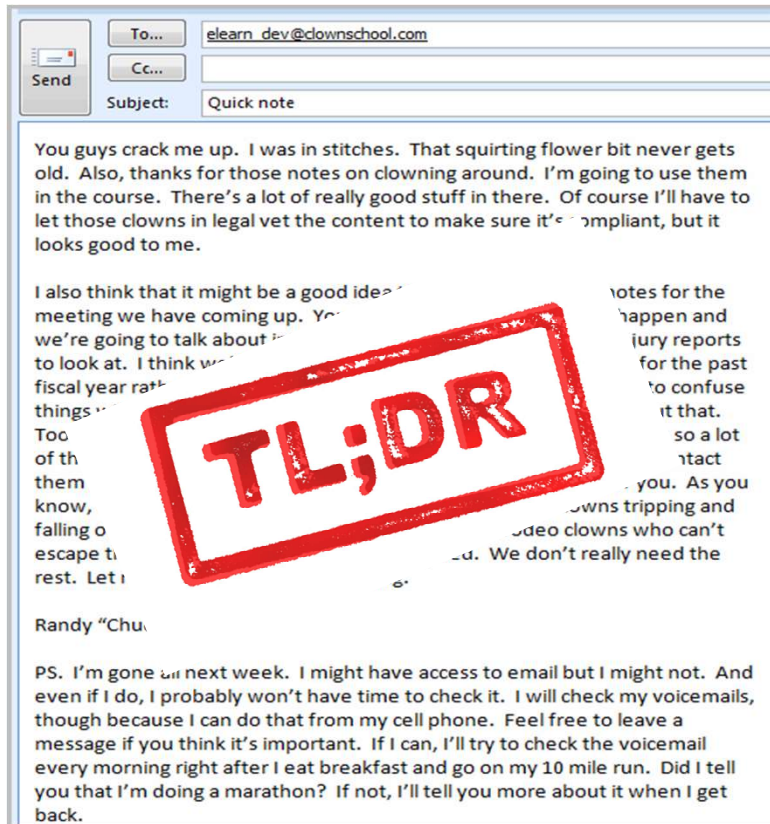
SAVE \$100 with service purchase of \$400 or more #40104

SAVE \$50 with service purchase of \$250-\$339.99 #40103

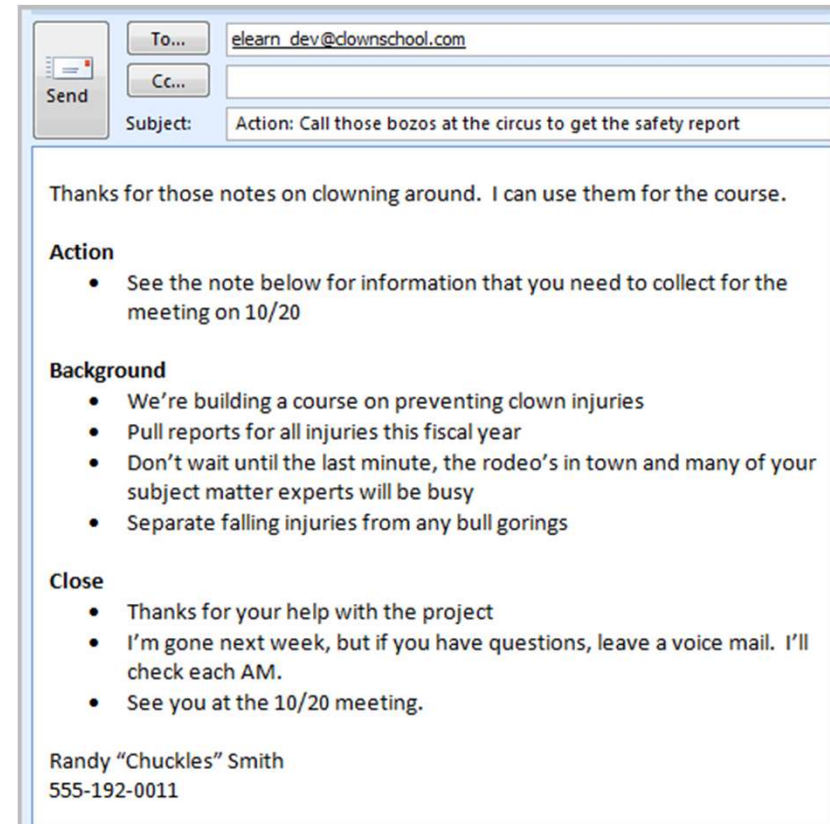
SAVE \$25 with service purchase of \$150-\$249.99 #40102

• Brake service • Tire installation • Alignments • Fluid services • Steering & Suspension services • Shocks & Struts

NO ONE READS ANYMORE – WE SKIM



Before



After



#5:

ATTRACT GREAT WORKERS

Bilingual
Workers in
High Demand
– *especially in
manufacturing*



SELL EMPLOYEE
PROSPECTS LIKE YOU
SELL CLIENT PROSPECTS

TRANSLATE
BENEFITS INTO
“REAL TALK”





EXAMPLE: CERTAPRO PAINTERS

“We’re going to run out of painters before we run out of leads” - Mike Stone, CEO

- Paid quickly
- Keep your own team
- Maintain your independence
- Run your own company
- You can focus on painting
- Stable, established company
- A lot of work
- Culture of respect & recognition
- Referrals & review bonuses
- Be your own boss
- We live our values
- Strong brand and respected company
- 5-star certification system
- Certainty service system
- No cash flow constraints
- It’s up to you who you work with
- You’re in charge of your projects
- Tax benefits, self-employed benefits, no limit to your growth
- We take care of the marketing, sales & admin
- Peace of mind that we will be around for a long time
- Keeping you busy
- You’ll be appreciated for your hard work & success
- We find additional ways to recognize you & pay you
- Improve and progress in life
- You will be treated the way you should be
- You can be proud of being part of an excellent team
- You can learn & progress in your management skills
- Helps you succeed in your job



CERTAIN RECRUITING LANGUAGE CAN BE RED FLAGS FOR WORKERS

Online, workers trade opinions and warning signs about job postings
Top phrases that turn off job seekers:

- “We’re like a family”
- “Must handle stress well”
- “Willing to wear many hats”
- “Responsibilities may include those outside the job description”
- “We’re one big, happy family”
- “Applicants should be humble”
- “Looking for self-starters”

Can read as code for being subjected to verbal abuse and touting perks like “free meals” and onsite entertainment” can be code that bosses expect workers to be at the office long after the sun goes down.



WHAT DOES WORK:

COLLABORATION, INCLUSION & CULTURE



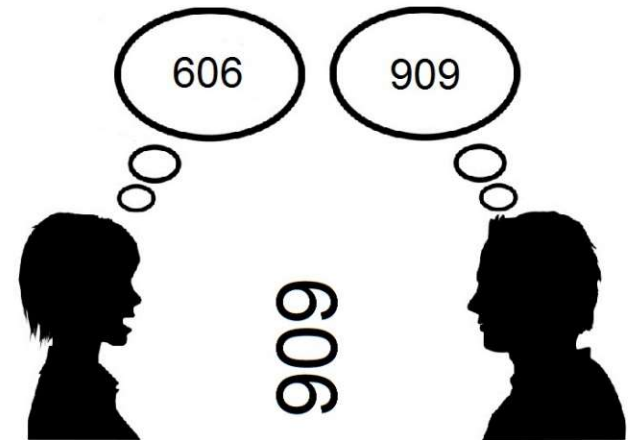
#6:
BE THE GOOD GUYS
SHOW YOUR SOUL

DOING GOOD
IS THE NEW
COOL.

#7: AGREE TO DISAGREE

“I see it differently” is effective & disarming

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





#8: Solutions, Not Excuses

“We’ll take care of it”



#9: HELPING BEATS SELLING

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

5 THINGS TO DO – AND REMEMBER

1. IDENTIFY CLIENT OR PROSPECT “PAIN POINTS” AND WORK TO RESOLVE THEM
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 & Gen Z want to support causes
 - Remember “3 cups of tea”: Be patient in cultivating new communities of prospects
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

TIME FOR
YOUR
QUESTIONS

Q and A

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