



“So What?”

How to Communicate What Really Matters to Customers

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Based on the Book of the Same Title



- Key Takeaways
 - Everyone pitches what they offer to current customers and prospects
 - Many people are self-focused and have fallen into the trap of selling what they think is important and believe they are unique
 - Most people never answer the “*So What?*” question that looms in the minds of those we want to buy



Why the Old Approach Doesn't Work So Well Anymore

- People can find anything they want through the Internet
- We have more competitors than ever before
- We're in the habit of doing things the same way
- We have fallen into the trap of self-focus rather than audience-focused
- We have a lack of curiosity which comes across as a lack of genuine interest in addressing the needs of others
- We have to move from "*here's-what-I-want-you-to-know*" to "*here's-how-my-message-can-benefit-you* (the audience)"



We Often Sell Features Rather Than Benefits

- “We’ve been around for over 15 years
- We have a staff of 10
- We belong to the Better Business Bureau.”



The “So What?” Matrix

- **For What?**
 - *Why are you sharing this information?*
- **So What?**
 - *Why is this important to my audience?*
- **Now What?**
 - *What do you want to have happen as a result of this information?*



Ostensible Benefits vs. So What? Benefits

- Ostensible Benefits
 - Culturally acceptable
 - Appears true, but is not always the case
 - May be the “story” told as to why something is bought, but doesn’t reveal the real benefit that’s important to the audience



Examples of Ostensible and So What? Benefits

Product/Service	Ostensible Benefit	So What? Benefit
iPod	Portability	1,000 songs of your choice in your pocket
Blackberry	Send and receive e-mail	Stay connected no matter where you are
Toyota Prius	Reduces emissions, gets 47 miles/gallon	Only needs one trip to gas station/week
<i>Your product/service here</i>	<i>The benefit that seems like the reason customers buy it</i>	<i>The benefit that causes customers to say, "I love it, I want it, I'll buy it!"</i>

"Everything should be made as simple as possible but not simpler." Albert Einstein



Convert Benefits to So What? Ones that Matter to Members

- Ostensible Benefits
 - I have access to the best travel sites and monitor rates to the destinations you're interested in.
 - I can get your logo on any product at any price point you need.
 - I help you get organized and make better operating decisions.
 - I help people get "unstuck" from life's situations and become more productive.

Going From 30,000 Feet to Sea Level



- Sea Level
 - “How much are looking to spend?”
 - “Not much. About \$500.”
 - How many gigabytes do you need?
 - “I don’t know.”
 - What processor speed are you looking for?
 - “I have no idea.”
- 30,000 Feet
 - What do you want to do with the computer?
 - “Surf the Internet, download music, play games, check e-mail. My kids will use it, too.”

*“What we think of as the moment of discovery is really the discovery of the right question.”
Jonas Salk (polio vaccine discover*



The "So What?" Communicator - *Create Your Position Statement*

- Answers the question, “What does the (organization) do?”
- Responses are clear, compelling and relevant to the audience
- Uses the “Do you know how,” “Well, what we do is...” format
- Peaks someone’s interests to learn, “How do you do that?”
- Sets up *Psychic Real Estate*
 - The first question results in the audience agreeing with you (starting with a “yes” is critical) and results in people wanting to know what you’re going to say next
 - The second part creates the words, pictures and feelings you want people to associate with you and what you offer



How to Create So What? Positioning Statements

1. Identify three key or primary issues your customers and prospects face
2. State the three things you do to address these three primary concerns
3. Choose the most relevant of the three primary concerns and the best answer from step 2 that addresses it. Take both and put it into this format:
 - Do you know how...? (insert the primary concern)
 - Well, what we do is...(insert what you do to address the concern)
 - *Example:* “Do you know how frustrating it is for people to buy a car with the exact features and in the price range they can afford? Well, what I do is act as the client’s broker, shop the competition, negotiate the offer and set up the contract so all people have to do is show up, sign the contract, and drive the car home.”



"So What?" Positioning Statements – *Examples*

- Do you know how time consuming it is to find the right product to promote your company without breaking the budget?
- Well, what I do is choose the perfect product to sell your image over and over again because customers always think of every time they use it.
- *Do you know how stressful it is for people who are going through a divorce, layoff, or having to cope with the death of a loved one?*
- *Well, what I do is provide a confidential environment, empathy, and support to help people feel whole again and live a meaningful life.*
- Do you know how hard it is for small business owners to run their businesses, stay on top of their finances, and somehow get everything done with a small staff?
- Well, what I do is set up systems that make it easier to run a business, know where the money goes, and free up time so small business owners can do what they love and what they're experts at doing.