



College of Search-and-Switch Management *Skill Finders Guide*

Recognize the new search-and-switch customer realities



Prepare to Compete in a Compulsion-to-Compare World

- Knowing the 5 important “Worth-It Test” questions on the minds of every buyer
- Recognizing the “Worth-It Test/Worth-It Proposition” connection and why your brand’s success depends on it
- Harnessing 3 proven queries that guide your selling proposition development
- Understanding co-worker resistance to brand proposition work and how to win your case
- Simple steps for forming co-worker coalitions that drive worth-it proposition work.
- Other skills

Build a Worth-It Proposition That Sells Your Brand At Prices Higher Than Your Competition

- Mastering the three effectiveness levels of a ‘worth-it’ selling proposition and how to earn your way to Level Three
- Exposing the information gaps and grey areas diluting your brand’s current selling proposition
- Crossing the 7 “Survival-of-the-Fittest” hurdles to ferret out your selling proposition
- Avoiding the costly mistakes B2B firms make when offering their brands to buyers
- Recruiting a co-worker team to build your brand’s selling proposition
- Rallying your firm’s opinion leaders around your brand’s fledging selling proposition
- Developing a persuadable business case for your brand’s selling proposition
- Getting customers onboard to substantiate your brand’s results - identifying and communicating the ‘gets’ and ‘gives’ to land their cooperation
- Keeping your proposition fresh and different to stay ahead of competition
- Other skills

Ace Your Buyer’s Worth-It Test At Every Stage in the Purchase Cycle

- Getting “yes” from decision makers, buyers, users, influencers and gatekeepers
- Understanding your buyers as scorecard holders who rate your brand
- Knowing each scorecard holder’s definition of “Worth it’
- Identifying your brand’s various benefits---“hard currency”, “prospector”, “peace-of-mind”, “extra-mile”, “community”
- Ensuring scorecard holders experience your benefits
- Knowing your customer’s next best buying alternative and keeping that competitor close
- Matching your price to your worth and other proven tactics to deliver value
- Other skills

Spot Those Customers and Prospects Truly Worth Taming

- Identifying your highest value customers
- Uncovering each customer's "loyalty condition" and boosting it
- Other skills:

Breed Customer Trust Where It Counts Most

- Crafting your firm's trust building plan
- Planting trust triggers in your customer experience design
- Pinpointing and removing distrust triggers from your customer experience delivery
- Showcasing your brand's worth
- Rooting out and addressing buying fears
- Employing customer ratings as trust builders
- Other skills:

Keep Your Brand Compellingly Different *So Customers Beat a Path to Your Door*

- Keeping your brand from being perceived as "me too"
- Minimizing the effect of the "compromise penalty" when buyers scrutinize your brand
- Focusing on un-served and under-served buyers
- Building brand strategy around solutions to timeless customer wants and needs
- Crafting a new business model rather than tweaking your old one
- Learning from the market, not just your customers
- Applying "i-Factors" (Innovation factors) to super-charge your brand's differences
- Other skills:

Grow Gung-Ho Employees Ready to Serve

- Recognizing the “gung-ho employee - gung-ho customer” connection
- Leveraging the employees moments-of-truth to nurture employee’s passion-to-serve
- Dissecting your employees’ lifecycle stages and the milestones that matter most at every stage
- Creating employee experiences that trigger “delight” and eliminate “pain”
- Equipping managers with skills that nurture an employee’s passion to serve
- Measuring the right things
- Other skills:

Earn Big Word-of-Mouth Both Online and Off

- Choreographing ‘worth it’ customer experiences that drive word-of-mouth
- Tapping into the word-of-mouth potential in every customer relationship
- Investing in your web property for word-of-mouth payoff
- Managing search engine results
- Leveraging the power of online ratings and reviews
- Knowing what ignites customer rant and customer rave and designing customer experiences accordingly
- Harnessing the power of online customer communities
- Building your own social network
- Managing the unfolding array of online and offline word-of-mouth makers
- Recognizing the Nine market spaces that feed your brand’s Word of Mouth and how make the most of them
- Monitoring and gauging your brand’s (and your competitors!) perceptions across the Nine Spaces
- Prioritizing your brand’s Nine Space improvements
- Spotting fresh, new perception-making opportunities for your brand across the Nine Spaces
- Other skills:

Find Talented Search-and-Switch Tamers To Mentor You

- Recognizing skill sets that help tame search-and-switch prone customers.
- Identifying those “taming” competencies you most need help with
- Knowing where to look for mentors
- Conducting the information interviews---what questions to ask that will teach you the most
- Framing you listening and note taking in mentor sessions for maximum benefit
AFTER the session
- Other skills: