

## 1. CHOOSE CUSTOMER

- **Clear, specific description of the target group or model representing the group.**
- **You can't please everyone, build the image of target groups in small steps - start with 1 customer and try to describe him in detail.**
- **Where is your client? What are the ways? What groups does he identify with?**

## 2. MAKE A PROMISE

- The promise attracts attention.
- Give up the usual promise.
- The promise must make you stand out from the competition.
- The promise must be easy to understand and measure.
- "only for you"
- The promise must be fulfilled - unfulfilled promises build a negative image.

### 3. DIFFER WITH THE COMPETITION

- **Without banality**
- **Be better!**
- **Customers will pay more for products that are not readily available.**
- **You can compare the product to the competition, but remember: do not overdo it with criticism. It is better to present your positive features than the negative features of your competition.**

## 4. TELL ABOUT THE BENEFITS

- **Tell me what the customer will get for the money they pay.**
- **Base on facts.**
- **Tell us about your values and what you guided when creating the product.**
- **Benefit is not a product feature!**



## 5. TELL A STORY

- Tell your product story.
- The customer can pay more for a product with a good history.
- The story should be authentic.

## 6. "PACKAGE"

- What does the offer include?
- What is extra paid?
- What does the purchase and / or delivery process look like?
- Is warranty, service included?
- Try to reduce the customer's fear of buying.

## 7. THE PRICE

- Is it beneficial for the customer?
- Is it beneficial for you?
- Is it transparent to the customer?
- Are there any hidden costs?
- Does it include negotiation options?

## 8. THE NAME

- A good name is easily remembered.
- A good name attracts customer attention.
- The name does not have to be directly related to the product, but it is an important element of the image.



## 9. PRODUCT PRESENTATION

- First impressions are extremely important.
- Going beyond the scheme increases interest.
- You can try surprise, stories, rhetorical questions / questions.
- Make theses and support them with relevant examples.
- Act on emotions.

## 10. PROMOTIONAL MATERIALS

- After the presentation everyone should receive promotional materials (not only those interested).
- The gadget must be selected for the target group.
- The gadget should be creative and memorable.
- It should be part of the strategy (if we promote environmental protection, it is worth, for example, bags made of ecological material).

## 11. DO IT!

- After analysis, preparation, planning, it's time for the fruits of your work to be seen by the world.
- Present the product to people in the immediate area.
- Don't be afraid to release a product that in your opinion deviates from the ideal - try to sell the prototype and develop it in accordance with the expectations of customers.