



MARKETPLACE
INTERNATIONAL 2015
WORLD LEADERS. WORLD CLASS. WORLDWIDE.

Marketplace International 2015

World Leaders. World Class. Worldwide.

WELCOME TO MARKETS DAY

Conor O'Connell

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

Maximising Impact with the Buyers



Conor O'Connell
TMI Ireland.

High Impact “On-Brand” Selling

Connect
Explore
Reveal
Resolve
Conclude

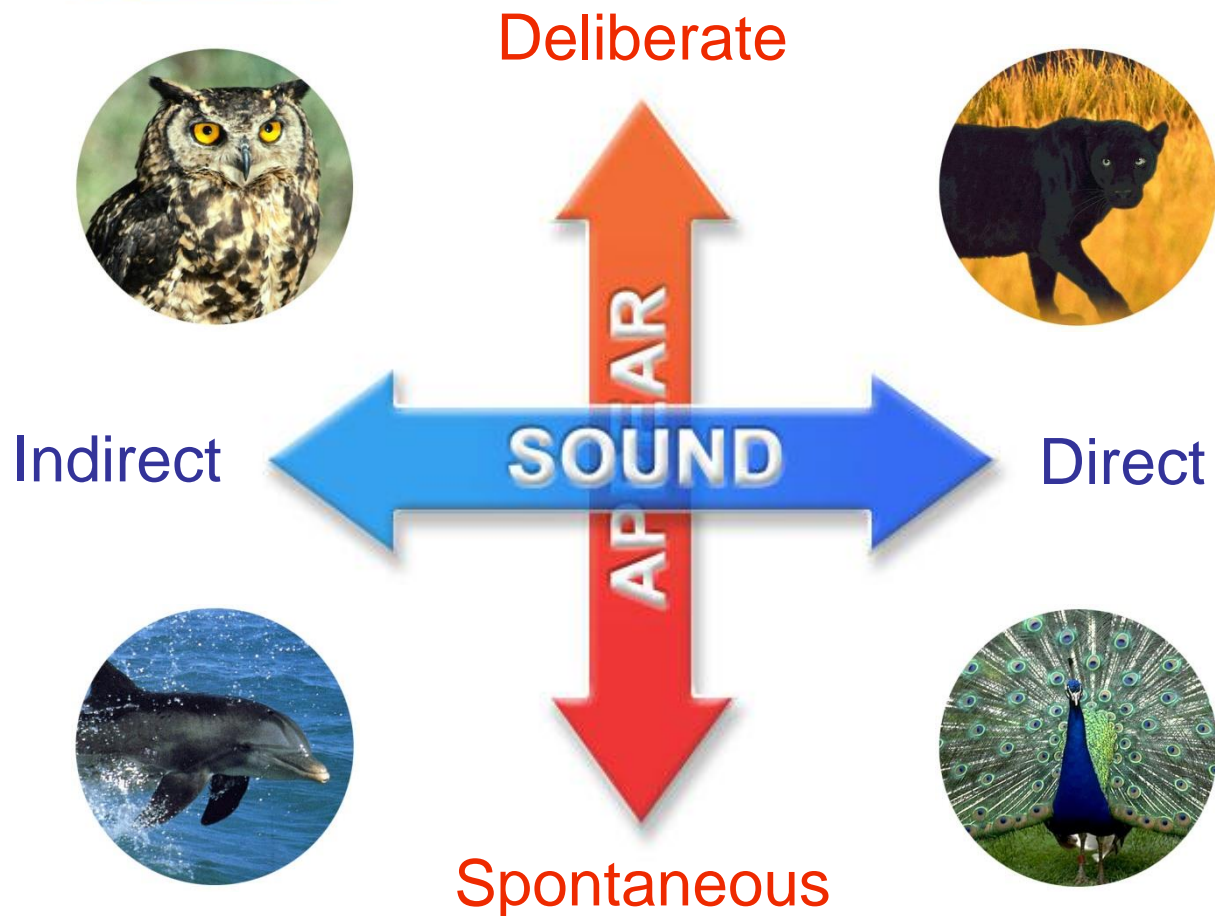
Connect

people buy from people they like

people like people like themselves

build rapport through pacing

Four Styles



Panther



- Drivers
- Directive
- Bias for action
- Go-getters and ambitious
- Aggressive & fast moving
- Competitive, can make others tense

Peacock



- Expressive
- Emotional
- Networkers and socialisers
- Colourful
- Dramatic
- Centre of attention
- Heart on sleeve

Dolphin



- Supportive
- Amiable
- Friendly, empathic
- Team player
- Diplomat
- Peacemaker
- Avoids confrontation

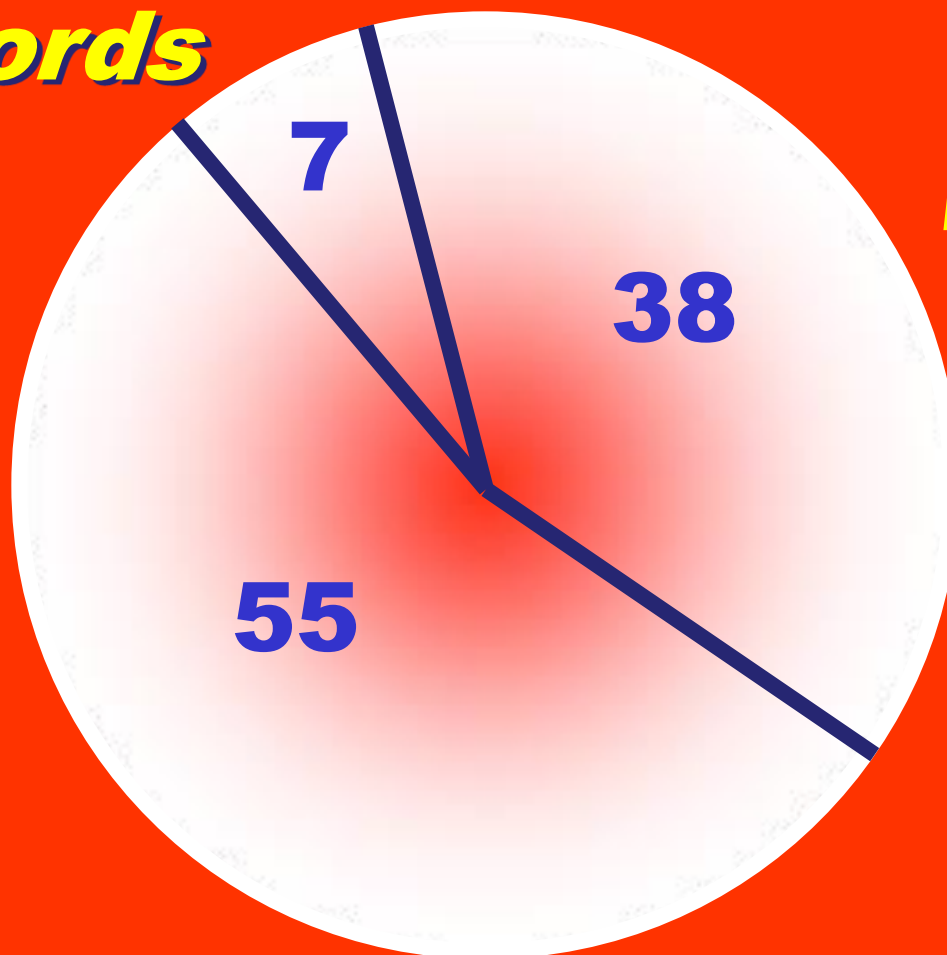
Owl



- Reflective
- Analytical
- Fact finders, objective
- Wise, patient
- Risk averse
- Clear thinker,
eye for detail

Words

Way



Body Language

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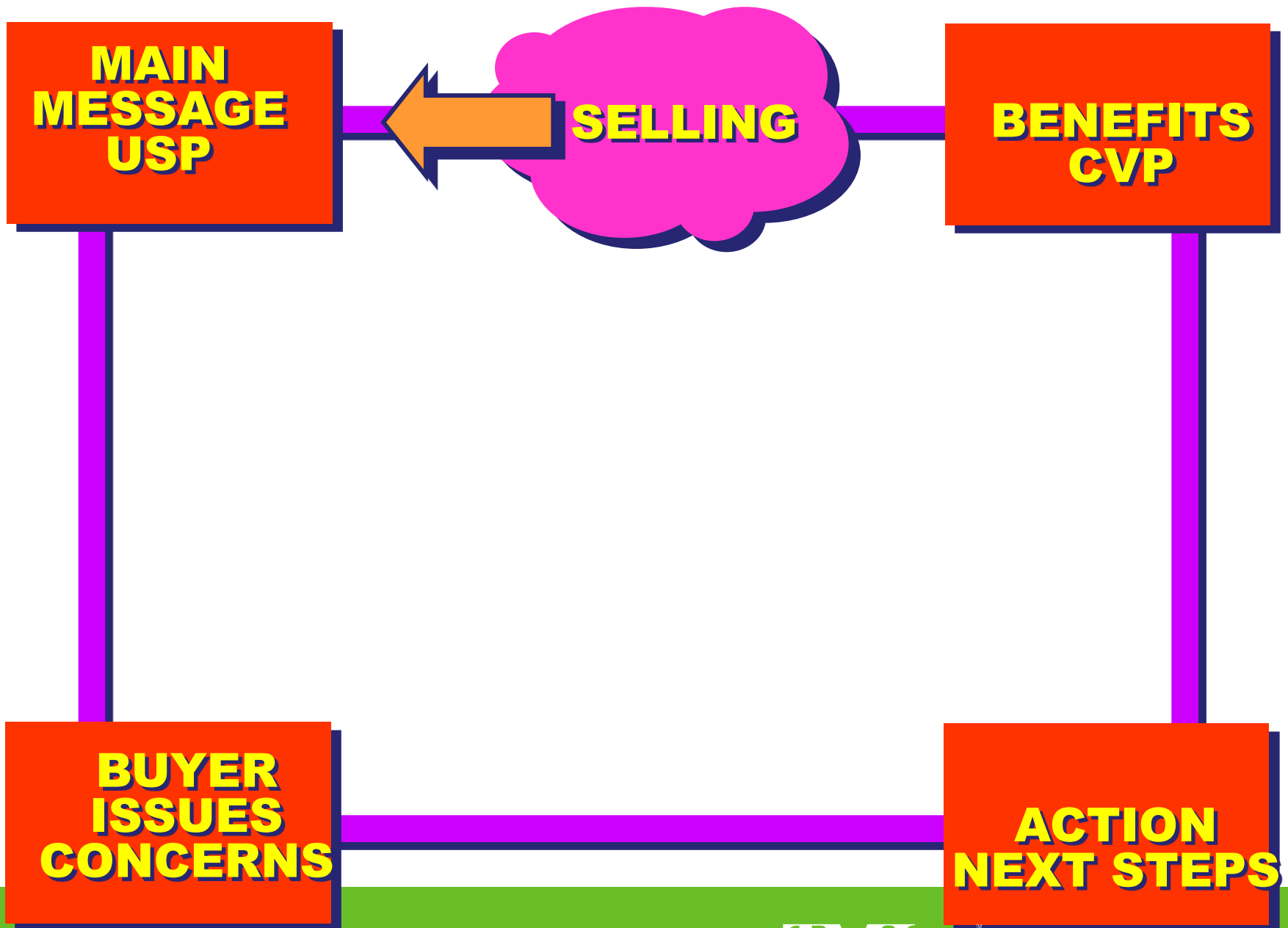
NON-VERBAL COMMUNICATION

- *Voice level/intonation*
- *Speech rate*
- *Vocabulary/jargon*
- *Breathing*
- *Body posture*
- *Facial expression*
- *Eye movements*
- *Gestures*
- *Dress*
- *Status symbols*
- *Eye contact*
- *Size of pupils*
- *Territories*

Explore

Buyers decide for their reasons,
Not your reasons

They buy to solve a problem, a
pain or concern



Main Message

Rule of Three
key points of difference.
USP's
people can remember

“killer” apps

Buyers

Food Service

Retail

Hospitality

Recognise the personality

Identify a problem or “enemy”

How can you help?

Benefits CVP

“which means that.....”

tastes better, prestige, exclusivity,
customer reaction, sales growth
higher margin, reduced waste,
longer shelf life, availability,
saving time, saving money,
sustainability, reputation

Call to action

be clear on your next steps.....

trial order

they visit your site

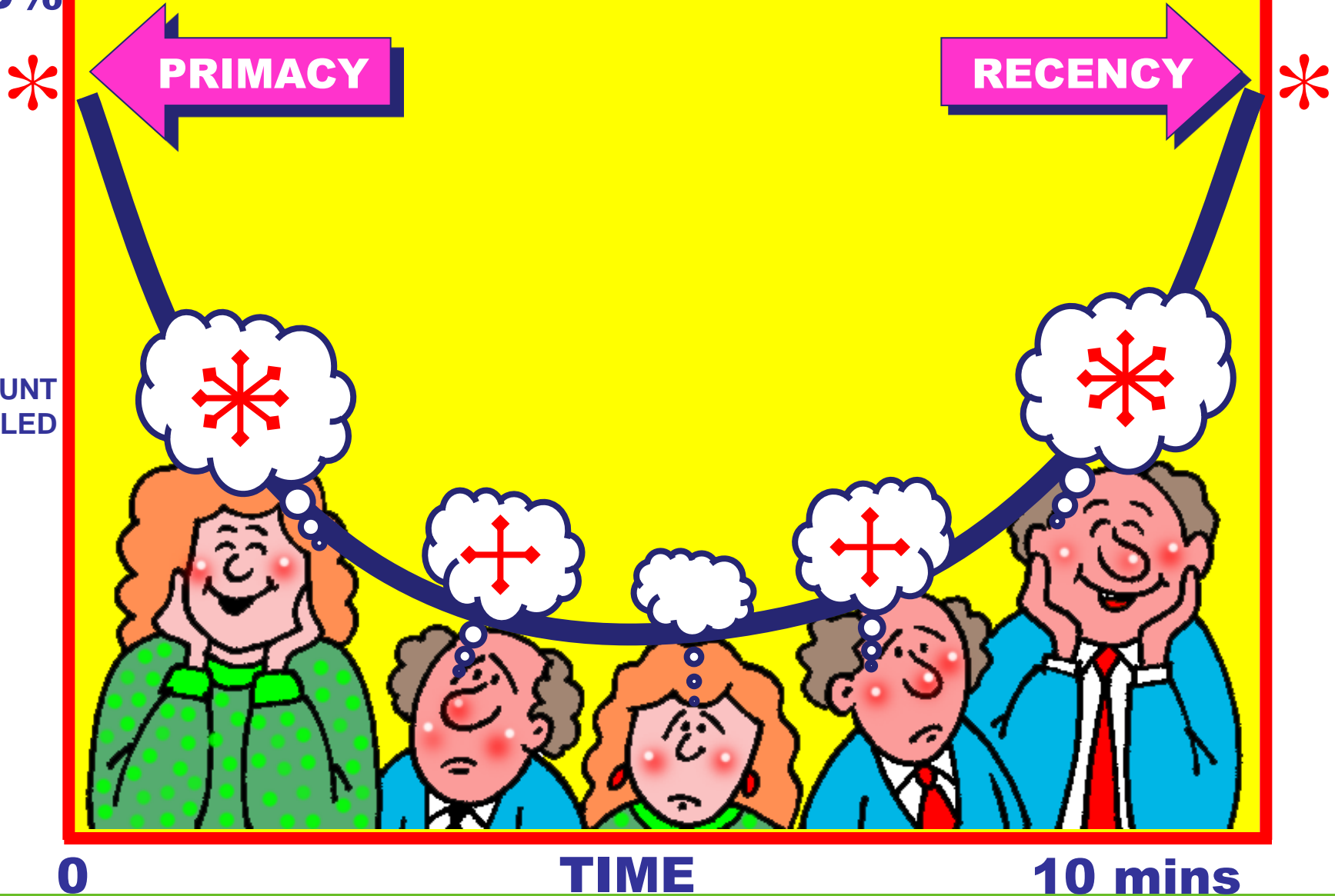
you visit with them

regional trial

sampling

more formal presentation

100%



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Build your Grid

Open with a Grab

Strong opening and closing

Keep them involved

Rule of Three

Illustrate with examples and stories

Have support testimonials

Natural delivery style

Control your stress

Overview of the Structure

- Why we developed
- The gap in the market
- What we developed
- Here's what it's like
- Here's how it tastes, how it works
- Reactions from the market
- The benefits to you
- How you can get it

Start Strong

Open with a “grab”

Establish credibility and rapport

Set out your agenda

Give an idea of the timing

Suggest how you'll deal with questions

⚙ *A question*



⚙ *A story*



⚙ *A quotation*



⚙ *Remark on a local event*



⚙ *Comment of great value-
to the listener!*



⚙ *Statement that arouses curiosity*



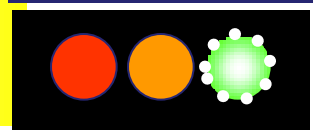
⚙ *A joke - about yourself!*



⚙ *An unanticipated statement*



⚙ *Just start*



HIGHLIGHTING

1. Movement,
eye contact,
pace

2. Voice

3. Visual
images

4. Breaks -
primacy,
recency

5. Humour

6.
Questions

7. Props,
gimmicks -
'Hands on'

HIGHLIGHTING

**8.
Stories
and
examples**

9. Summaries

10. Repetition

**11.
Values
level,
buzz
words**

**12.
Personalise -
names**

**13.
VIDEO
You Tube -**

**14. Music,
imagery**

Vivid examples

Evidence and case studies

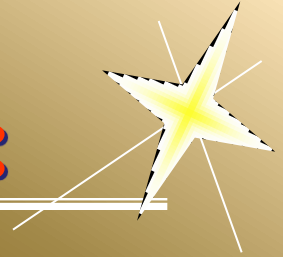
Relevant examples

Strong testimonials

Images and video

THE ARGUMENT FOR INVOLVEMENT

The Statistics on Retention:



- ◆ **10% OF WHAT WE READ**
- ◆ **20% OF WHAT WE HEAR**
- ◆ **30% OF WHAT WE SEE**
- ◆ **50% OF WHAT WE HEAR AND SEE**
- ◆ **70% OF WHAT WE SAY**
- ◆ **90% OF WHAT WE SAY AND DO**

DELIVERY SKILLS

Pace/Pause

Speech / Pitch

Non Words

Body Movement

Eye Contact

Finish Strong

Summarise your main points

Deal with Questions

Call to action

Big Finish. Link to your “grab”

“weapons of influence”

Social proof

This is our best seller
others are doing it...

Scarcity

limited availability
the less there is

Consistency

why not try it
yes now means yes later

“weapons of influence”

Liking	we say yes to those we like ...no to those we don't
Reciprocity	be nice...be helpful we return the favour
Authority	we listen to the “experts” awards, research, science

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