



The Art & Science of Persuading your B2B Prospects

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Atul Minocha – An Intro



Consulting/
Mentoring
Chief Outsiders
Sierra Angels

Honeywell



Investing
Sierra Angels

Teaching
Hult



Mech. Engg., Indian Institute of Technology
MBA, Yale University

Atul Minocha – An Intro



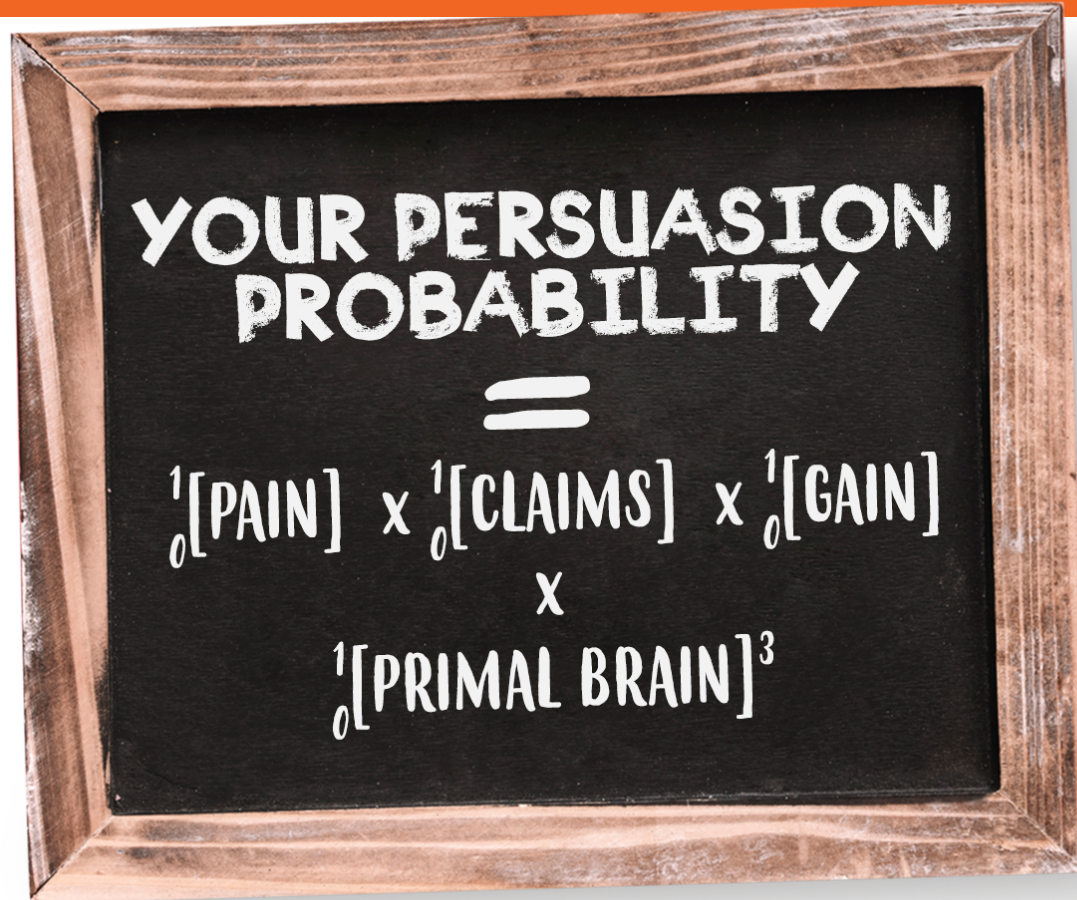
Mech. Engg., Indian Institute of Technology
MBA, Yale University

Why?

Have You Found This Yet?



Formula to the “Buy Button”



According to neuroscience, how many brains does a human have?

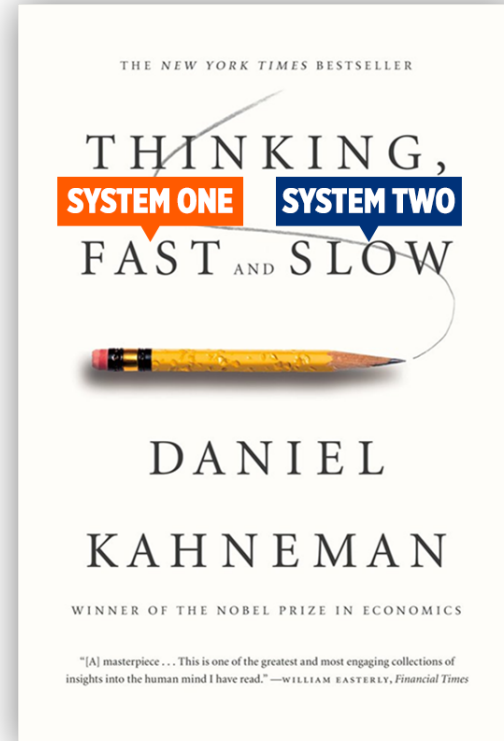
- a. One
- b. Two
- c. Three
- d. None

Primal Brain & Rational Brain

Rational
Brain

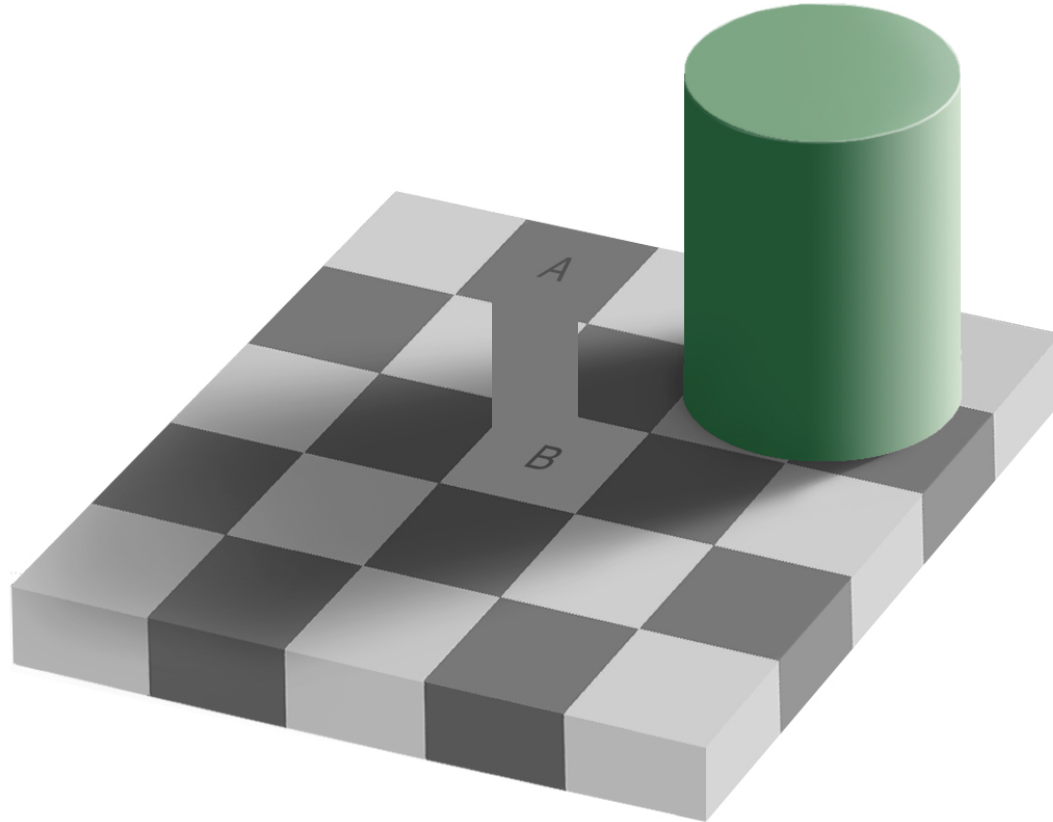
Primal
Brain

Make
Primal Brain
Your
Entry Point



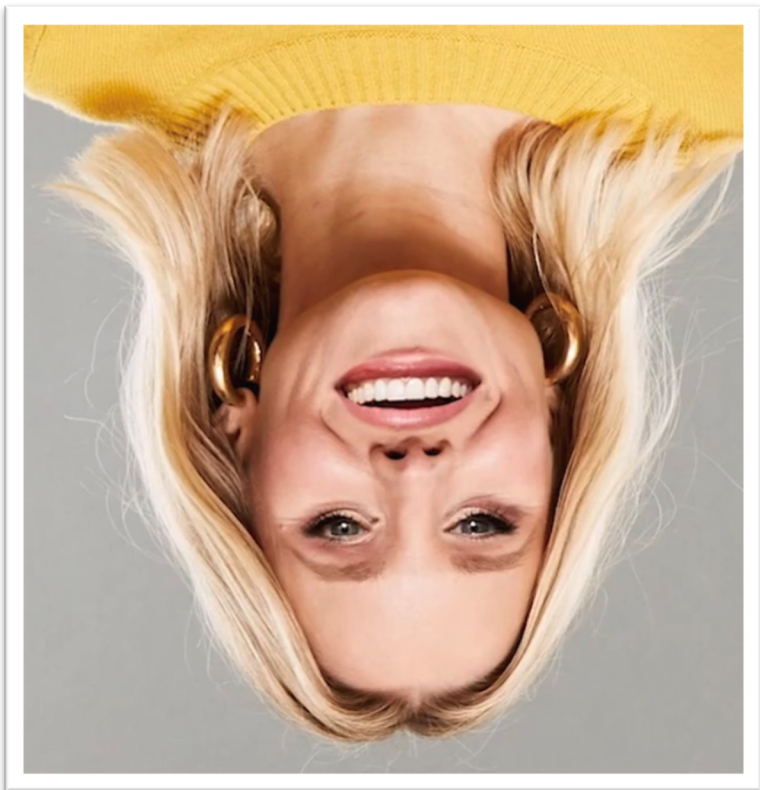
Visual Bias

Is Square A Darker Than Square B?



Orientation Bias

Is She Normal and Good?



Gain vs Loss Bias

I'll Flip a Coin... You Make Choices

Spot Survey 2

Round 1

Option A

Win \$5,000 for sure,
regardless of heads or tails

Option B

Heads: Win \$10,000
Tails: Win \$0

Spot Survey 3

Round 2

Option A

Lose \$5,000 for sure,
regardless of heads or tails

Option B

Heads: Lose \$10,000
Tails: Lose \$0

I'll Flip a Coin... You Make Choices

Round 1

Option A

Win \$5,000 for sure,
regardless of heads or tails

Option B

Heads: Win \$10,000
Tails: Win \$0

Round 2

Option A

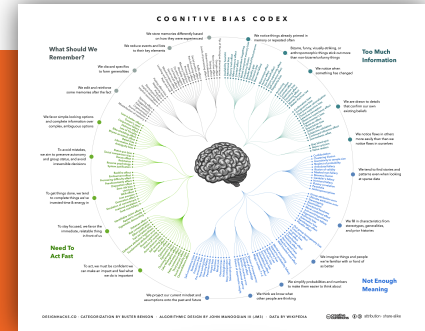
Lose \$5,000 for sure,
regardless of heads or tails

Option B

Heads: Lose \$10,000
Tails: Lose \$0

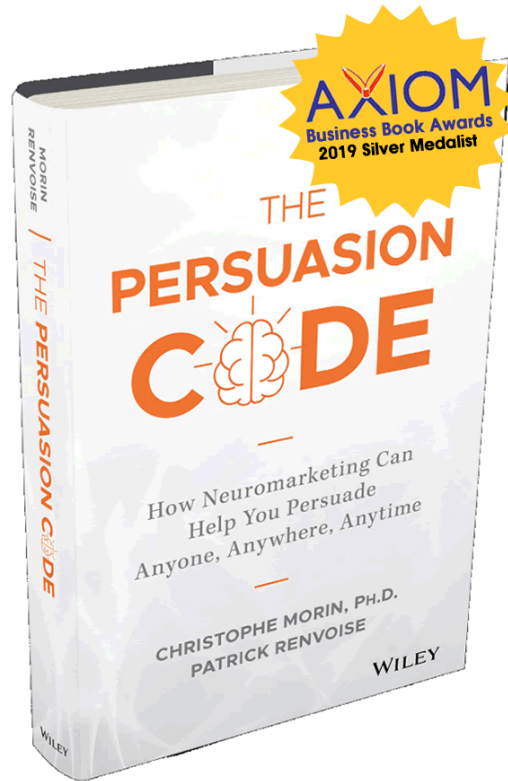
What Is This Telling Us?

- We all have **biases**
- We are often **irrational**
- Our primal and rational brains **don't always align**



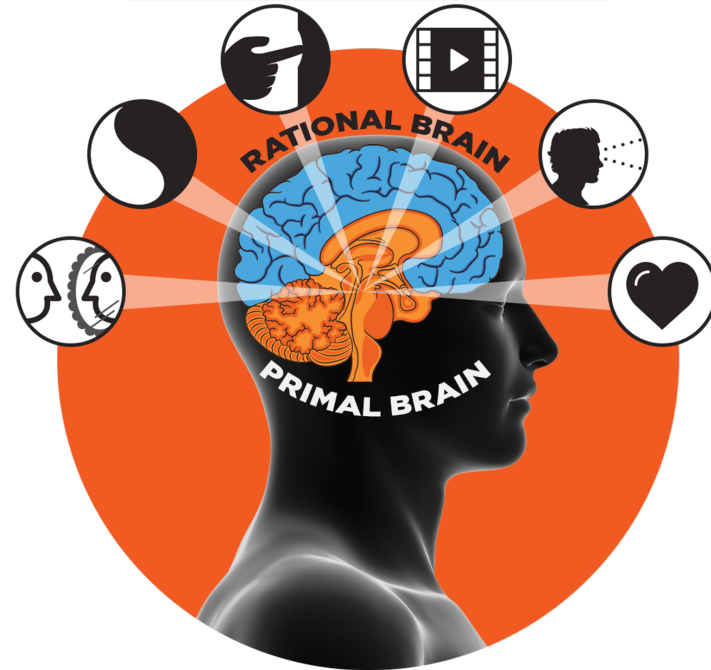
How?

Your Messages Must Be:



THE SCIENCE OF PERSUASION

6 FEATURES OF PRIMAL STIMULI

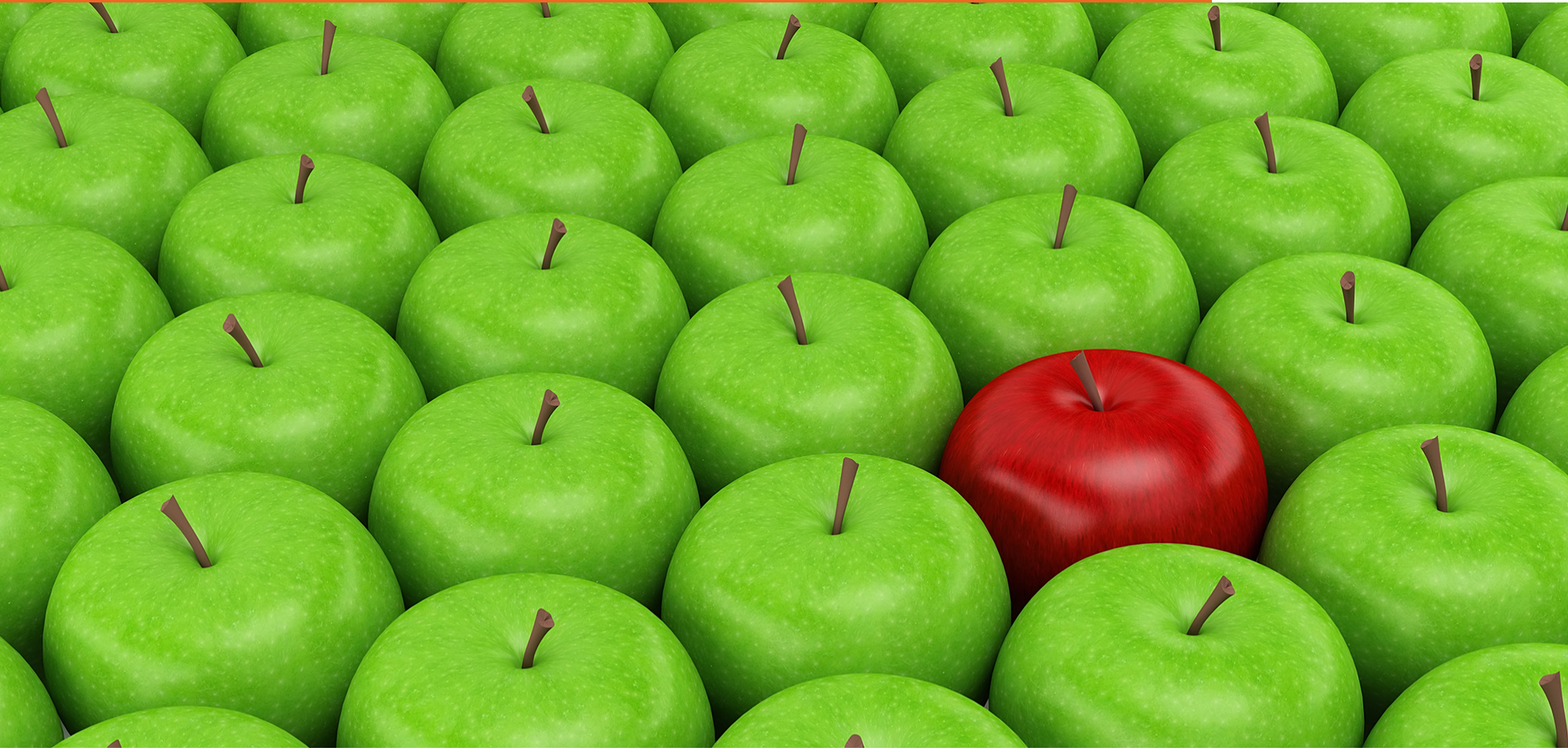


What's in it
For ME?

- Count “You” words
- Count “We” words
- **You/We Ratio must be >2**

Learning a Language:
Tangible Value

You Need to Stand Out



The Challenge

The brain receives
11 M bits/s but...
...pays attention to
only 50 bits/s



What?

Start with Diagnosing the ***PAIN***

Product OR Pain?

Product
or
Pain?

Want



Pain

?

Want



Pain



Iceberg of Decision Triggers

LIKE
WANT
NEED

PAIN
FEAR

RATIONAL BRAIN
CONSCIOUS

PRIMAL BRAIN
UNCONSCIOUS

Want



Pain



Want



Pain



Want



Pain



Want



Pain

Everyone in favor of a lighter projector raise your hands.



NEW
XGA Version

Introducing the Sony VPL-XC30U Ultra Personal™ Projector, with true XGA resolution. Even at just 8.2 pounds, it delivers detailed images along with 600 ANSI lumens of brightness. Choose it or

our VPL-SC50U with SVGA resolution and 500 ANSI lumens. Both have the same strong, compact magnesium body and three-year warranty. Which makes them the projectors to pack for presentations that pack a punch.

VPL-XC30U
Ultra Personal Projector



SONY

Real Pain?

WANT				Your Product or Service
PAIN	Anxiety of Not Knowing	Absence of Transition	Fear of Exhaustion	What's the REAL PAIN?

Dig Deeper to **Diagnose**

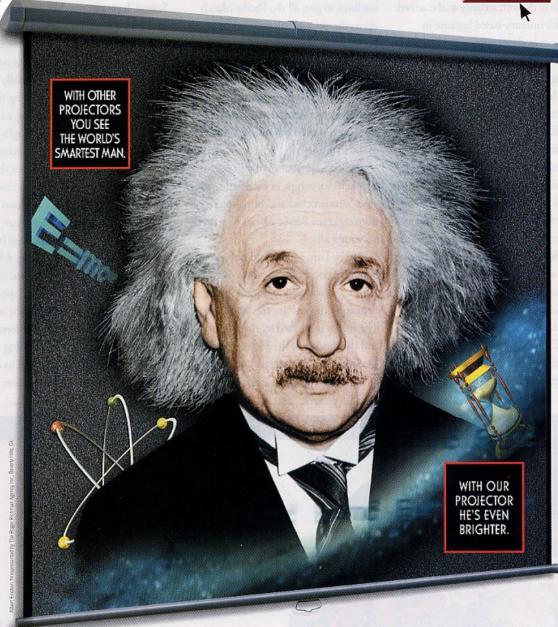


Develop Your Differentiated ***CLAIMS***

Examples of Claims


YOU'VE GOT TO SEE IT IN **EPSON** COLOR.

WITH OTHER PROJECTORS YOU SEE THE WORLD'S SMARTEST MAN.



WITH OUR PROJECTOR HE'S EVEN BRIGHTER.

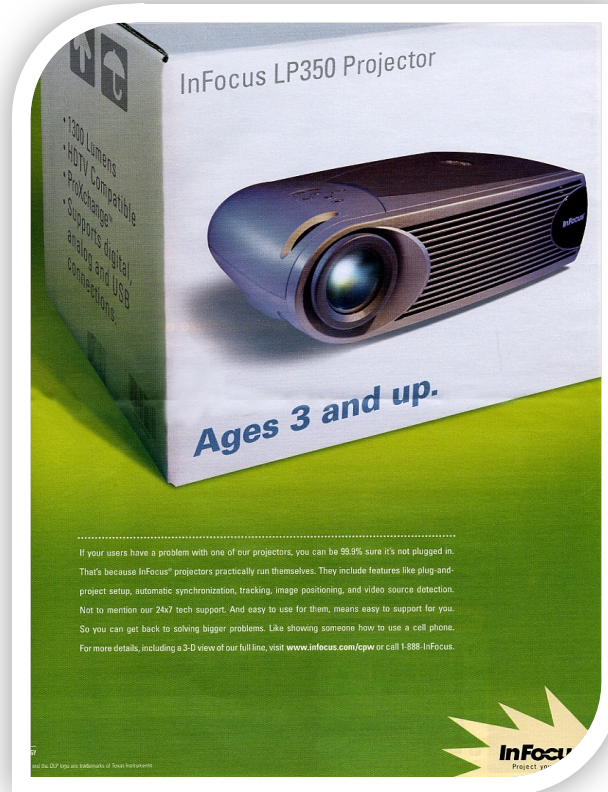
Talk about smart. Though its mass is a mere 13.7 pounds, when it comes to projecting, the Epson® PowerLite™ 5300 makes a quantum leap. With 1200 ANSI lumens, it's bright enough to dazzle any audience—even in a lit room. Yet, to take advantage of this advanced performance, you don't need a PhD. Just connect the cords, push a button, and our exclusive SizeWise™ formatting takes care of the rest. Your images will come out looking brilliant. And you—you'll come out looking like a genius.



Epson PowerLite 5300

INTRODUCING THE POWERLITE 5300. 1200 LUMENS HAVE NEVER BEEN SO PORTABLE.

Examples of Claims



InFocus LP350 Projector

- 1300 Lumens
- HDTV Compatible
- ProExchange™
- Supports digital, analog and USB connections

Ages 3 and up.

.....
If your users have a problem with one of our projectors, you can be 99.9% sure it's not plugged in. That's because InFocus™ projectors practically run themselves. They include features like plug-and-project setup, automatic synchronization, tracking, image positioning, and video source detection. Not to mention our 24x7 tech support. And easy to use for them, means easy to support for you. So you can get back to solving bigger problems. Like showing someone how to use a cell phone. For more details, including a 3-D view of our full line, visit www.infocus.com/cpw or call 1-888-InFocus.

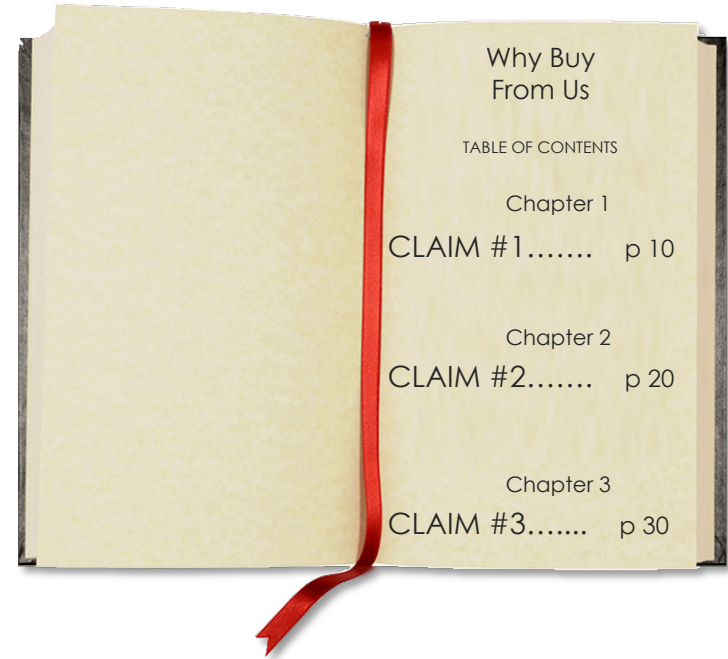
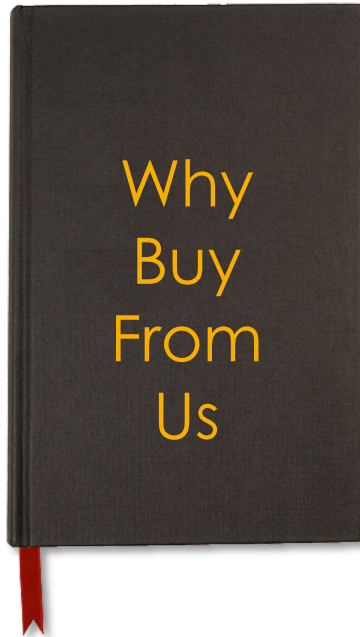
InFocus
Project your way.

Examples of Claims



Quick. Find the projector.

Why Buy From Us?



Cars ▾ Shopping Tools ▾ Own ▾ Why Volvo ▾

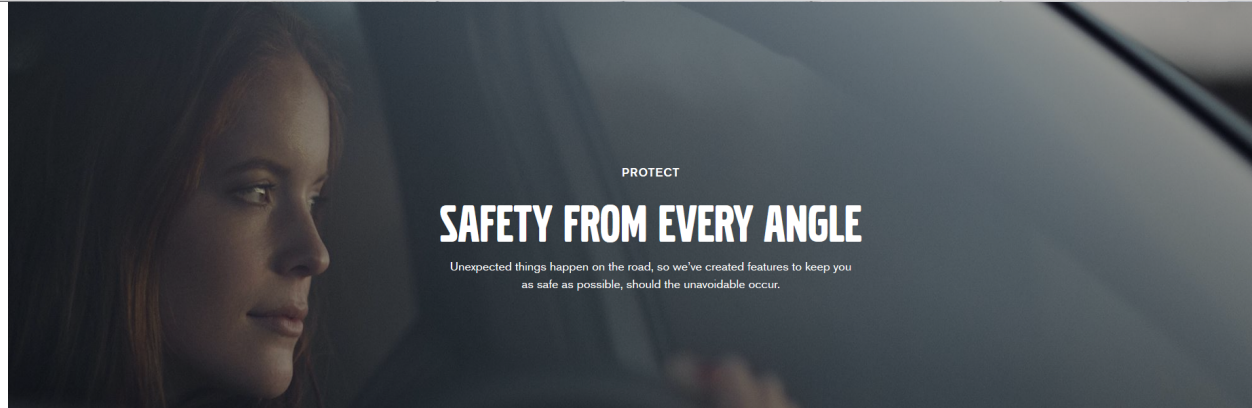


Build a Volvo

Pre-Owned

Offers

Retailers



Pedestrian airbag

A safe car should protect those inside and out. That's why the Pedestrian Airbag — a Volvo-first technology — automatically releases to cover the windshield and lessen the impact. (Not available in the U.S.)



Seat belts

We invented the three-point seatbelt in 1959, but today, ours are safer than ever. Now, our seatbelts automatically tighten within a few thousandths of a second after a collision.

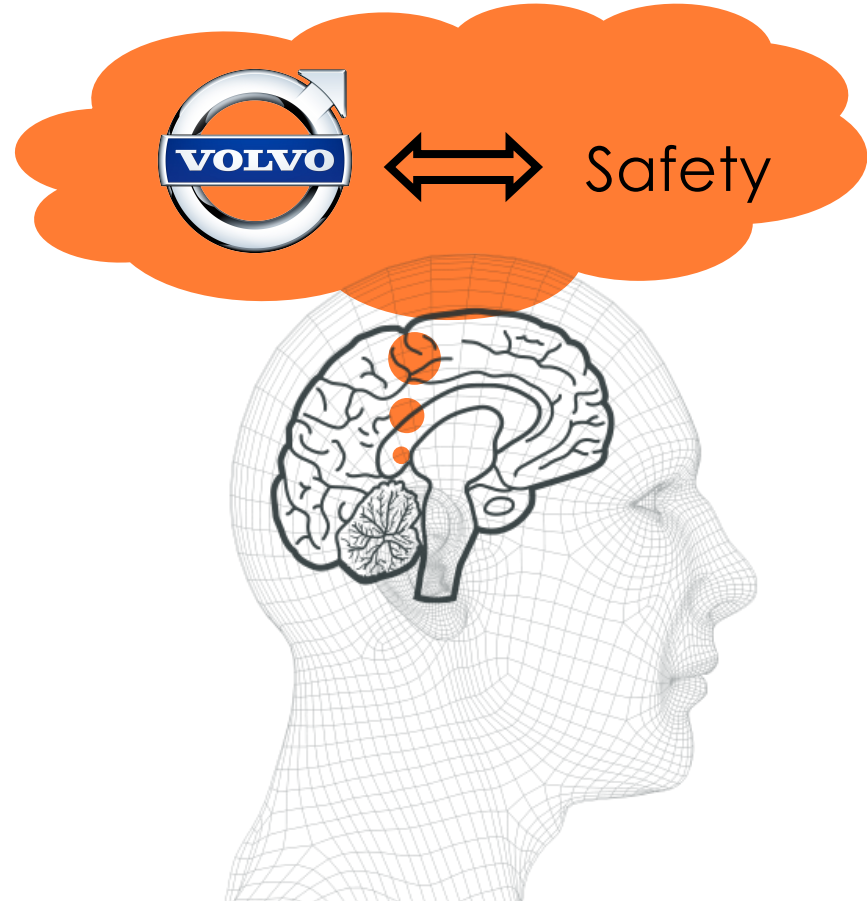


Stronger construction

Made of super-strong boron steel and lighter steels, our safety cages hold strong during an accident, while allowing the energy to disperse to help keep you safe.

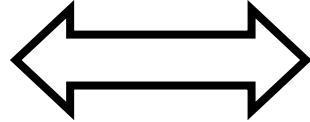
What's a Brand?

- Rooted in the brain of the **customer**, a brand is an **associative memory** linking the name of the company **with a set of attributes – factual or emotional.**



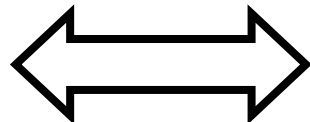
Emotional Association

Can be POSITIVE or NEGATIVE



“Tar-jé”

affordable
chic



“Whole
Paycheck”

too
expensive

Claims Example



EXTRAORDINARY **SPEED**

Your policyholders can now get the fastest response time in the industry.

[LEARN MORE](#)



EXTRAORDINARY **SCIENCE**

Your policyholders can benefit from our advanced Science of Drying techniques.

[LEARN MORE](#)



EXTRAORDINARY **SERVICE**

See how you can benefit from our advanced Science of Drying.

[LEARN MORE](#)

Claims & Sub-Claims

- **Finish *Fast***
 - Reliably Higher Throughput
 - Reliably Lower Downtime
 - Reliably Smoother Changeover

- **Finish *Right***
 - Better Finish
 - Better Techniques
 - Better Process Design

- **Finish *Ahead***
 - Easier Installation, Monitoring and Maintenance
 - Lower Total Cost of Ownership
 - Higher Value



Provide Proof Points as

GAIN

3 Types of Value



FINANCIAL



STRATEGIC



PERSONAL

Value Matrix

P R O O F

	CUSTOMER CASE	DEMO	DATA	VISION
FINANCIAL				
STRATEGIC				
PERSONAL				

Value Matrix

		★★★★	★★★	★★	★
		SOCIAL	VISIBLE	ANALYTICAL	ASPIRATIONAL
VALUE		CUSTOMER CASE	DEMO	DATA	VISION
	FINANCIAL				
	STRATEGIC				
	PERSONAL				

What Value, What Proof?

PROOF

	CUSTOMER CASE	DEMO	DATA	VISION
FINANCIAL				
STRATEGIC				
PERSONAL		✓		

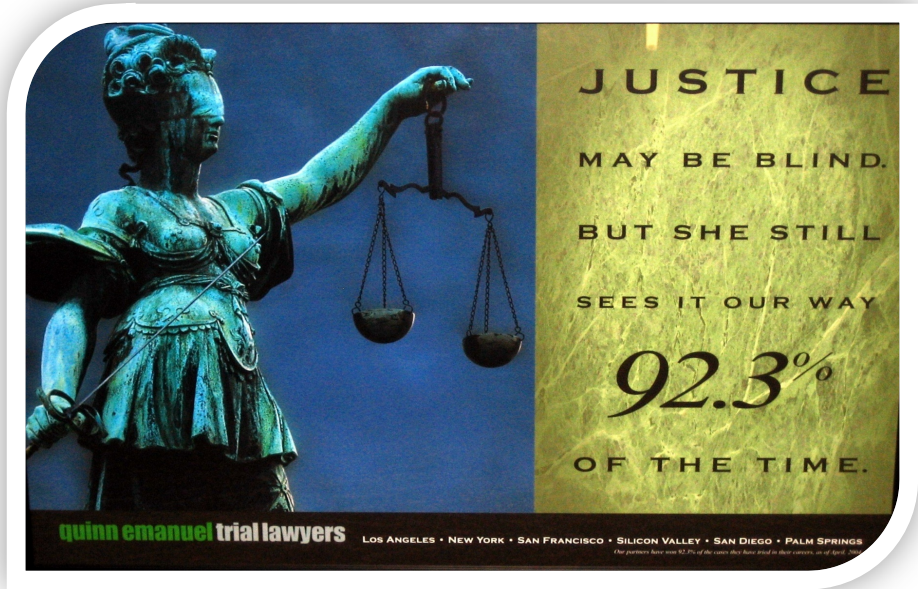


What Value, What Proof?

P R O O F

VALUE

	CUSTOMER CASE	DEMO	DATA	VISION
FINANCIAL			✓	
STRATEGIC				
PERSONAL				



JUSTICE
MAY BE BLIND.
BUT SHE STILL
SEES IT OUR WAY

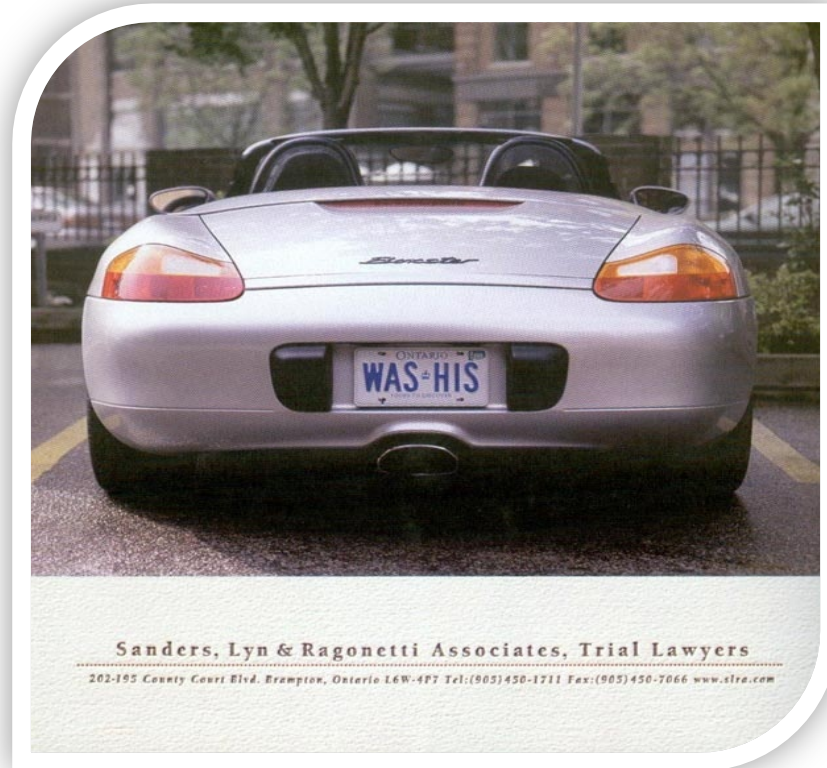
92.3%
OF THE TIME.

quinn emanuel trial lawyers
LOS ANGELES • NEW YORK • SAN FRANCISCO • SILICON VALLEY • SAN DIEGO • PALM SPRINGS
The partners have won 92.3% of the cases they have tried in their careers, as of April, 2010.

What Value, What Proof?

P R O O F

	CUSTOMER CASE	DEMO	DATA	VISION
FINANCIAL				\$70K
STRATEGIC				
PERSONAL				REVENGE



Demonstrate the ~~Gain~~ LOSS



Blasting Message

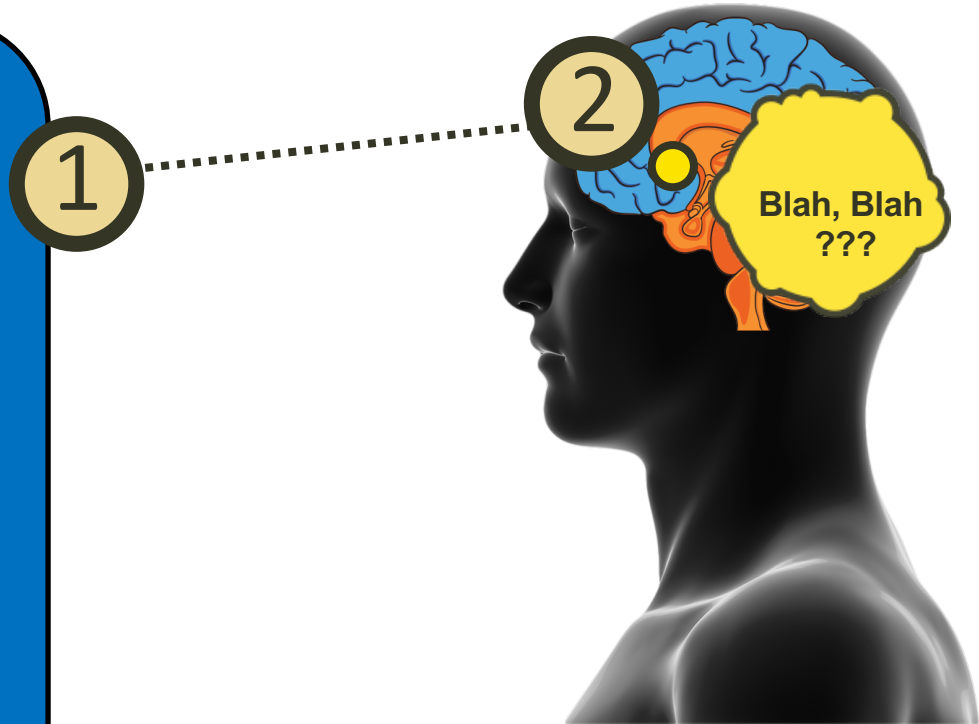
Most people believe that life insurance policies are all the same.

But that is not the case. If anything happens to you, your loved ones may suffer catastrophic consequences beyond the emotional suffering caused by the loss of your life.

After your disappearance, facing bills is not the kind of troubles you want to leave behind. And there is a way to avoid it all by getting a life insurance policy. It is simple, affordable if you are in good health and it will put in place some simple mechanisms that protect your loved ones.

To learn more, go to ABC-insurance.com.

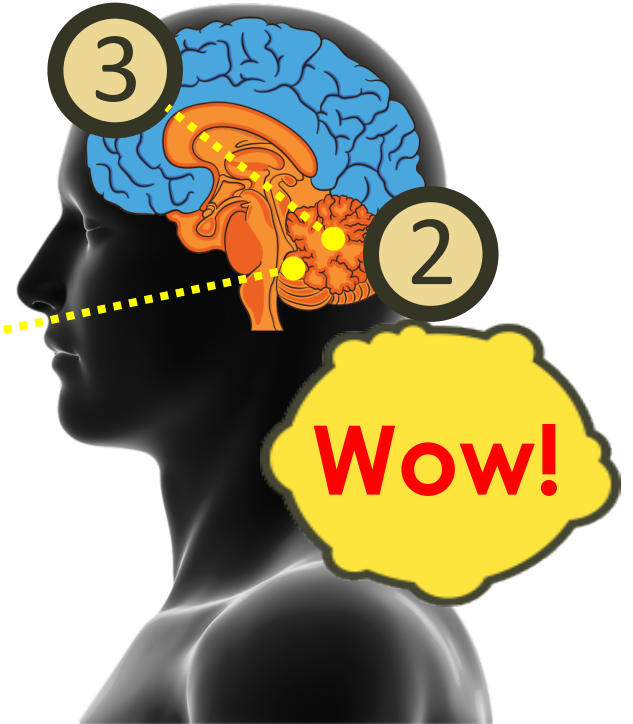
We provide insurance to make sur your mind is at peace



Persuasive Message



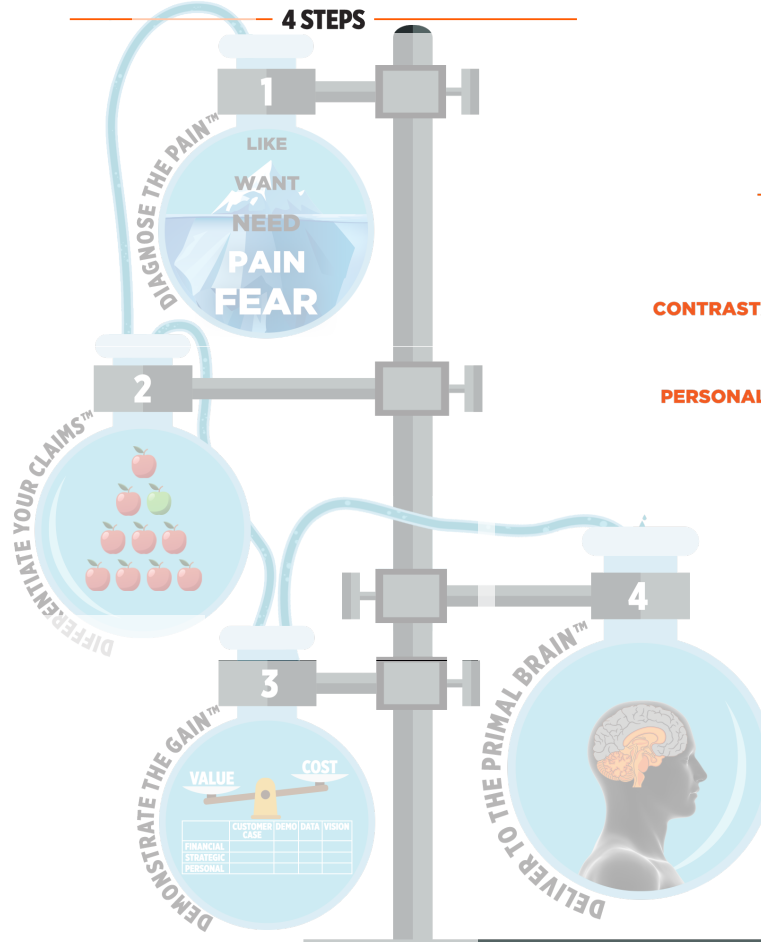
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Summary!

THE PROCESS OF PERSUASION

4 STEPS



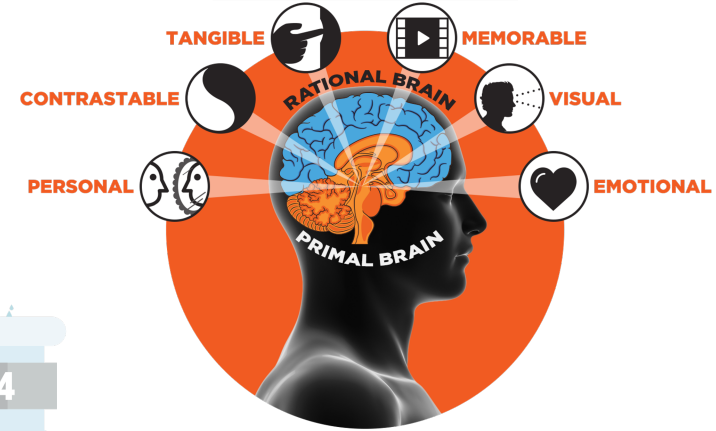
Rational
Brain



Primal
Brain

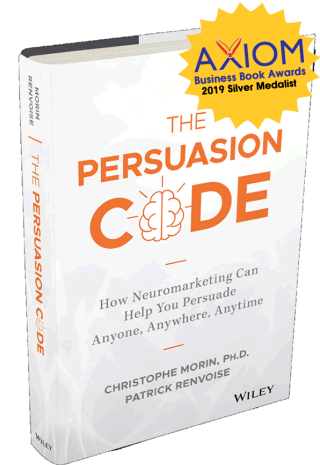
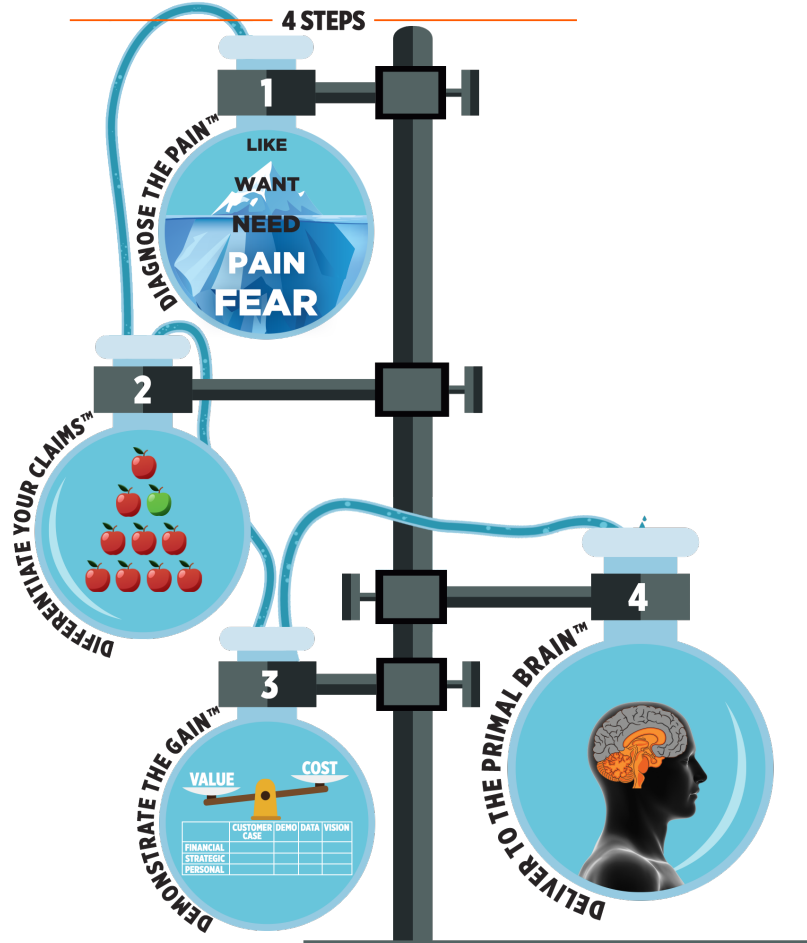
Make
Primal Brain
Your
Entry Point

6 FEATURES OF PRIMAL STIMULI



THE PROCESS OF PERSUASION

4 STEPS



FOUR Things You Can Do TODAY!

1. Check your Home Page for “You/We” Ratio
2. Review your collaterals to see if they are “primal brain” friendly - 6 Stimuli
3. Check your collaterals for Pain/Claim/Gain methodology
4. Set up a 30-minute call (complimentary, with no strings attached) to review and discuss

Open Discussion

Thank you!

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Firm & Talent Pool

- Nationwide, founded in 2009
- 70+ Chief Marketing Officers across the country (all former C-level executives experience)
- Inc. 5000 honoree in 2014, 2015, 2016, 2017, 2018, 2019 & 2020 (7 years in a row!)
- 2019 honoree as one of “25 Small Giants”
- Focused on helping small and middle-market companies grow

Engagement Philosophy & Model

- Core belief: Marketing is a means to an end → focus on business goals
- Model: Work as an integral part of the executive team → “insider” with an “outward mindset”
- No junior staff → WYSIWYG
- No in-house research/advertising/SEO/web resources → Objectivity and no over-selling
- No “pre-packaged” solutions → Tailored to each client's unique situation
- Hire 1 CMO, get brain-power and experience of full “Tribe” → peer reviews & advisory councils
- Flexible engagements → to fit a wide range of needs and budgets
- Objective → set up clients for long-term success without Chief Outsiders

Atul Minocha



Background & Experience

- Understand and comfortable with science and technology businesses
- Ability to translate complex tech-speak into customer-friendly messaging
- Former Chief Marketing Officer/GM at F1000 companies
- Experienced in B2B and B2B2C verticals – automotive, healthcare, tech & others
- 22 years of “corporate” experience
- 12 years of “entrepreneurship”
- 9 years of “consulting/advising” (including industrial goods, technology)
- 11 years of “angel investing & mentoring”
- 11 years of teaching: Hult (San Francisco/Dubai/London) & Sierra Nevada University
- Vistage speaker, author and graduate-level professor of marketing, strategy and pricing



TOYOTA



Education

- B.Tech. (Mech. Engg.) – Indian Institute of Technology, Delhi
- M.B.A. – Yale University
- Executive Program in e-Business – Kellogg/Northwestern University



- Based in Reno, NV... work across North & South Americas, Europe, Mid-East, Japan and India

Honeywell



Articles:

1. [Four Time-Tested Principles to Guide Us In Turbulent Times](#)
2. [A Look Back From 2030: What Changed In 2020?](#)
3. [Purpose, Repurpose and Re-Imagine: How Leaders Can Overcome Crises](#)
4. [Reimagining and Retooling: Getting Ready for the 'New Normal'](#)

Expert Panel Contributions:

1. [14 Tips to Ensure Biz Dev Plans Go Off Without A Hitch](#)
2. [Train Your Sales Team with These 15 Effective Techniques](#)
3. [14 Overlooked Business Development Strategies](#)
4. [13 Factors to Ensure Sustainable Business Growth](#)
5. [12 Important Things Leaders can do to Improve Sales During Difficult Times](#)
6. [14 Sales Hacks to Maximize Each Prospect](#)
7. [Developing an Effective Customer Journey Map: 16 Tips for Sales Pros](#)

Thank you!

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