

cre'or group



optrián™

*The marketing method that addresses  
a buyer's complex decision criteria*

# optrián

marketing method

- A method of marketing that uses information and applies it to a complex buying decision process
- The buying decision process is divided into three decision gates, each with a different criteria to pass
  - Defines what information is needed at each gate
  - Determines how the information applied to marketing strategies
  - Identifies when it translated into sales actions
- Information is used in the Product Passport process for launching products/services

# Needs Addressed

- Marketing and sales strategies need to go beyond features and benefits
  - Enables differentiation even in commoditized markets
- Marketing, positioning, and strategy process needs to be established
- Information infrastructure needs to be defined
- Resource waste needs to be eliminated by identifying unsuccessful strategies

# Benefits

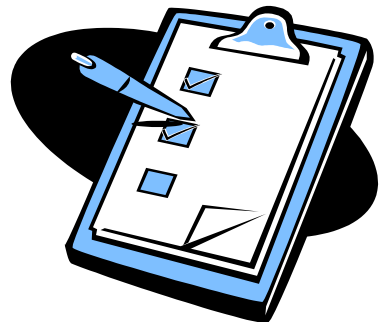
- Establishes a repeatable methodology for marketing and selling
- Puts a consistent style/face to the prospect and market
- Enables higher-value positioning even on commodity products/services
- Enables hypothesis testing
- Facilitates measurement and ROI

# Three Gate Decision Process

- Prospects must satisfy their needs before the decide to purchase your product or service is reached
- The prospect's needs are represented in three decision-gates
- As each gate is successfully passed through, the prospect moves on to the next
- Successful marketing enables the prospect to navigate through the gate-decision process

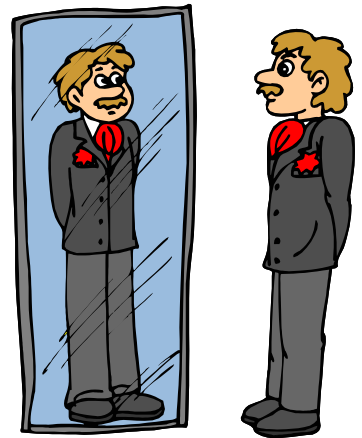
# Logical Gate

- The first criteria gate to pass is the *logical* need
  - Answers the question “What will I buy?”
- These are the Facts, Features, and Benefits
  - “I need a Pen”
  - “The Pen needs to have Black Ink”
- Your product or service either meets the needs or it doesn't
- If it doesn't (and you are unable to change the need) you won't make the sale – the gate is closed



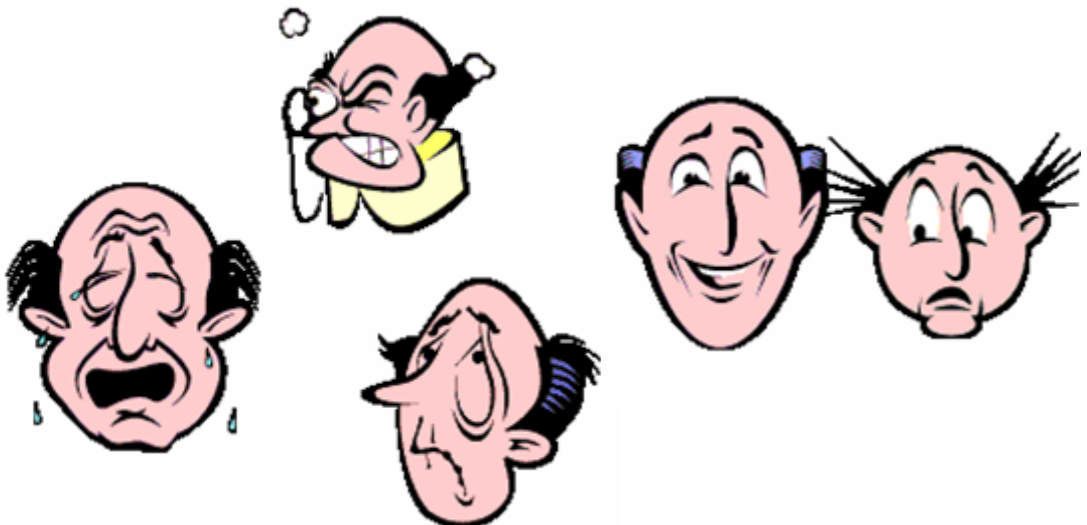
# Similarity Gate

- The second criteria gate to pass is the *similarity* need
  - Answers the question, “Who will I buy from?”
- People prefer to deal with people they perceive to be most similar to themselves
- Marketing programs need to prepare sales to be similar to the prospect and convince they are alike
  - Market information
  - Language and lingo
  - Forecasts and trends
  - the prospective customer
- If you aren't perceived as similar to your prospective customers, you won't pass through this gate because you won't build trust



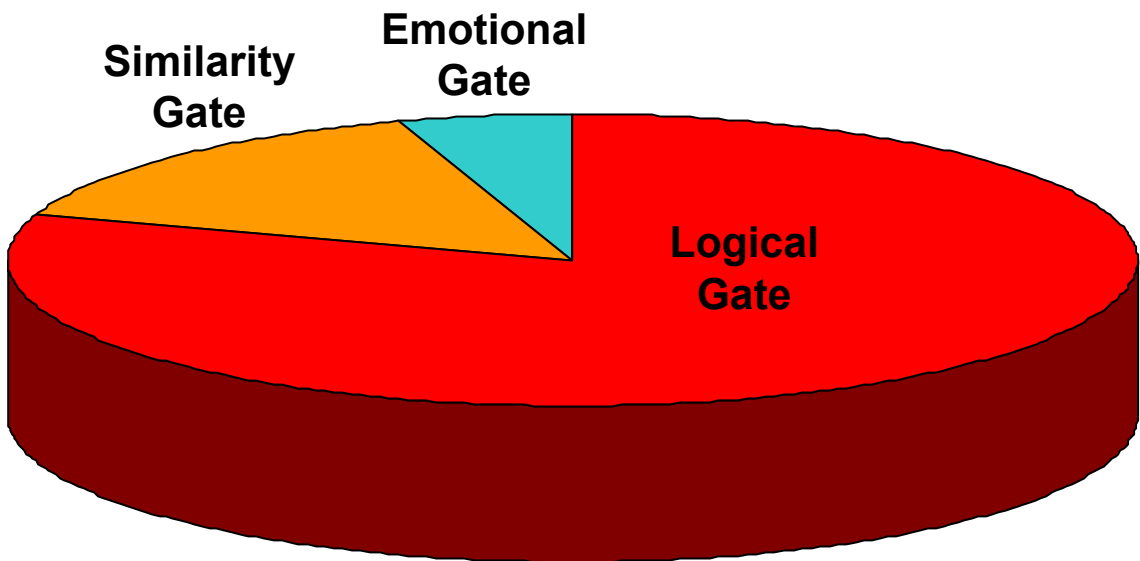
# Emotional Gate

- The final criteria gate to pass is the *emotional* gate
  - Answers the questions “When do I buy?”
- This important gate is most often overlooked
- People buy, not companies. Emotion is the strongest motivator in people
- Successful marketing campaigns need to invoke an emotional response that results in a timely sale



# Typical Marketing Emphasis

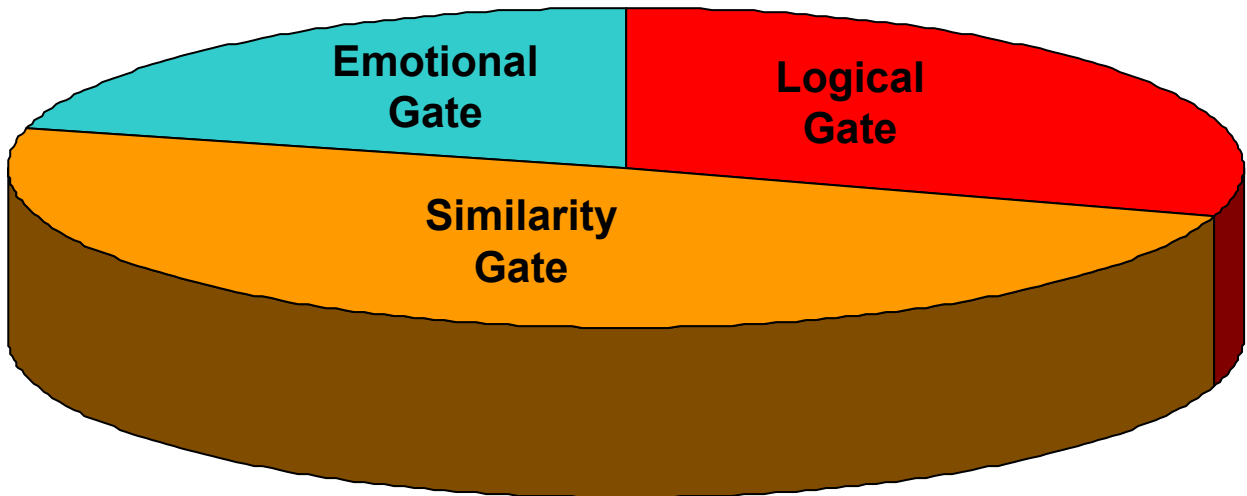
- Most marketing campaigns and sales organizations focus on the Logical Gate
- They hope to sell based on the product's or service's Features and Benefits



***THE PROBLEM IS THAT SO DOES EVERYONE ELSE!***

# Optrian Emphasis

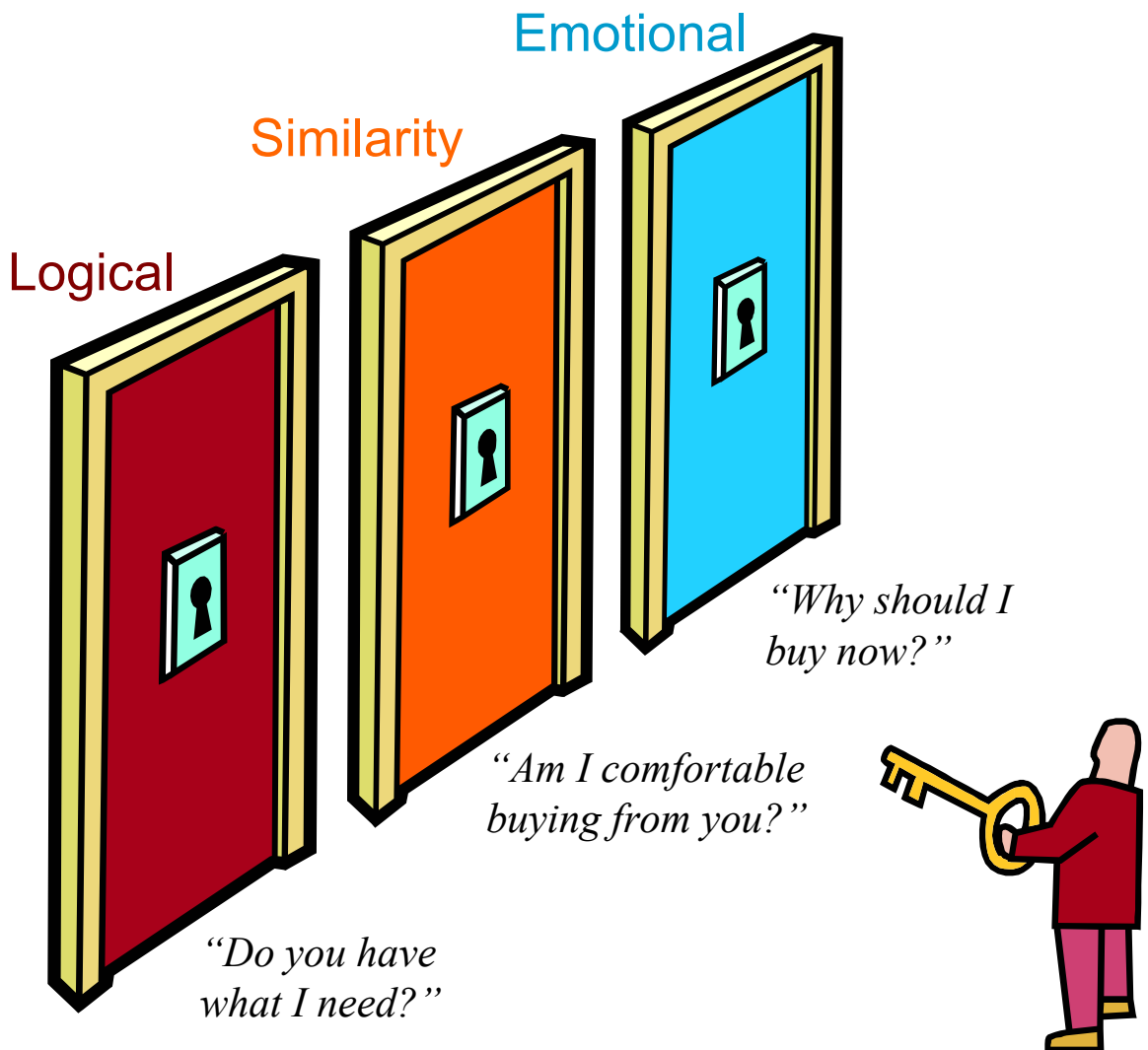
- The Optrian Marketing Method enables informed actions based on purchasing decision gate emphasis



- The Optrian methodology identifies over 160 items in the decision process
  - ***65% of the decision process is based on Similarity and Emotional Gate criteria!***

# Optrian Summary

- The Optrian Marketing Method provides you with the keys to unlock the purchasing decision gates of your prospective customers



# Applying Optrian

The Optrian Marketing Method provides the foundation for a closed-loop, five-step product launch process called the **Product Passport**



# Related Workshops

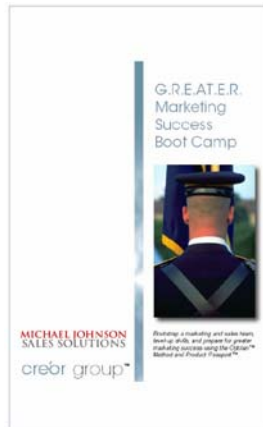
The following workshops are available to enhance the effectiveness of sales, marketing, and new product delivery teams

## Marketing Program Effectiveness Audit



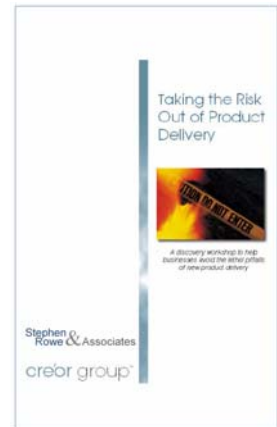
Determine the effectiveness of your marketing programs using the Optrian Method

## G.R.E.A.T.E.R. Marketing Success Boot Camp



Send your marketing and sales team through a boot camp to build skills and prepare them to market and sell using Optrian and the Product Passport

## Taking the Risk Out Of Product Delivery



Identify the lethal pitfalls in your cross-functional product launch process and develop possible solutions

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Group provides marketing consulting to assist companies in product concept testing, market research and analysis, and strategic marketing planning.

For more information about Optrian or the Product Passport contact Creor Group at:

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