

EPIC 2021

EDUCATING PROFESSIONALS IN CONTRACTING



The New Demographics & Macro Trends

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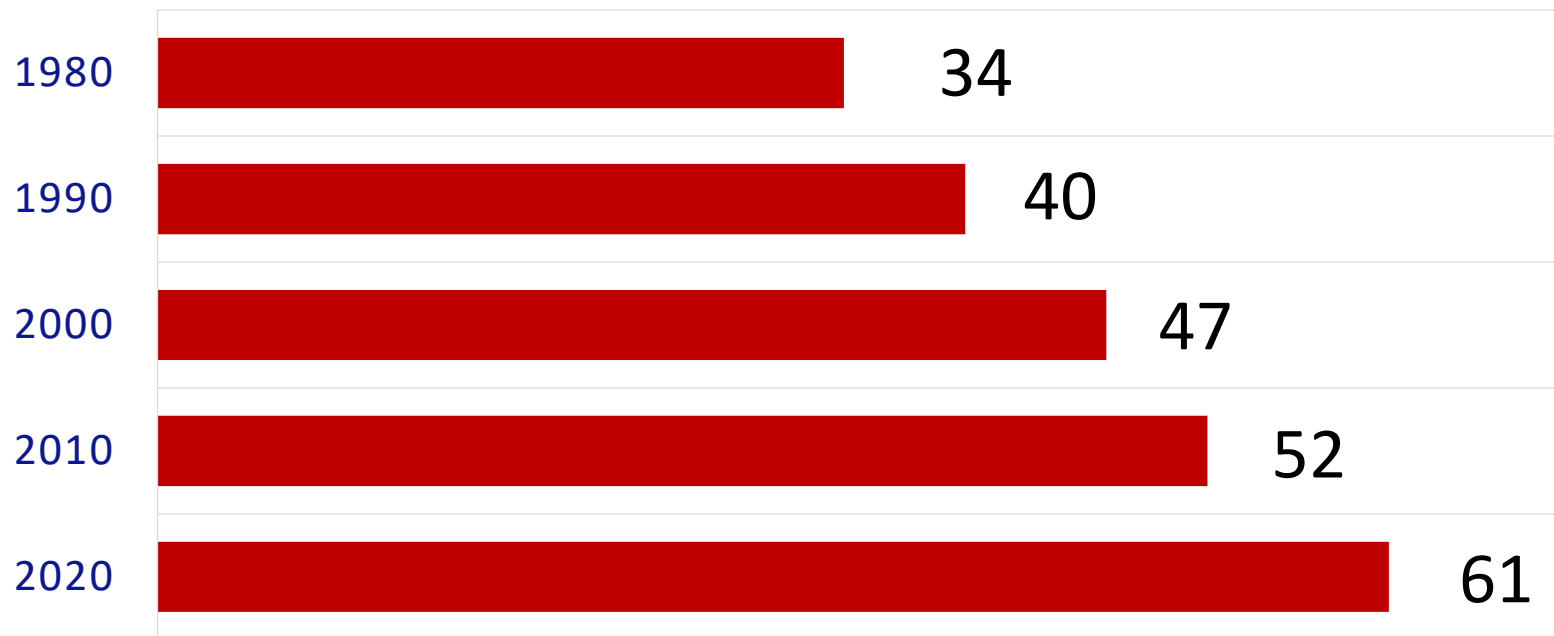


TREND #1: DIVERSITY – A TREND, NOT A FAD



CLEAR TREND: THE CENSUS DIVERSITY INDEX

The probability that two people chosen at random would be of a different race and ethnicity on a 0-100 scale. The scale ranges from 0 (no diversity) to 100



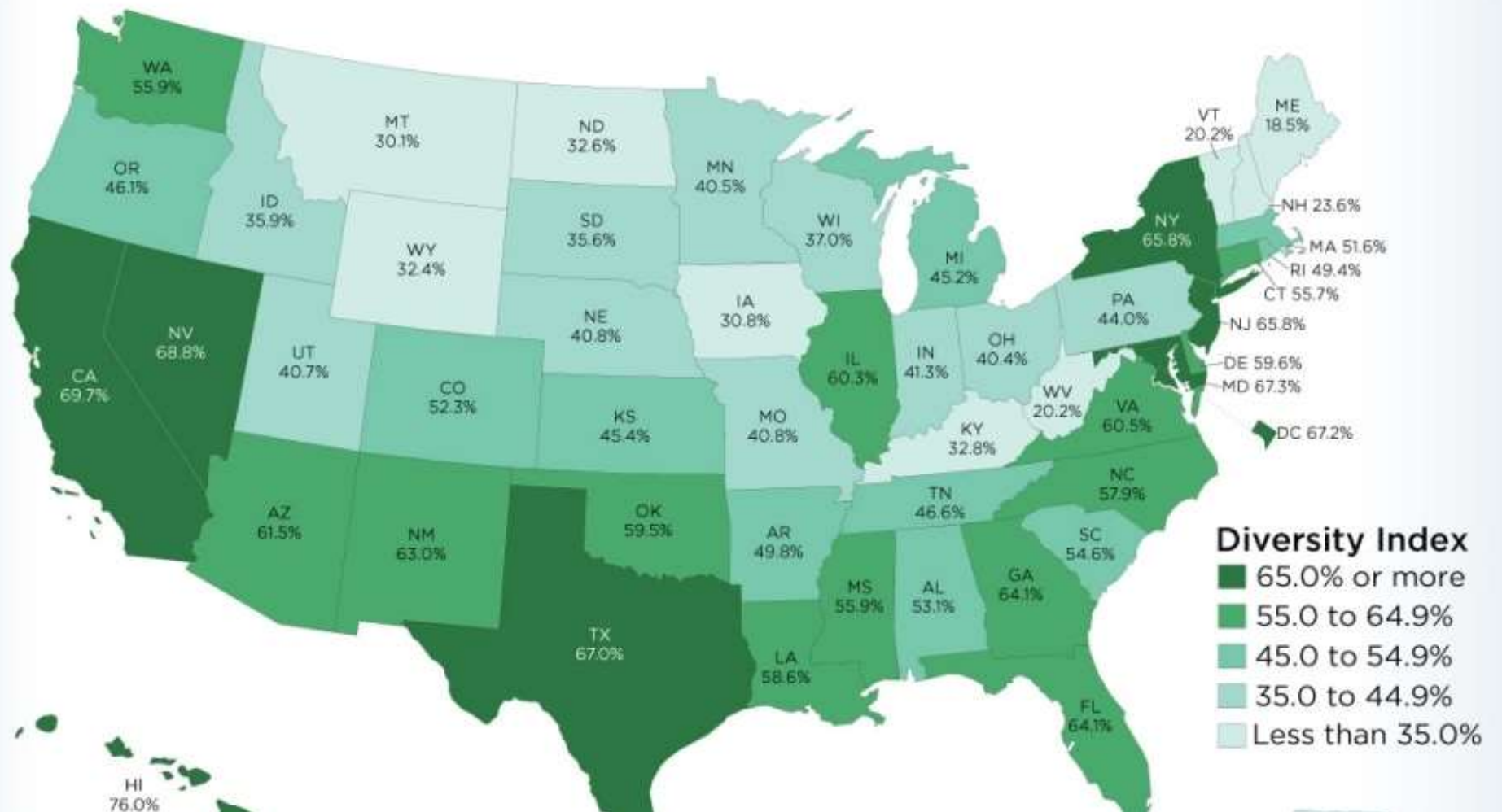
Top 5 Most & Least Diverse States

Most Diverse States:

| | |
|------------|----|
| Hawaii | 76 |
| California | 70 |
| Nevada | 68 |
| Texas | 67 |
| New York | 65 |

Least Diverse States:

| | |
|---------------|----|
| Maine | 19 |
| Vermont | 20 |
| West Virginia | 20 |
| New Hampshire | 24 |
| Montana | 30 |



1 in 6 MARRIAGES IS TO A SPOUSE OF
DIFFERENT RACE OR ETHNICITY

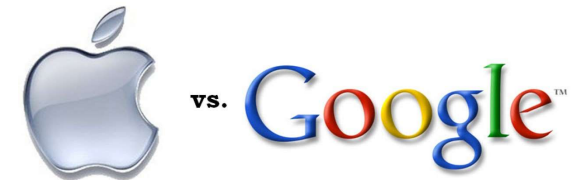
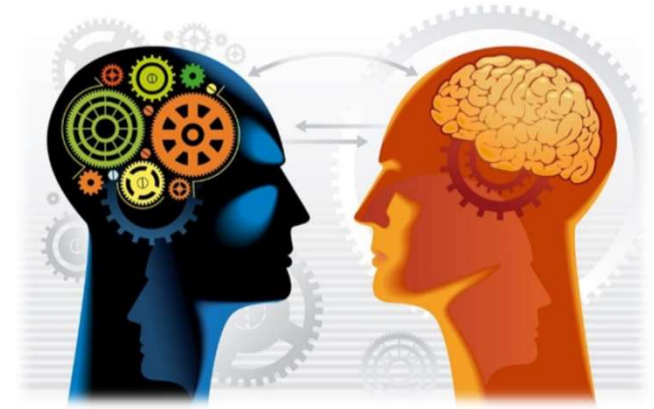


DIVERSITY COMES IN MANY FORMS



A Few Ways You Might Not Have Thought of as “Diversity”

- Introverts vs. Extroverts
- Creative vs. Analytic Thinking
- Morning People vs. Night Owls
- Generational differences & perceptions of “good service”
- Rural vs. Metro
- Communication styles: face-to-face or email/texting only
- Apple people vs. Google people



HOW TO LEVERAGE THIS TREND

Use diverse imagery
in your marketing





TREND #2: RURAL SHIFTS & THE SUBURBURBAN SNAPSHOT

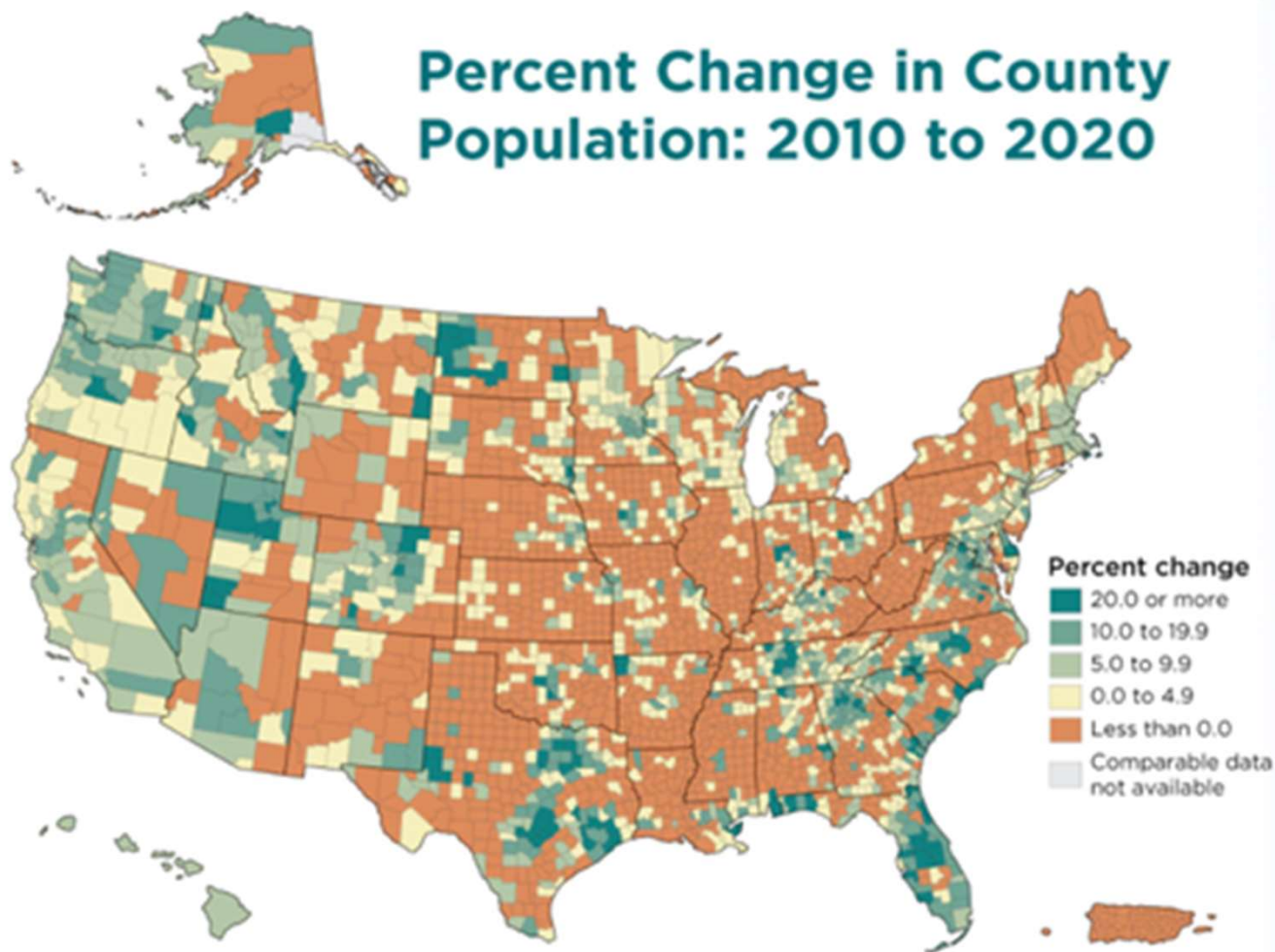




Rural to Urban Shift: 3 of 4 Live in Urban Counties

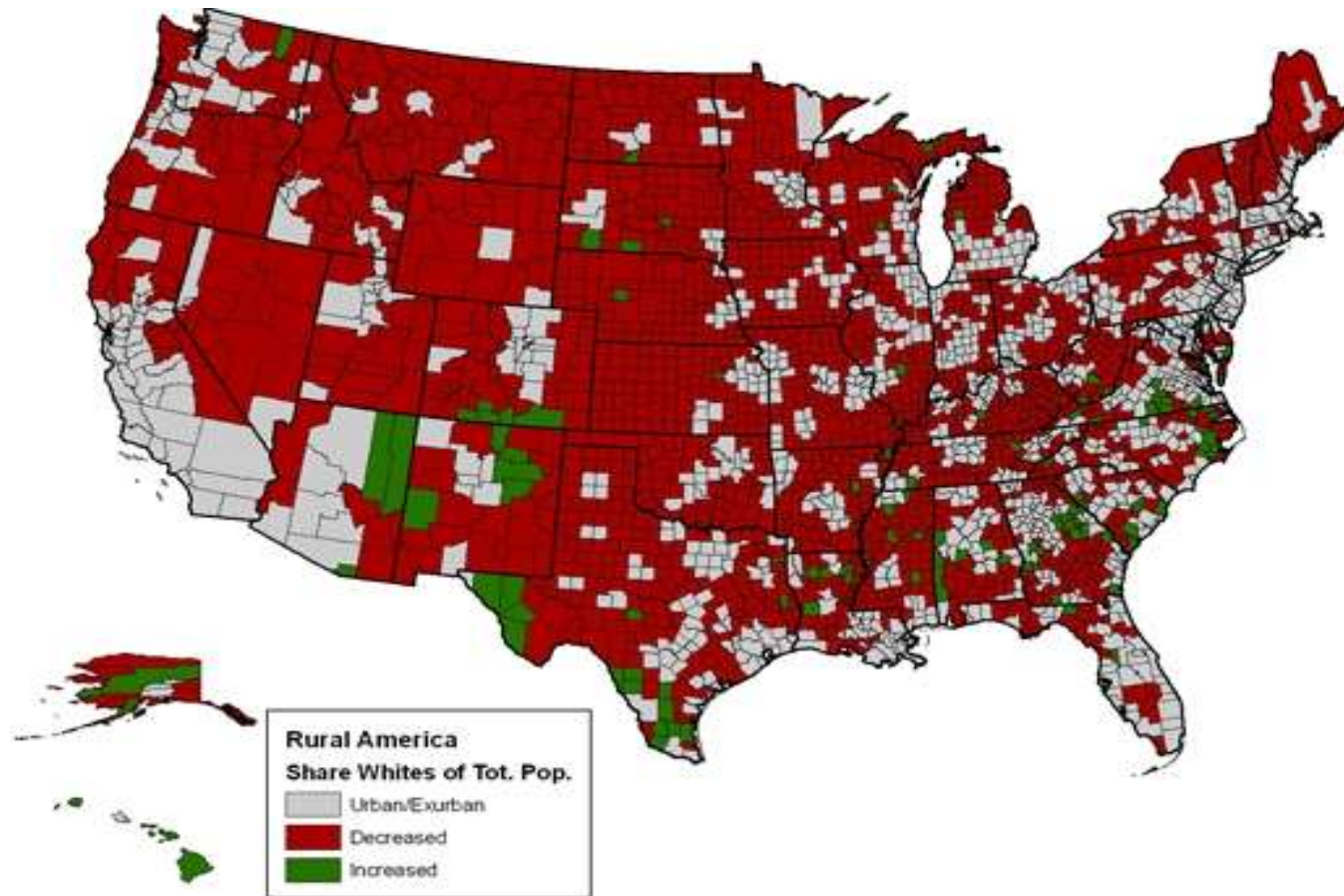
- In 2000, 17.3% lived in rural counties
- By 2010, that dropped to 16.4%
- As of 2020, just 12%
- Rural Midwest lost most
 - Agricultural areas and jobs increasingly mechanized

Percent Change in County Population: 2010 to 2020

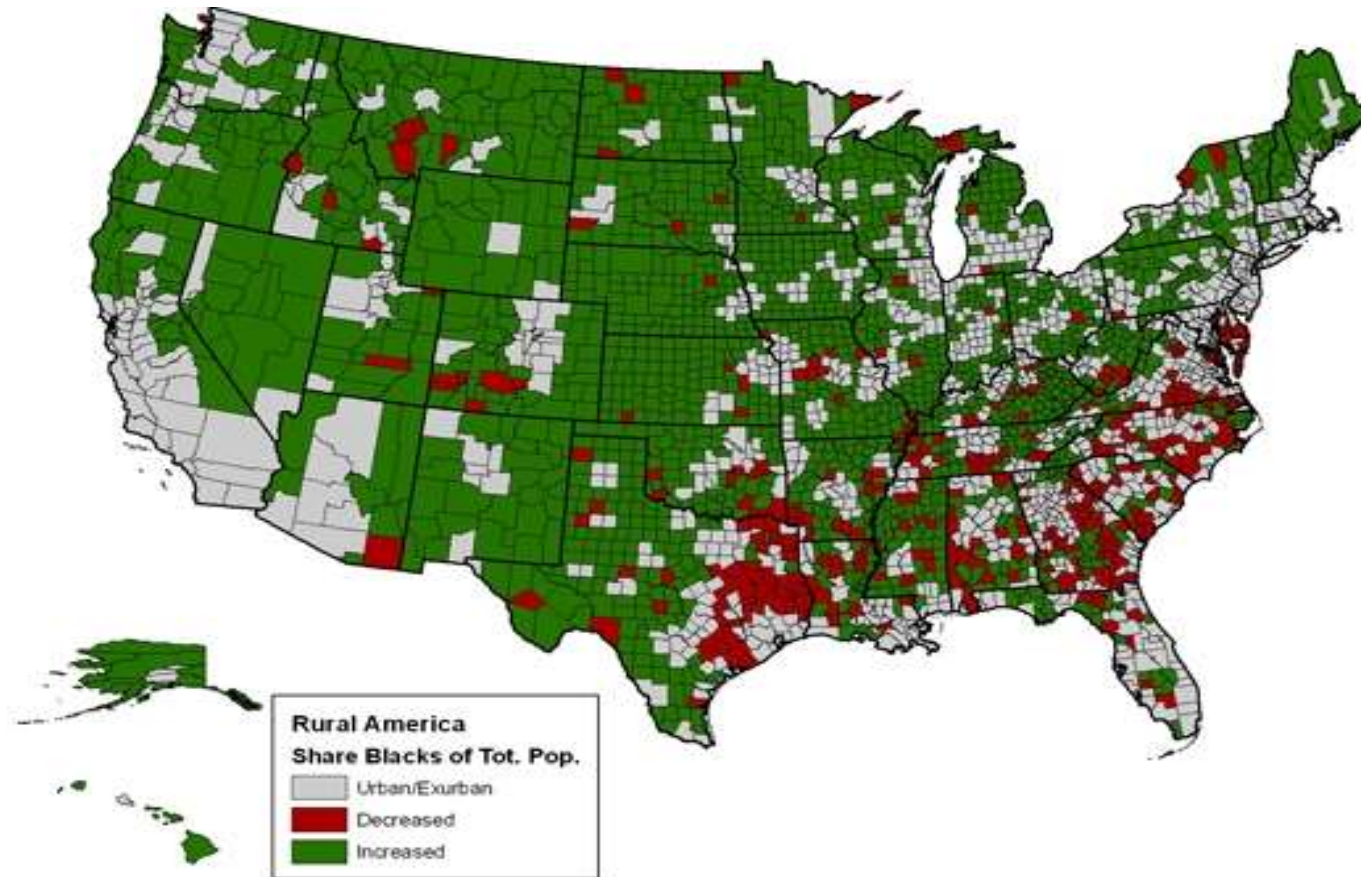


Note: Bedford city, VA, was changed to town status and added to Bedford County, VA, effective July 1, 2013. For purposes of presenting data, Bedford County is treated as if Bedford city were included in it at the time of the 2010 census.

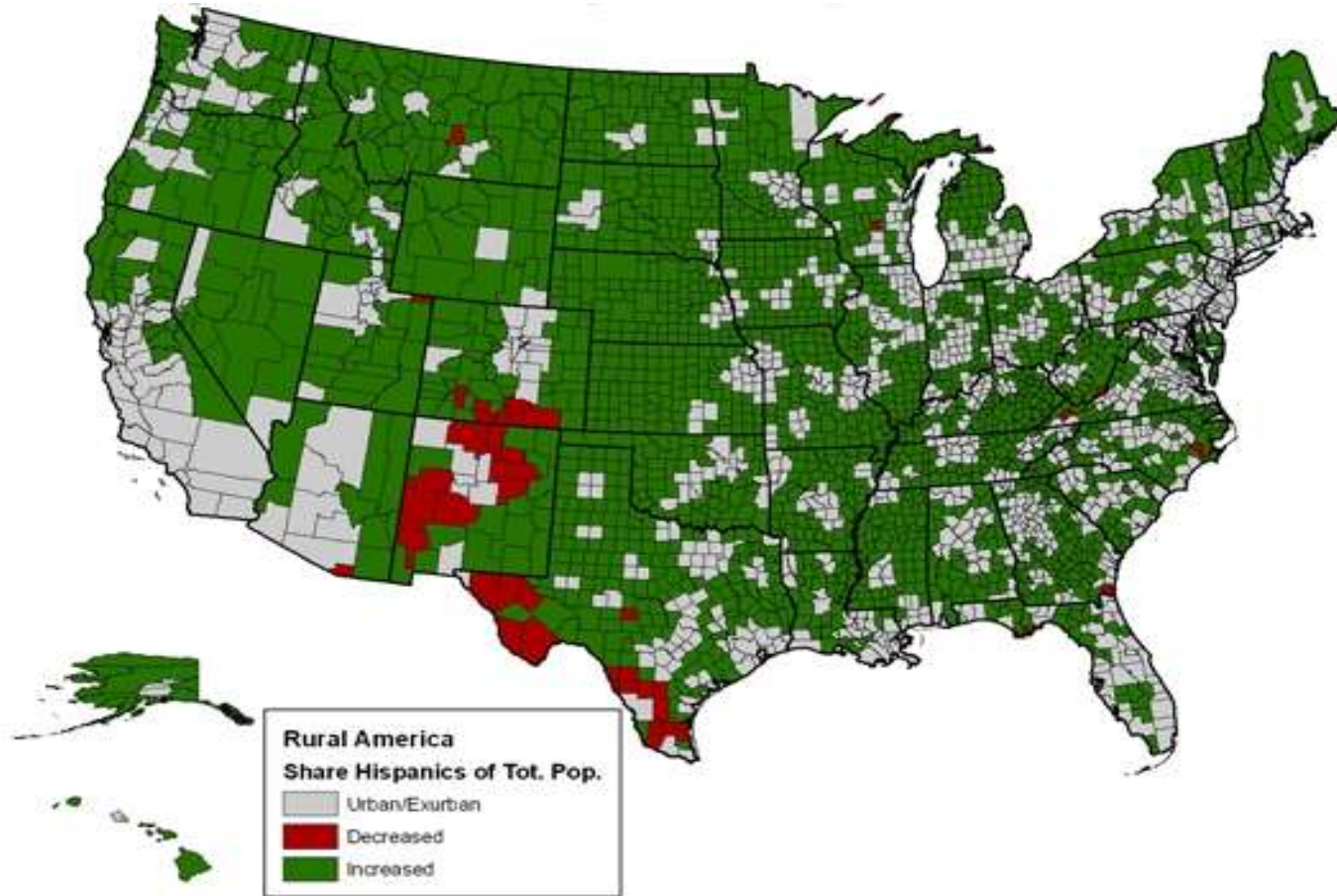
Change in White Rural Population



Change in Rural Black Population



Change in Rural Hispanic Population



MINORITIES MOVING TO SUBURBS

Suburbs still tend to be majority White

However, for the 1st time, a majority of all racial and ethnic groups in large metro areas live *outside the city*



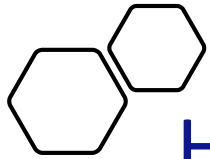
OTHER SUBURBANITES

Vast majority of Baby Boomers

Fastest-growing in the suburbs:

- People living alone
- Non-married couples & families





HOW TO LEVERAGE THIS TREND

If you're in a rural area, expand your recruiting and marketing efforts to reach more diverse communities





TREND #3: CONSUMER INSIGHTS DRIVE EFFECTIVE MARKETING & CUSTOMER EXPERIENCE



Understanding
Someone Different
from You Means
Understanding
Their Life

- Their priorities
- Their values
- The experiences that define them
- Their *perspective*

Try This Exercise!

When asked to name how Kennedy died...

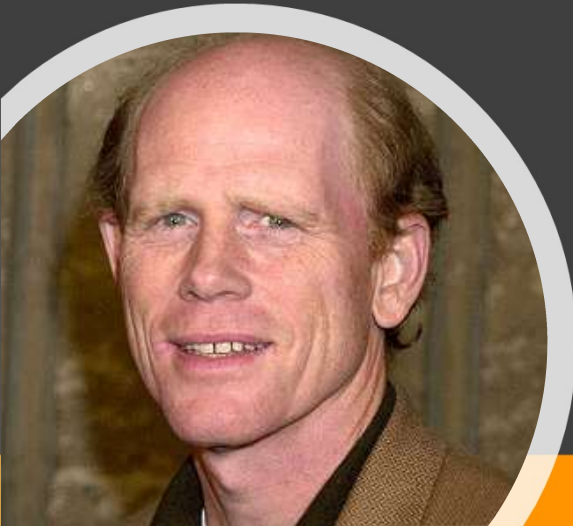
Matures & Boomers
Gunshot wound in Dallas

Gen X
Plane crash near Martha's Vineyard



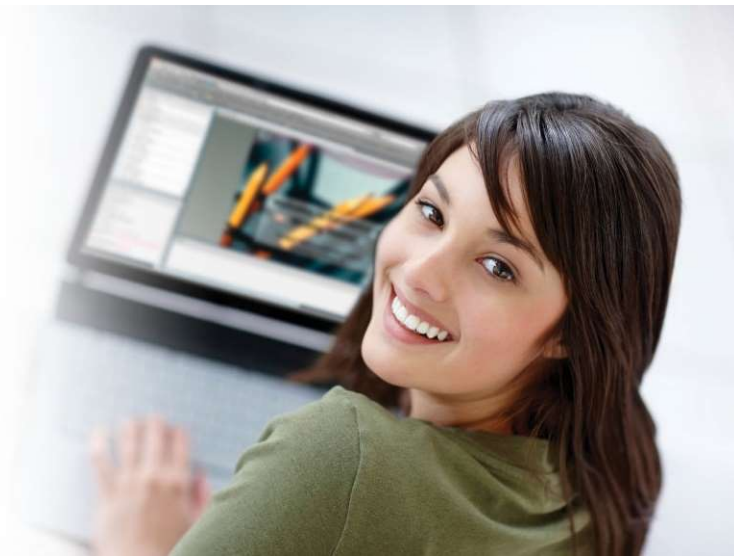
Who is Ron Howard?

- Matures
- Boomers
- Gen X & Gen Y



Women Value the Opinions of Others

- Women want testimonials/customer reviews online
- Women trust what other women say



Millennial's Key Values

- Diversity is expected
- Self expression is encouraged
- Customization / personalization



MILLENNIALS PREFER PETS OVER PEOPLE



THEY'D RATHER JOIN A CAUSE THAN A CLUB





Hispanic / Latinx Insights

Relationships, Not Transactions

Great customer service and strong relationships overcome mistakes



Black Customers are Group Most Swayed by Brand Values & Diversity Practices



Where brand values and diversity matter most

| | All | Asian | Black/ African American | Hispanic/ Latino | White/ Caucasian | Other |
|--|-------|-------|-------------------------------|---------------------|---------------------|-------|
| A brand's values are important when I make a purchase | 17.9% | 18.3% | 21.9% | 17.8% | 17.1% | 21.2% |
| I'm extremely or very aware of the corporate values behind the products I purchase | 28.3% | 31.2% | 38.1% | 37.2% | 24.5% | 33.4% |
| A brand's commitment to diversity, equality & social justice is important to me when choosing a product or service | 16.1% | 15.8% | 31.1% | 18.1% | 12.9% | 18.1% |

Numerator study, Jan 2021



Asian Values & Insights

- Respect is paramount
- Diplomacy always

Southeast Asians

- Value and Affordability – and Total Cost
- Transparency
 - About fees, extra charges, hurdles & delays



Selling to Southeast Asians

- Promote that your company is legally sound
- Heritage:
 - *“Been in business for 35 years”*
- Promote any awards or accolades you’ve earned



Most Global Cultures: “Three Cups of Tea”



The first cup is shared as strangers

The second cup is shared as friends

The third cup is shared as family

HOW TO LEVERAGE THESE INSIGHTS



Tailor your marketing and sales approach to reflect different cultures



Be patient with the speed of doing business with those from other cultures.
Remember “3 cups of tea”.



Post testimonials on your site, especially if you have happy, satisfied women customers



Include images of pets – people LOVE pictures of pets



TREND #4: UNIVERSAL VALUES EMERGE



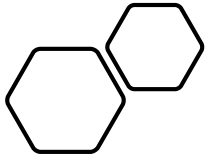


GREEN MATTERS

- 50% of U.S. homeowners say they want more green choices
- 37% are more likely to pay attention to brands that are committed to the environment or environmental causes



Every Business is a
Local Business



FASTER IS BETTER AND SIMPLE IS AWESOME

- Fast, simple, easy, clear, not clunky
- Not DIY - it's now DIM
- *Do It Myself*



Talk Straight & Be Honest

- *Even when it's hard*
- Use simple language

Just
Tell Me

TOYOTA CREATED MUTUAL STRATEGY WITH THEIR DEALERS



Trucks are top sellers and high gross profit vehicles

Toyota needed truck volume

Dealer meetings:

“We can’t hit our sales numbers unless we hit our truck numbers”

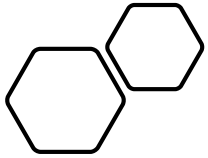
Toyota Kept it Simple...



- They asked:

“What do you need from us to help you sell more trucks?”

- Dealers answered:
 - More product training
 - More inventory on popularly equipped vehicles
 - Enhanced advertising/marketing funds
 - Salesperson incentives
 - Special promotions



HOW TO LEVERAGE THIS TREND

Tout that you are:

Easy to do business with – and why

A local business, employing local people, part of the local community

Environmentally responsible (even if its just recycling paper at the office)

Straightforward and truthful



TREND #5: BE THE GOOD GUYS





More Single Parents
than Ever Before

Anything that helps them or
saves time is *WONDERFUL*

SHOW YOUR
SOUL



DOING GOOD
IS THE NEW
COOL.

HOW TO LEVERAGE THIS TREND

Let viewers know the causes and organizations you support. Create a tab on your site's homepage that touts "Community Involvement" or "How We Help"

Add pictures of your team working with local events

To reach single parents, include a section titled "Making it Easy for Every Kind of Family", with info on how you understand the demands of working parents and single parents and what you do to make your service and installation as smooth and easy as possible



TREND #6: GIVE PEOPLE WHAT THEY WANT



MACY'S PRODUCTS DIFFER BY REGION

SALT LAKE CITY



ATLANTA



SEATTLE



BURGER KING ADJUSTS ITS MENU

NEW YORK CITY



BIRMINGHAM



Be Aware that Our Differences are Real

- Scott – retail executive
- Sally's Beauty Supply





WHAT SCOTT DID...

“Talk to me. Tell me what’s going on and how I can help.”

- Dialogue *(talk to me)*
- Barriers *(what’s going on?)*
- Solutions *(how can I help?)*



SELLING TO WOMEN

Value expansive choices, seeing all options

SELLING TO MEN

- Want choices simplified
- The “magic number” is 3

| | | |
|--|--|--|
|  <p>★★★★★ Samsung - 60" Class (60" Diag.) - LED - 1080p - 120Hz - Smart - HDTV</p> <p>\$997⁹⁹ FREE DELIVERY</p> |  <p>★★★★★ Sharp - AQUOS - 60" Class (60" Diag.) - LED - 1080p - 120Hz - HDTV</p> <p>\$799⁹⁹ FREE DELIVERY</p> |  <p>★★★★★ VIZIO - M-Series - 50" Class (49-1/2" Diag.) - LED - 1080p - 240Hz - Smart - ...</p> <p>\$599⁹⁹ FREE DELIVERY</p> |
|--|--|--|




FX-FORMAT

| | | |
|--|--|--|
| <p>D610</p> <p>24.3 MP 1080p FX 1080p</p> | <p>NEW D750</p> <p>24.3 MP 1080p FX 1080p</p> | <p>D810</p> <p>36.3 MP 1080p FX 1080p</p> |
|--|--|--|

| | | |
|--|--|--|
| <p>\$80 GET</p> <p>by mail-in rebate via American Express Reward Card when you buy 4 Hankook RoadHandler tires with a qualifying Sears card.</p> <p>HANKOOK ROADHANDLER THE ROAD IS YOURS™</p> | <p>\$70 GET</p> <p>Sears Award Card when you buy 4 Michelin tires.</p> <p>MICHELIN</p> | <p>\$50 GET</p> <p>Sears Award Card when you buy 4 BFGoodrich tires.</p> <p>BFGoodrich</p> |
| <p>SAVE \$100 with service purchase of \$400 or more #40104</p> | | |
| <p>or SAVE \$50 with service purchase of \$250-\$399.99 #40103</p> | | |
| <p>or SAVE \$25 with service purchase of \$150-\$249.99 #40102</p> | | |
| <p>• Brake service • Tire installation • Alignments • Fluid services • Steering & Suspension services • Shocks & Struts</p> | | |




WHAT NO ONE WANTS...

*“Information
that makes
me feel stupid”*

EVERYONE'S #1 PET PEEVE

- **TECHNOLOGY THAT DOESN'T WORK**
- *Check your site for broken links*

 The page cannot be found

The page you are looking for might have been removed, had its name changed, or is temporarily unavailable.

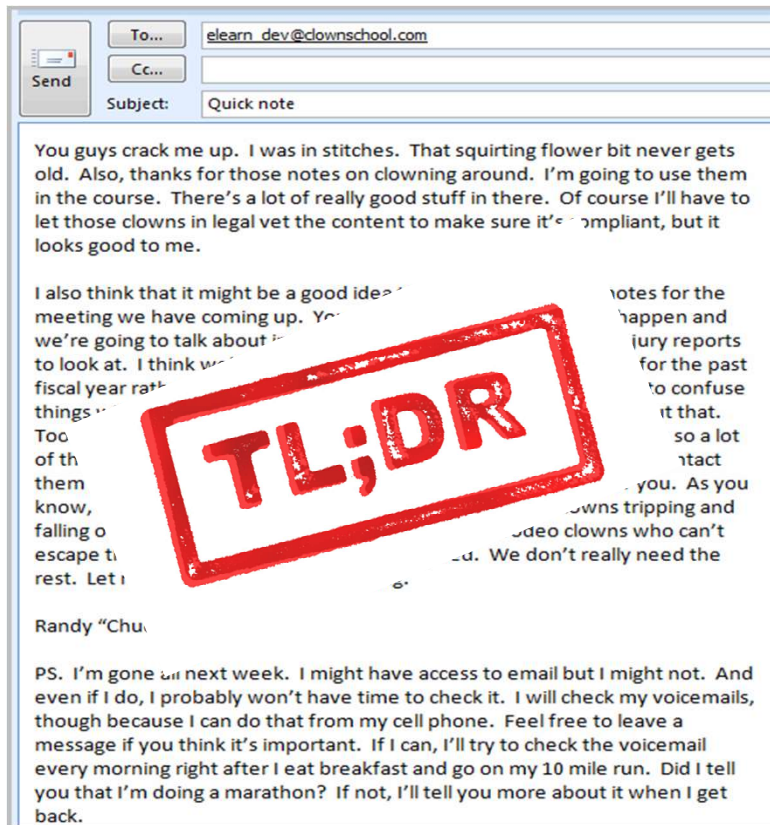
Please try the following:

- If you typed the page address in the Address bar, make sure that it is spelled correctly.
- Open the www2.hawaii.edu home page, and then look for links to the information you want.
- Click the [Back](#) button to try another link.
- Click [Search](#) to look for information on the Internet.

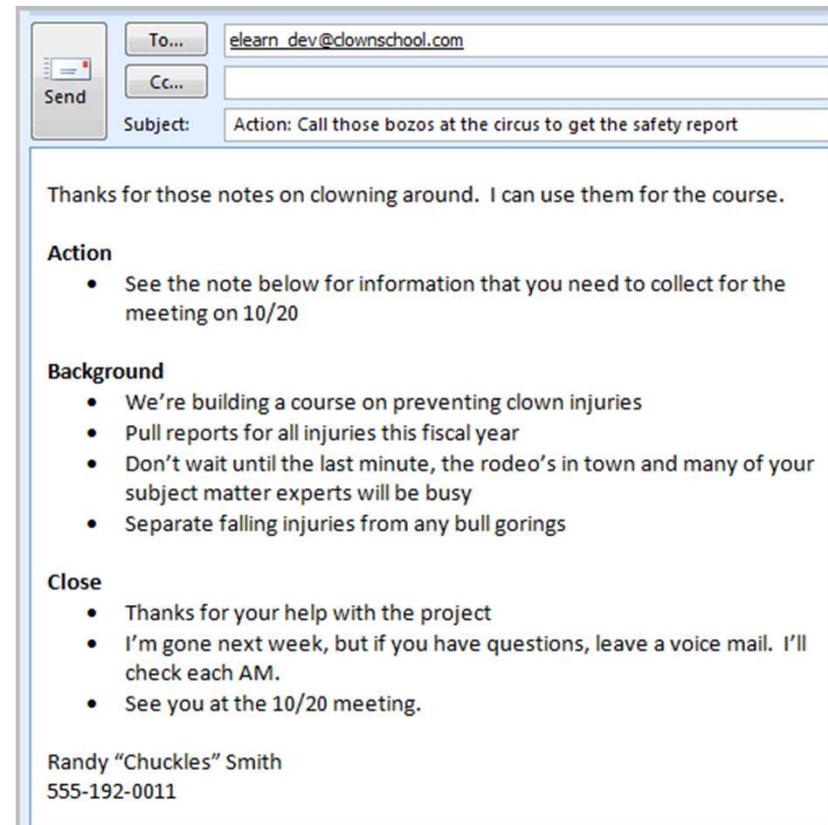
HTTP 404 - File not found
Internet Explorer



No One Reads Anymore – We Skim...



Before



After

HOW TO LEVERAGE THESE TRENDS

Keep

Keep your emails short. Use bullet points and white space.



Avoid

Avoid using industry jargon when talking with customers.



Give

Give women all the info and options. With men, narrow to “Here are the three best options” or “My three recommendations are...”



Review

Once a quarter, review your entire website for broken links



TREND #7: SOLUTIONS, NOT EXCUSES





"We'll take care of it"



TREND #8: HELPING BEATS SELLING





HELPING BEATS SELLING

If you help me, you'll sell me.

And if you help me, you don't have to sell me.

Your Turn

Turn to your neighbor and discuss one thing you learned here today that you can go back and utilize or apply right away



FIVE THINGS YOU CAN
DO RIGHT NOW

5 THINGS TO DO – AND REMEMBER

1. USE DIVERSE IMAGERY IN YOUR MARKETING – PEOPLE WANT TO SEE IMAGES THEY CAN RELATE TO
2. REMEMBER THAT FASTER IS BETTER AND SIMPLE IS AWESOME. TALK WITH CUSTOMERS AND YOUR TEAM TO IDENTIFY POTENTIAL “PAIN POINTS” AND WORK TO RESOLVE THEM
3. USE CONSUMER INSIGHTS TO SELL DIFFERENTLY
 - Women like expansive offerings, men like options in 3’s, Millennials want to support causes
 - Remember “3 cups of tea”: Be patient in cultivating new customer groups
4. BEING THE GOOD GUYS IS JUST AS IMPORTANT AS BEING GOOD AT WHAT YOU DO
5. FOCUS ON HELPING OVER SELLING - IF YOU HELP ME, YOU’LL SELL ME

My New Book Can Help



JUNE 2021 BUSINESS BESTSELLERS



TIME FOR
YOUR
QUESTIONS



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