



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

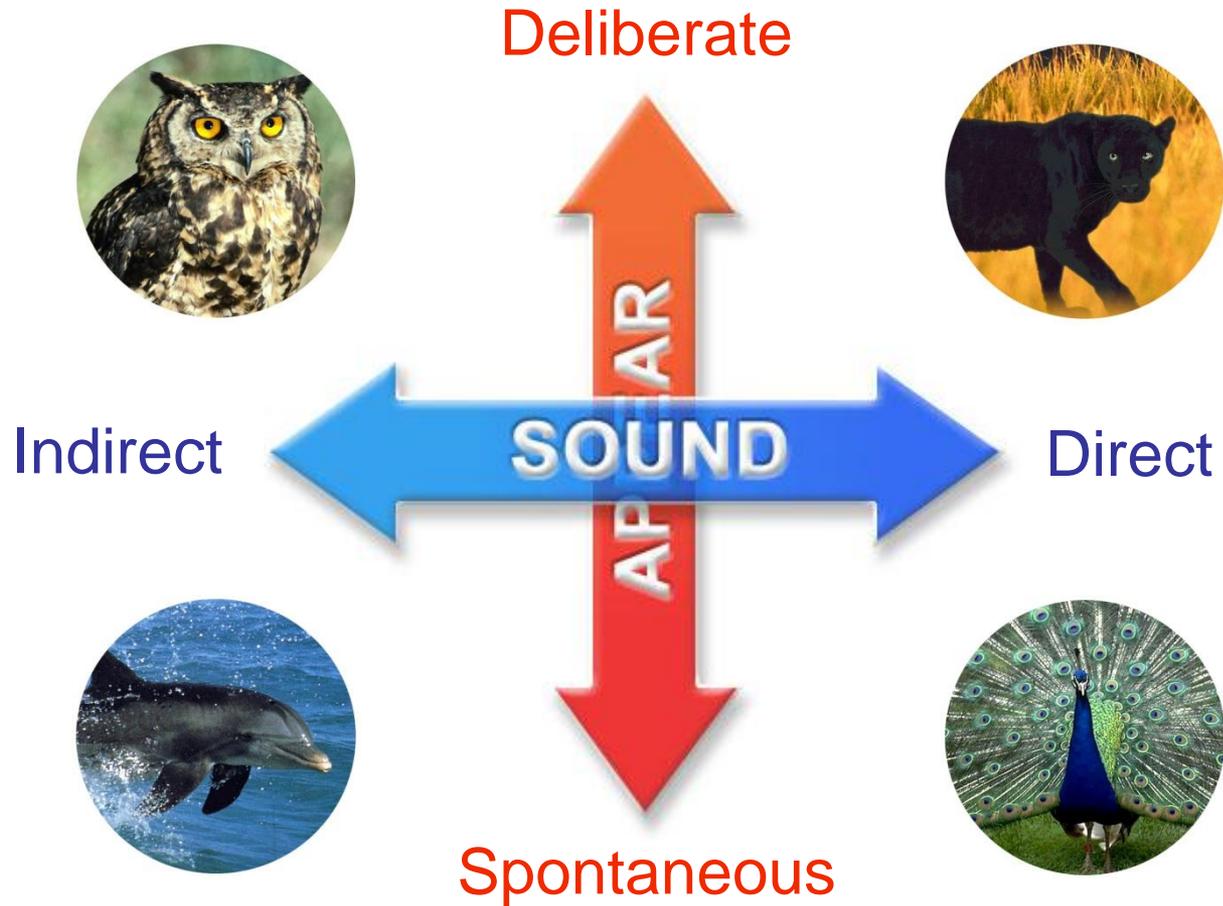
# Connect

**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



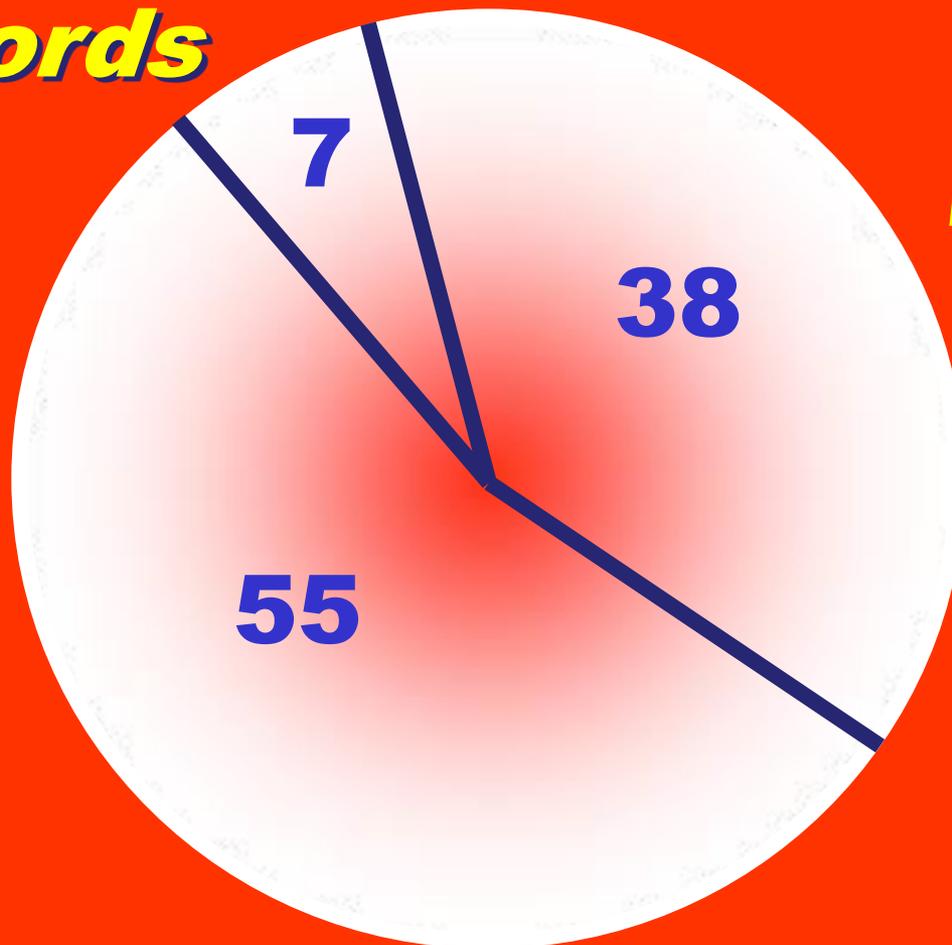
- Supportive
- Amiable
- Friendly, empathic
- Team player
- Diplomat
- Peacemaker
- Avoids confrontation

# Owl



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

***Words***



***Way***

***Body Language***

# NON-VERBAL COMMUNICATION

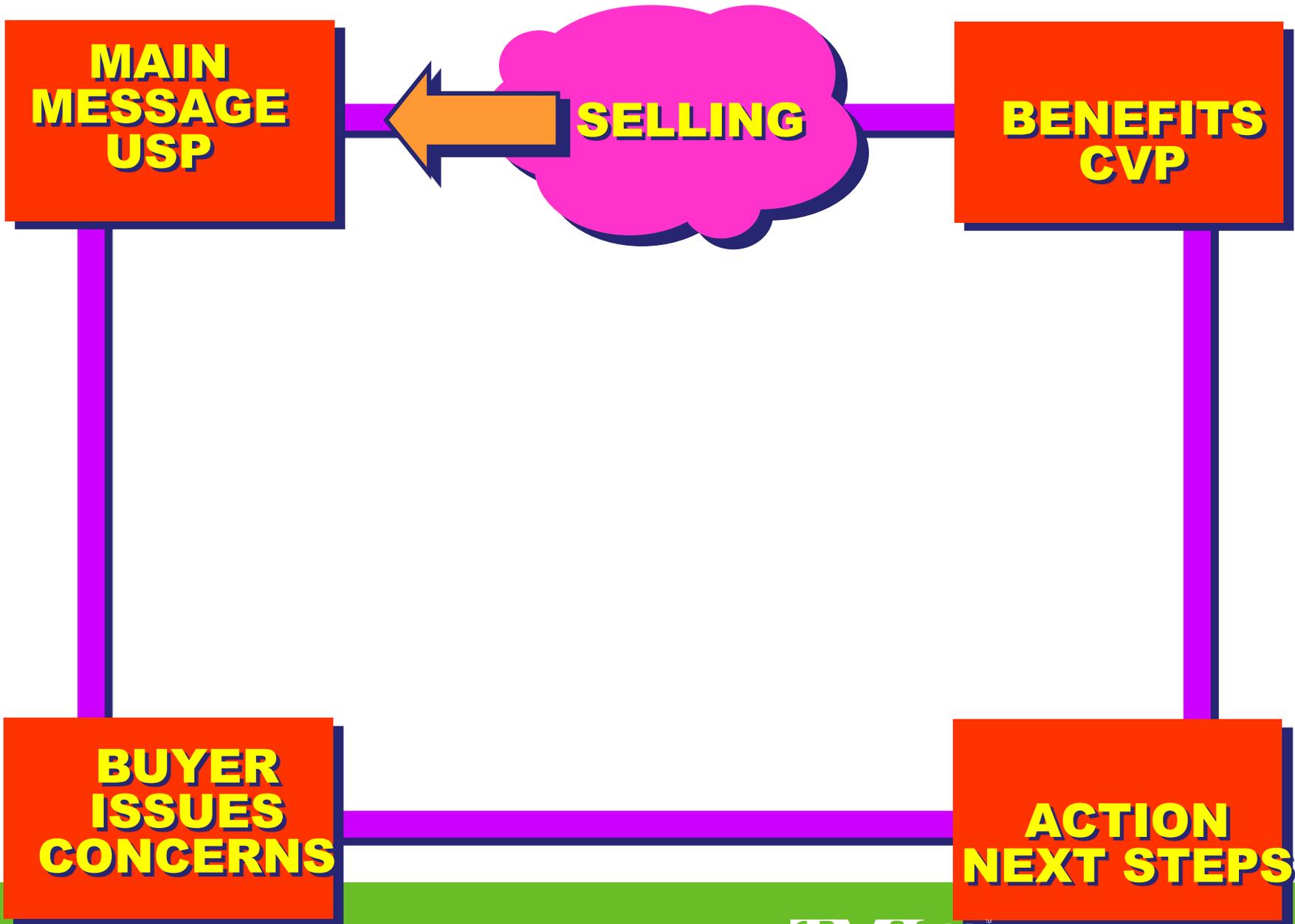
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- *Voice level/intonation*
- *Speech rate*
- *Vocabulary/jargon*
- *Breathing*
- *Body posture*
- *Facial expression*
- *Eye movements*
- *Gestures*
- *Dress*
- *Status symbols*
- *Eye contact*
- *Size of pupils*
- *Territories*

# 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**

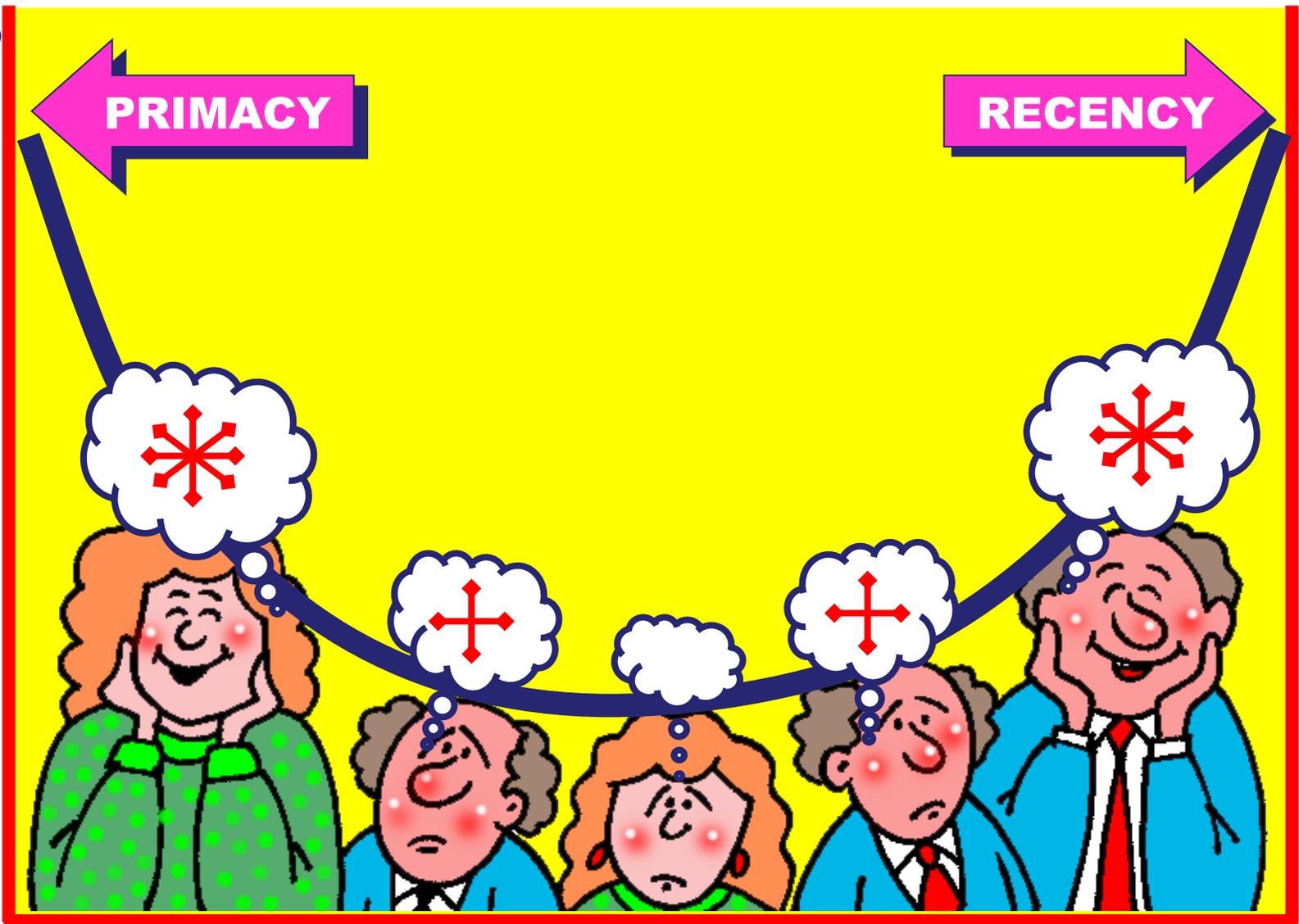
**more formal presentation**

100%

PRIMACY

RECENCY

AMOUNT RECALLED



0

TIME

10 mins

Growing the success of Irish food & horticulture

*Bord Bia*  
Irish Food Board

TITLE OF PITCH

#

INTRO.

WHY

WHAT

*etc.*

CLOSE



time manager

# 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*



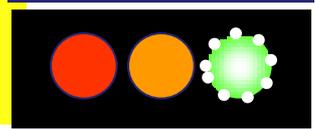
⚙️ *A joke - about yourself!*



⚙️ *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

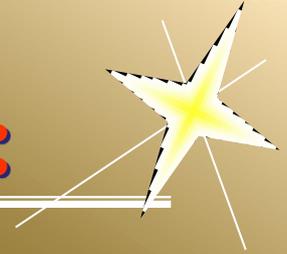
Relevant examples

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

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***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

# Contact

Conor O'Connell; TMI Ireland

[conor.oconnell@tmi.ie](mailto:conor.oconnell@tmi.ie)

+353 1 4926238

+353 87 2567073