

THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND



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Editorial

S is for Service T is for Turkeys ??

Is Telstra an ancient term for dills?

Consider this..

Having received a promotional flyer for an offer for Foxtell Digital one of our members called the given number. After wading through several layers of "if this is what you want press 2 or 3 or 5 or 6 etc, member actually got a live person (after "your conversation may be recorded.....").

Our member said she was interested in learning about the different digital cable TV packages and prices. Explained they had previously had a Foxtell installation but were currently with Optus. Telstra person asked twice in a vague tone, 'what she was ring about??....And they put you through to me???' She asked our member to hang on a minute. After a period of listening to recorded messages extolling the virtues of Telstra she reappeared and asked what the callers account number was. It was explained to her again. "Oh well I am having an off day" our caller was told. "Would you hang on again"? Another 8 minutes passed listening to the recorded virtues of Telstra being again and repeated extolled. Caller gave up.

Is that typical?? Well later the same day another caller told me that she had called to get details of long distance call rate packages (all I know about this is that Telstra people regularly call me spruiking for my business in this area). She had the experience of dealing with their great voice recognition system which kept telling her "I am sorry, did you say Insert any variety of constructs that were not what was asked for.

Not impressive folks!

Brian Monger

[Back](#)

MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ

Quotations

"Big results require big ambitions."

- Heraclitus



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

providing instant comprehension and meaning to the often intangible idea you are trying to sell.

Here are the Six Secrets for Making Your Message Meaningful in a Speech:

1. Use A Simile

No, not a smile (yes this does help) but a simile.

A visual simile is a comparison between two unlike things, that share some attribute or feature. You're probably using one right now to read this.

Perhaps the most well known contemporary visual simile is that of the computer "mouse" so-named because of its a "mouse like" shape.

A rhetorical question is another example of a simile.

What similes (and smiles) can you use in your speeches?

2. Use A Metonymy

Semiotics is the study of symbols and a metonymy is when something that represents a particular characteristic of an object is used to stand for the whole object. Parallel wavy lines are often used to depict water. The Eiffel Tower is often used to stand for Paris.

These visual images take the audience to that physical object or location through their own imagination.

3. Use An Antithesis Example

The antithesis visual example emphasizes the contrast between two "opposite" things. One of the most famous sayings is 'like chalk and cheese'. Notice how this uses our senses of touch, sight and smell when we think of this example.

A contradiction of terms creates tension in the minds of an audience and is a powerful way to get your message across.

4. Use Heroics

Like all good Hollywood movies, the central theme to a great speech can be the hero's journey. This motivational technique employs storytelling where an average person overcomes setbacks to achieve their dream.

What obstacles have you overcome that other people can relate to and learn from? How can you incorporate this into your next speech?

Note there is a fine line between making the hero's journey real and relevant versus exaggerated hyperbole.



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

Campaign Ads Are Under Fire for Inaccuracy

Jim Rutenberg May 25

Washington, May 24 — A record year for political advertising has brought with it a hail of televised exaggerations, omissions and mischaracterizations that pollsters say seem to be leaving voters with mistaken impressions of [Senator John Kerry](#) and [President Bush](#).

The degree to which the advertisements push the facts, or go beyond them, varies by commercial. While Mr. Bush's campaign has been singled out as going particularly far with some of its claims, Mr. Kerry's campaign has also been criticized as frequently going beyond the bounds of truth.

In three of its advertisements, Mr. Bush's campaign has said Mr. Kerry would raise taxes by at least \$900 billion in his first 100 days in office. Mr. Kerry has no such plan.

In an advertisement for Mr. Kerry, an announcer said, "George Bush says sending jobs overseas makes sense for America." Mr. Bush never said that. A report to Congress by his top economic adviser said cheaper production of goods overseas had long-term benefits but did not make the plain case that domestic job losses were a good thing.

Outside groups are getting into the act as well.

The League of Conservation Voters, which has endorsed Mr. Kerry, is running an advertisement in Florida warning that "President Bush opened up Florida's coast to offshore drilling." But the drilling area that was opened under Mr. Bush is 100 miles off the coast, much farther than it would have been under a Clinton administration proposal.

Of course, it is a time-tested practice to make one's opponent look as bad as possible in a political campaign, whether the race is for town council or the presidency of the United States. And the campaigns and outside groups say they are under no obligation to present defenses for their opponents in their own advertisements, all of which are at least tenuously based in fact.

But this campaign season, with total advertising spending at roughly \$150 million since early last summer, the number of distortions and omissions is worrying some good-government groups, which say they fear that the big money behind the claims is leaving indelible impressions.

"Even people who don't think there is much information in these ads and say they don't learn anything from them tell us they believe factoids they could only have gotten from these ads, and they're wrong," said Brooks Jackson, director of Factcheck.org, an Annenberg Public Policy Center Web site that vets political advertisements for accuracy. "It's beyond subliminal — it's something else I haven't come up with a name for."

This month the Annenberg Center, at the University of Pennsylvania, released a poll of voters in battleground states that found many believed misleading statements made in the advertisements.

In a survey conducted from April 15 to May 2, 61 percent of the 1,026 voters questioned in the 18 swing states where most of the advertising has run said they believed Mr. Bush favored sending jobs overseas. And 72 percent said they believed that three million jobs had been lost during Mr. Bush's presidency. Mr. Kerry made that claim in a spot in late February, when the most commonly used Bureau of Labor Statistics data showed the actual net job loss to be closer to 2.3 million, down from 2.7 million in late summer. That number is now less than 1.6 million. (Mr. Kerry's figures did not include government jobs.)



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

The business case for the \$105 million ferry, released by the State Government last year, said the "viability of the new service is dependent upon passenger numbers being achieved".

It also said TT-Line, the State Government-owned ferry operator, "considers that this is not only achievable but also conservative".

Earlier yesterday Tourism Minister Ken Bacon confirmed that the first six months of operation had failed to reach "ambitious targets" but declined to reveal the figures.

"As previously stated, passenger numbers have not reached the ambitious targets set for the first six months of operation but have continued to increase with healthy figures for the '04-'05 financial year," Mr Bacon said.

"Freight utilisation has also increased on a month-by-month basis."

In March it was reported that 35,000 bookings had been received for *Spirit of Tasmania III*.

However, there has been growing concern in the tourism industry that the ferry has been underperforming.

The State Government allocated another \$4 million to *Spirit of Tasmania III's* advertising campaign in last week's Budget.

Spirit of Tasmania III's business case was based on 115,000 passenger movements a year - 103,000 mainland holiday passengers and 12,000 Tasmanian resident passengers.

TT-Line chief executive Peter Simmons said earlier this month passenger numbers had been "disappointing" but he declined to be more forthcoming.

Mr Bacon said yesterday an independent survey had shown awareness of the service had grown from 4 per cent last year to 85 per cent.

"Recent independent customer satisfaction surveys have shown exceptionally high levels of customer satisfaction which meet and exceed our passengers' expectations," he said.

Asked if a consultant had advised the Government and TT-Line to lease *Spirit of Tasmania III* instead of buying it outright, Mr Bacon said: "There was lots of advice around at the time but the figures clearly showed we would be better off buying the vessel instead of leasing it."

He also said a full account of TT-Line's passenger figures would be released at the end of the financial year.

Tourism sources in the state's North-West confirmed yesterday that passenger and freight numbers were below expectations.

One operator said as few as 60 cars were seen disembarking from *Spirit of Tasmania III* in Devonport last week.

Other challenges beyond TT-Line's control include rough weather delaying voyages and the introduction of cut-price airline Jetstar to Tasmania.

Spirit of Tasmania III was expected to lift tourist arrivals in Tasmania by 51,000 visitors a year, and up to 71,000 visitors a year over time.

The Mercury



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

The Naked News, a Canadian-produced "infotainment" program shown on cable TV, will be available worldwide to mobile phone users thanks to a deal announced today by the Melbourne-based company GoConnect.

The Naked News features an all-nude cast who deliver "both the serious and lighter side of the news".

Newsreaders, one of whom is from Adelaide, generally begin reading their reports fully clothed, but disrobe as the story unfolds.

Subscribers, who must be over the age of 18, will pay \$15 to watch more than 200 minutes of Naked News each month.

GoConnect executive producer Richard Li said his company, whose other products include a program that teaches English, sought the deal with Naked News because it thought the content compelling.

He described the program which features sport, lifestyle, world and entertainment news as professionally produced "good, clean fun".

"You can watch it any time anywhere," he said.

"Whether you want to watch it on the tram, in the back of a cab, or at home, or in the office, it's entirely up to you.

"Our technology is able to deliver the video directly to the mobile device whether it is over the air or getting the file transferred from the PC.

"We are the only company in the world that can deliver the video to the Microsoft mobile devices in broadcast quality."

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[Back to top](#)

MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ

Italians Rule: No topping their pizza

Richard Owen The Times in London May 28

Pizzas, Italy has decreed, must be made with a thin crust, fresh plum or cherry tomatoes and mozzarella. Basil, oregano, garlic and olive oil are acceptable toppings, but everything else is an affront to Italian cuisine.

An announcement in the *Official Gazette* - normally reserved for drier regulations - confirmed the Italian Government was going on the offensive after 20 years of gastronomic hand-wringing about inferior imitations of Italian food.

Inspectors will tour pizzerias awarding a "seal of guarantee" to restaurants that comply with the rules. And international inspectors will be enlisted to expose impostors among the 60,000 "so-called Italian restaurants around the world", Agriculture Minister Gianni Alemanno announced yesterday. "It's time to draw a line between what is really Italian and the misleading imitations," Mr Alemanno told reporters in Rome.



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

Unpaid consulting starts when the rep crosses the line between diagnosing the problem and explaining the solution. When sales or marketing reps start designing solutions, they begin acting as unpaid consultants.

In past decades, this was not a monumental issue. Generally, there was limited competition in complex sales. If your reps figured out the problem and designed a unique and valuable solution for a customer, the sale was almost guaranteed and the rep was rewarded for his consulting effort.

Today, however, there is an ever-increasing proliferation of competitors in complex sales, and once a solution is designed the customer can easily shop it to the competition.

Why the change?

It is the outcome of the technology explosion in the past decade or so. Simply put, no matter how sophisticated your products and services, chances are that numerous competitors offer the same thing. And because geographic location is no longer a critical factor—due in large part to the advent of the Internet—a manufacturer in New York can easily access a supplier in Los Angeles (or China, for that matter) just as easily as it can the one across the street.

So what's a sales manager to do to help his/her sales force? In today's complex business arena, there are no simple solutions. What is required is a systemic approach to an environment characterized by long sales cycles, multiple decision makers and numerous perspectives that may cross national and cultural borders.

A system called Diagnostic Business Development provides a navigable path from the first step of identifying potential customers through the sale itself and on to expanding and retaining profitable customer relationships. These are the four phases in this system:

Discover: The sales and marketing professional researches, prepares and sets the stage for a compelling engagement and a continuing relationship based on trust and respect.

Diagnose: An in-depth determination of the existence, extent and financial impact of the customer's current situation is pursued. Diagnosis is meant to maximize customers' objective awareness of their dissatisfaction and determine whether that dissatisfaction corresponds to the salesperson's offerings.

Design: The goal is to get the marketing professional and customer working together to identify the optimal solution to the problems that were uncovered and quantified in the Diagnose phase—even if it involves alternative solutions offered by competitors. This phase is the "dress rehearsal" before the final presentation is made. It is here that many salespeople make the mistake of giving away valuable information and becoming an unpaid consultant.

Deliver: This phase begins with the presentation of a formal proposal and the customer's subsequent formal acceptance of the solution. Implementation and support of the solution are next, followed by maintaining and growing the relationship with the customer.

This process is a 180-degree turn from conventional selling, and your reps need your coaching and support to help them apply the process. To avoid the pitfalls of using outdated methods (including, but not only, the unpaid consulting trap), work through the following ideas with your team:

Prevent premature presentations. Discuss this question: why should we present a solution to customers' problems before they clearly understand what those problems are—and, more to the point, before a customer fully comprehends the problem and recognizes that you do too? While most salespeople devote the majority of their face-to-face time presenting and handling objections, the most successful salespeople spend the majority of their time collaborating with customers, diagnosing

THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

their situation, designing or creating a desired solution, and building their resolve to actively solve the problem.

Don't lead the witness. The traditional sales or marketing representative draws conclusions for the customer—often prematurely—and presents them to the customer before the customer is prepared to hear them. It is important that the customer discover and take ownership of the problem before deciding to seek a solution. If the rep moves ahead of the customer, the customer is likely to interpret the rep's actions as pushy or manipulative. This leads to a lack of trust and creates a confrontational rather than cooperative atmosphere.

No pain, no change, no sale. Dissatisfaction is the most basic human motivator for change. It is the natural defense mechanism that tells people that if they don't change and deal with a problem, they will face consequences. Change itself is painful. As a result, change will not occur until an individual or company recognizes that it would be more painful *not to change*. This is why it's critical that your reps conduct a thorough diagnosis that uncovers the pain of the current situation and the lack of the future outcome. As you know, nothing less will motivate the customer to change.

Go for the "no." One advantage of a thorough diagnosis is that it allows the salesperson to quickly identify the 20-30% of prospects who have the immediate reason and resources to make a change. This focused approach to viable opportunities is critical to managing your sales goals. A thorough diagnosis is the difference between an intellectual conversation about a desirable future and an objective observation and measurement of real indicators of an unacceptable present. The traditional salesperson wastes time arm wrestling with prospects that have no pain, and hopes to win the sale by sheer tenacity. You know this behavior: it leads to unpredictable forecasts and sales that never come to fruition.

To change your reps' approach it is important to understand that this behavior has its roots in the mindset that a good salesperson never takes "no" for an answer. Many salespeople think that "no" equates to personal failure. Help shift this thinking. Coach your reps to always ask themselves, "Is there someplace better I could be?"

Clearly, the role of the sales and marketing professional has changed dramatically. The often-ignored reality is that customers need expertise to help them (1) understand the problems they face, (2) design optimal solutions to those problems and (3) implement the solutions.

It is up to you to equip your sales force with the ability to provide the help your customers need. Help your reps see themselves as project managers for their customers' buying decision. That is the secret behind succeeding at the complex sale.

[Read more...](#)

[***Back to top***](#)

MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ

ID Card Move To Cut Pokie Losses

Ian Haberfield May 23

Poker machine players will be forced to register for a smart card under a bold plan to curb problem gambling.

Punters will need proof of identity to gain access to the hi-tech card that will give poker machine venues the capacity to set spending limits.



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

By linking venues in a region, or even nationwide, the system can track gambling habits and identify those at risk, set time limits on play and give poker machine operators the option of barring problem gamblers.

Under a plan to be discussed by state and federal gaming ministers next month, no gambler would be able to play a poker machine without the smart card.

Victoria is sold on the idea, which would be operated through a computer program called Gambler Subtle Assist.

The smart card has won over the State Opposition, Victoria's Interchurch Gambling Taskforce and support groups, which have called for its immediate introduction.

The State Government is enthusiastically investigating the program.

It is likely to be tested throughout Australia after the meeting of ministers.

Under the program, a smart card would be necessary to play any poker machine.

All poker machines would be linked across venues, designated regions or even nationally to prevent problem gamblers circumventing rules by changing clubs.

Time limits could be imposed by session, daily, weekly, monthly or yearly.

Spending limits would be applied.

Players would be able to set private limits. They could decrease limits immediately, but increase them only after a time delay.

The system would provide gamblers with activity statements.

It could be programmed to send tailored warnings to players.

Access to a smart card would require an identification check, in the manner of opening a bank account, and each would come with a PIN.

The card would be inserted into a poker machine in the same way as the loyalty cards already in use.

Web-based software would monitor and centrally store an individual's gambling activity and prevent betting when the designated limit was reached.

Victorian Gaming Minister John Pandazopoulos confirmed yesterday that the smart card was on the agenda.

Mr Pandazopoulos said a national working party on problem gambling was examining the smart card technology.

"If we are going to introduce a smart card system, I believe we need a national approach because the issues are the same across Australia," he said.

Mr Pandazopoulos said independent research for Victoria's Gambling Research Panel, to be released this week, would reveal key reasons why problem gamblers bet beyond their means.

"For the first time, researchers interviewed problem gamblers, their families and service providers," he said.

