

CUSTOMER CREATED OFFERS

HOW TO USE DEEP CUSTOMER INTELLIGENCE
TO CREATE SUPERIOR OFFERS YOUR
COMPETITORS CAN'T HOPE TO MATCH



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Why so many seemingly good offers fail

Has this ever happened to you?

You're getting ready to create a new product or service, so you follow the conventional wisdom that's been promised to produce the results you want. It looks something like this:

- You brainstorm three or four ideas for products
- For each idea, you create a name for the product and a short description of its features and benefits-
- You run your product ideas by your team and trusted business associates
- Everyone agrees that these are solid options
- Armed with this stamp of approval, you survey your customers asking them which of your four product ideas they like best
- Once you've compiled your survey results, there's one product that stands out as the best – often with as many votes for this one product as all the other products put together

Based on these findings, you create that product and an offer that highlights all the best features and benefits of the product. Plus, your offer guarantees your customers' results or they can get a full refund, no questions asked.

On the day of your launch, you couldn't be more excited. This new product has the potential to become your flagship product for many years to come. And the partnership deals that can result from this are immense.

The initial email promotion goes out at 9:00 am that day, an ideal time to get the highest open rates and click throughs.

An hour passes. There's very little response.

Not what you expected, for sure, but it's early yet.

Three hours pass. The response is still just a slight trickle.

Now, you're getting nervous. But maybe because this is new, it will take a bit longer to really kick in.

Six or eight more hours elapse and it's now the end of the day.

Your overall response? Little to nothing. As close to a flat-out loser as you can get.

**Your results are a complete disaster
...but you're not alone!**

This type of disaster is hard to stomach. I know first-hand, because it's happened to me too. Most importantly, it happens far more frequently than you might think.

In fact, it happens far more often, to far more companies, than any of us would have imagined.

So why does this occur so often? These two studies should shed some light on the massive scope of this problem.

Study #1 – According to a recent study conducted by Statista, 90% of all the marketing offers they looked at failed. Yes, a massive 90%!

Study #2 – Next, according to a large study conducted by LinkedIn, 90% of all digital marketing offers fail. There's that whopping 90% again!

So the question is, WHY do so many offers fail? Especially since companies devote a significant amount of time and effort to creating the best offers they possibly can?

That's exactly what I'm going to show you in the rest of this material, plus more. Here's what we're going to cover:

- We'll start with a demonstration of how valuable an exceptional offer can be to your business
- Next, I'll give you a simple yardstick for determining if your offer is as effective as it could be (Spoiler alert: it probably isn't)
- I'll reveal the eye-opening reason why so many offers fail, or at the very least, perform poorly
- You'll get a foolproof formula for creating a truly exceptional offer
- I'll share two overlooked components that substantially improve your offer, without fail

- We'll close with simple, completely reliable formula anyone can use to create a **Customer Created Offer**. This is a reliable method for gaining a much deeper level of customer intelligence, then using that information to create an exceptional offer and the messaging for that offer that makes your product stand out as the *only choice* for your market.

The bottom line is this: not even the highest quality product or service can overcome a weak offer. And if you want to lock in the highest level of sales right now and for the future, the best thing you can do is fix your offer.

So let's dig into exactly how to do that!

The immense value of improving your offer

At the risk of repeating myself, improving your offer is the single most critical component for growing your sales. In addition, improving your offer significantly affects two other important components of your marketing. This is an important function of your offer that most people aren't aware of. And I'll get to exactly how this works a bit later in this material.

The flip side of this is that without improving your offer, your sales will consistently fail to meet your expectations. But you won't understand why. And clearing that up, so you DO understand why a particular offer fails, then fixing it, is another reason to master the skill of creating exceptional offers.

Proof of the value of an exceptional offer

Putting in the time to understand what's required to create an exceptional offer and then creating one is not just another marketing exercise. It can make all the difference between struggling to make sales and making substantially more sales with ease, often for years to come.

For example, a Wall Street Journal sales piece commonly referred to as "The Two Young Men Ad" demonstrates the immense power of an exceptional offer. It presented the story of two men who graduated from the same college and pursued similar career paths.

When they returned to their college reunion 25 years later, they were still very similar. Both were married, had three children, and had taken jobs with the same company.

But there was a significant difference...

One was the manager of a small department at that company. The other was its President.

What made the difference was having superior business knowledge. Having the right knowledge at the right time. And knowing how to apply it.

And THAT is the core of the Wall Street Journal's exceptional offer.

Here are the actual results of the Journal's exceptional offer

The structure of the offer in this ad was to deliver a powerful message through the story of two very similar men who follow similar paths, but end up a world apart. And the story that delivers that message makes the reader feel confident that the *experience* the man who became president of the company had could also be their experience, with everything they can gain through a subscription to the Journal.

Keep this in mind, because I'm going to circle back to it in a minute and show you why the *experience* a customer has in using your product or service is critical to your success. But for now, let's look at the results this offer produced. And I'm certain it will fully clarify the value of an exceptional offer over a mediocre offer.

Before this offer and the ad that presented it were created, the Wall Street Journal was basically treading water. Their conversion rate was around 3% of the prospects who saw their offer.

But things changed, and changed quickly, with this new offer. Sales conversions immediately jumped from 3% to 15%, which was practically unheard of.

In addition, this offer was so strong that no other offer the Wall Street Journal tested against it could beat it for 28 years!

So it ran consecutively, month-in and month-out for 28 years in a row. Because of this, it is considered to be the longest running ad in the history of modern marketing.

In addition, the revenue it produced was just as massive. Over the period of time this ad ran, it accounted for more than \$2 billion in subscription sales. And in today's dollars, that amount would easily be doubled.

That is the power of an exceptional offer!

How to tell if your offer is as effective as it should be

So now that you've seen what a great offer looks like and the results it can produce, that brings us to the question,

"How do I know if my offer is anywhere near as effective as I'd like it to be?"

Fortunately, it's actually quite easy to determine. If you have a quality product or service that you've created an effective marketing campaign for, but that campaign produces significantly fewer sales than you expected, then you have a problem with your offer.

Most importantly, in order to correct this and finally start producing the volume of sales you know are possible, the only solution is to create a better offer. Because even the best product or service won't sell well if you don't fix your offer.

And don't just take my word for it. Remember, both of the studies I shared above, which were conducted independent of each other, reported that 90% of all offers fail. Yes, a full 90%.

So as I said, if your current marketing campaign doesn't produce the results you really want, which is more than likely, then you won't be able to consistently get better results unless you improve your offer.

Why is it that so many offers fail?

Now that you understand that 90% of all offers fail and that the value of improving your offer can be immense, we haven't yet uncovered *why so many offers fail*. Especially when most companies devote a considerable amount of time to creating their offers.

So let's clear this up. First, I'll show you exactly why so many seemingly good offers fail. Then, I'll show you what to do to dramatically improve your offer right now.

So here goes...

The reason why so many offers fail, or at best, produce mediocre results, is that companies create their products and the offers for them based on the *features and benefits* they think their customers want most.

BUT, that's not how customers judge a product or service.

Customers actually use your product or service, often on a daily basis. So the real basis for a customer judging a product is the *experience* they have when using it.

And as I mentioned a minute ago, what made the Wall Street Journal's ad so effective was that it made the reader feel confident that the *experience* the man who became president of the company had could also be their *experience* with the knowledge and tools they would get through their subscription.

The ad painted a clear and unmistakable picture of what the difference was in each man's life. And it delivered the point in as strong a way as possible, but without hype, that this difference can be *experienced* and enjoyed by the person who makes the smart choice to subscribe to the Journal.

So if you want to be able to create offers as often as you'd like that convert as many prospects as possible to paying customers, your offers must focus on the **outcome** your prospect wants AND the **experience** they'll have in getting that outcome.

As you can see, this is very different than the way you've been taught to create a compelling offer.

A nearly foolproof way to create exceptional offers

Once you understand that building your offer around: (a) the outcome your customer most wants to get from your product or service; and (b) the experience they want to have while getting that outcome, you now have a nearly foolproof way to create offers that make you stand head and shoulders above your competition.

However, in order to determine the exact outcome your customers want and the ideal experience they want when getting that outcome, you can't rely on the old ways of creating your offer. You can't rely on your own knowledge of the market.

What you must rely on instead, is what I call **Deep Customer Intelligence**. Which means that you have to turn to your customers and find out from them, what they really want.

In order to do this, you can't use the typical approach of surveying your customers to ask which of three or four different product options you've come up with they like most. Because all you're really achieving is finding out which mediocre choice they like most. Which has little or no bearing on whether they would actually buy it.

Instead of asking your customers which predetermined choice they like most, you need to start with a blank slate. And you must conduct your research with *actual customers only*. Because as you'll see from the four points of information that you want to gather, only your customers can give you complete feedback, not your prospects or subscribers who joined your list by taking a free lead magnet but haven't bought anything.

The **Deep Customer Intelligence** you need to identify by surveying your customers is:

- What problem were they experiencing that made them consider your product or service?
- What experience did they have with other products or services that fell short of getting them the results they want?
- What is the exact outcome they wanted to get from your product or service?
- What experience did they want to have when getting that outcome?

The results of this survey become the foundation for creating an offer that has exceptional appeal to your prospects – because it's based on the actual outcome and experience customers who are satisfied with your product said they want most. And nothing else can come close to matching this.

This is why I call this method **Customer Created Offers**. Because instead of building your offer on the features, functions, and benefits you think your customers will like, you turn the entire process around and rely on your customers to tell you what matters most to them, then use this deeper level of Customer Intelligence to craft your offer.

How to use your results to create an exceptional Customer Created Offer

Once you've collected your research, you'll begin to see patterns that you never recognized before. How could you when you were relying on your own expertise instead of having your customers reveal what matters most to them?

Nearly always, the path forward will be obvious. It will become crystal clear what outcome is of the greatest importance to your customers. And what the ideal experience looks and feels like that they want to have when getting that outcome.

These are the elements that become the backbone of your offer. You don't need to make it complicated and you don't need to look any further than this. All you need to do is remember that building your offer on the exact outcome your customers have told you they want the most plus delivering their ideal experience in getting that outcome is an outright winner every time.

In just a minute, I'll give you a couple examples of real life **Customer Created Offers** that were crafted this way and the results they produced. But before we get to that, there's one more important aspect of creating an offer your competitors can't hope to match.

The two hidden components of an exceptional offer

Toward the beginning of this material, I promised to show you two more extremely valuable components that you get when you create an exceptional offer. Plus, as you're about to see, these components naturally flow out of creating your offer based on the outcome and experience your customers want most.

So let's get to that now!

Most people think of their offer as being the price of their product, the terms, and any extras that are included to get the benefits that are promised.

However, as you've already discovered, those elements fall well short of what it takes to create an exceptional offer that delivers the outcome and experience your customers really want. Which is why so many seemingly promising offers fall flat or fail completely.

Now, in addition to creating the type of exceptional offer I've been talking about, you also need to include two other important, but often hidden, components.

However, I don't mean hidden in the sense that you can't see them. But in the sense that most people don't consider them as critical components of their offer. Which is a huge mistake, because including these two hidden components is essential to creating the most effective offer possible.

These two components are:

Component #1: Proper positioning

Component #2: Effective messaging

Let's take a deeper look at each of these components.

Component #1: Proper positioning

More often than not, when you conduct your research to determine the exact outcome and experience your customers really want, you'll discover that your product is positioned improperly. And changing how you position your product can make all the difference in the world.

Mini Case Study #1: For example, one of my clients discovered that their customers considered one of their bonus items to be the most desirable feature of their product. Customers felt that this bonus was the most valuable component for getting the outcome they wanted and that the experience they had in using this bonus was ideal.

In fact, a high percentage of customers stated unequivocally that they would not have purchased the product without this bonus. And that this bonus was what helped them to finally get the results they want, when all other options they had previously tried failed.

But my client was about to remove that bonus because they considered it to be a low priority, while taking extra time to deliver!

So they quickly changed course.

By repositioning their product to make the qualities of that bonus the main focus of their offer, not only did they sell more of it, but they were also able to charge a much higher price for

that product. As a consequence, they experienced the greatest increase in profits they had ever produced.

Component #2: Effective messaging

To put it simply, if you're focusing on the wrong outcome and experience that your customers want, your messaging will always be ineffective. It will focus on elements of your product or service that are less important to your customers than what they really want. Which means that it will naturally produce fewer sales than are possible.

Fortunately, the solution is simple. Having conducted your research properly, you now know unequivocally what outcome and experience to build your offer around. So it's just a matter of aligning your messaging to describe how that outcome and experience is delivered to take your sales from lukewarm to the highest level possible.

How well does this work? Here's an example.

Mini Case Study #2: For one of my clients who is a very well-known trainer in the leadership market, it turned out that one of the highest priorities of his customers was the ability to rub shoulders with him in person.

Now, you'd think that type of experience would be unimportant to high-level executives of successful corporations, but this point was repeated again and again in our survey results. So even though this came as a complete surprise, we changed the messaging to put a much greater emphasis on this point – and we increased the price substantially, since this trainer's time was at a premium.

As a result, my client produced an additional \$234,000 in profits by aligning his messaging with what was most important to his customers. And nothing else was changed in the program itself.

This never would have happened without the **Deep Customer Intelligence** that revealed not only the exact outcome the customer wanted, but the experience they wanted of working directly with this expert. Then using that experience as a key component of the messaging.

Creating the most powerful offer possible – your Customer Created Offer

Whenever I work with a client, my goal is to create the most effective offer possible. An offer that can easily double their sales immediately and keep producing that level of sales for years to come.

In order to achieve this, you have to create an offer that makes your product or service stand out as the *only choice for your market*.

Again, this is what I call a **Customer Created Offer**.

Remember, all great offers start with understanding the outcome your customers really want – and the experience they want to have in getting that outcome – at a far deeper level than your competition. And this is done by surveying your customers to gather **Deep Customer Intelligence** on the four types of information I listed earlier.

Then, once you've collected this deeper form of customer intelligence, you use the information I've shared here to create your **Customer Created Offer** with this formula:

Offer + proper positioning + effective messaging = your Customer Created Offer

Always remember – using all three of these elements to create your **Customer Created Offer** is the single most important thing you can do to produce the level of sales you really want. Essentially, what you're doing is having your customers create the ideal offer they want for you!

Wrap up

The process for crafting a **Customer Created Offer** that I've shared with you here can realistically double your sales quickly. And you have no cost or risk to implement this.

Most importantly, I've never worked with a client who wasn't significantly impacted by the results they suffered by having a weak offer.

However, you don't have to settle for poor results anymore. Because you now have the ingredients and the knowledge to create an exceptional **Customer Created Offer** your competitors can't hope to match.

So why not get started today?

Simply by changing the way you develop your offer, and an hour or two of work, you should immediately be able to see a substantial growth in sales.

Plus, you'll have gained the skills to create exceptional offers that truly get the results you really want as often as you'd like to.

About Bob Serling



Bob Serling is a 40-year marketing and licensing veteran and the founder of LicensingLab. His innovative take on marketing and licensing has helped thousands of businesses and entrepreneurs produce exceptional results.

Bob has been the monthly marketing columnist for Success Magazine... invented a skateboard toy featuring Tony Hawk's branding that was sold in toy stores and department stores all over the world... co-created and licensed advanced assessment software currently being used by many Fortune 500 companies... created a one-and-a-half page prospecting letter for a client that landed an agreement for a \$25 million project by being sent to just one prospect – then licensed that same letter to 14 different industries... and much more.

He's perhaps best known for having pioneered the practice of using a deep form of customer intelligence to create offers and innovative marketing strategies that double a company's sales without having to spend a penny.

Bob works primarily with mid-market companies with annual revenue from \$1 million to \$30 million. If your company revenue is within this range, Bob can help you create a **Customer Created Offer** – an offer, positioning, and messaging – that makes your product or service stand out as the only choice for your market.

To schedule a short call by Zoom and have Bob help you quickly identify the essential components of your **Customer Created Offer**, just send an email to:

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