

A Secure Word



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MARKETING

Meet AIDA

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No, Aida is not a person. It is an acronym that can help you sell. AIDA describes a basic list of steps that may occur in the process of sales and marketing to a consumer.

A - Attention: attract the attention of the customer.

I - Interest: raise customer interest by focusing on and demonstrating advantages and benefits (instead of focusing on features).

D - Desire: convince customers that they want and desire the product or service and that it will satisfy their needs.

A - Action: lead customers towards taking action and purchasing.

An additional "R" for Retention is the key to up-sell, cross-sell and referrals. Companies want to attain lasting customers, so if the potential client is convinced, loyalty is achieved.

Using a system like this gives one a general understanding of how to target a market effectively. Moving from step to step, you'll lose some percentage of prospects. First, you've got to get your potential customer's Attention. Then, having their attention, you must create Interest. Third, once you have their interest, you must create a Desire. Having created the desire, it should lead to the Action which is the decision to buy.

Grabbing attention is vital for effective communication. In personal selling, attention is captured with courtesy and respect, along with body language and a smile, plus a clear demonstration of concern for the person and their interests.

In creating interest, the best thing is to stop and listen with both ears and eyes. The best way to determine what interests customers is to figure out what information they want to know. That will help you understand objections and help you make the case and gain their interest.

Desire is a natural urge to possess something that solves a problem and makes you happy. Determine exactly what your customer desires, and use these words in your message.

Now call the customer to "Action." A "call to action" begins with a verb that tells the customer what to do. Think of this as an opportunity for you to invite your customers to use or purchase your service. The more urgency you can create behind this action, the better. I encourage you to try AIDA. It will help you communicate more effectively with your customers and increase your chances of getting through to your target audience,

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