



building sharper brands

5 STEPS TO BREAK THE BARRIERS TO YOUR BRAND

GUIDE | STRATEGY

INCISIVE GUIDES

Welcome to our series of real-world guides for marketing professionals.

At CMDi we help clients think, communicate and act incisively. Because today, only incisive communications work.

Our practical tools and techniques have been proven through years of front-line use. They are designed to create powerful and persuasive communications that will build valuable differentiation into your brand.

If you have any comments, or would like more advice, please just email or call me.

01483 230393

A handwritten signature in black ink, appearing to be 'Chris', written over a horizontal line.

Helping you
improve cut-through
and response.

ONLY INCISIVE COMMUNICATIONS BREAK THROUGH AND DRIVE RESPONSE.

CMDi builds brands on this simple truth:

The world is now so overcrowded with messages that only incisive communications get through.

Insightful and sharply focused, these are understood faster and remembered for longer. Clearly differentiated and ingeniously simple, they drive response.

Communicating incisively is how your brand achieves relevant differentiation, the key to market share and profitability.



FOCUSED

addresses a relevant need



DIFFERENT

achieves valuable differentiation



STICKY

stays in people's minds



MOTIVATING

prompts clear action

5 STEPS TO BREAK THE BARRIERS TO YOUR BRAND

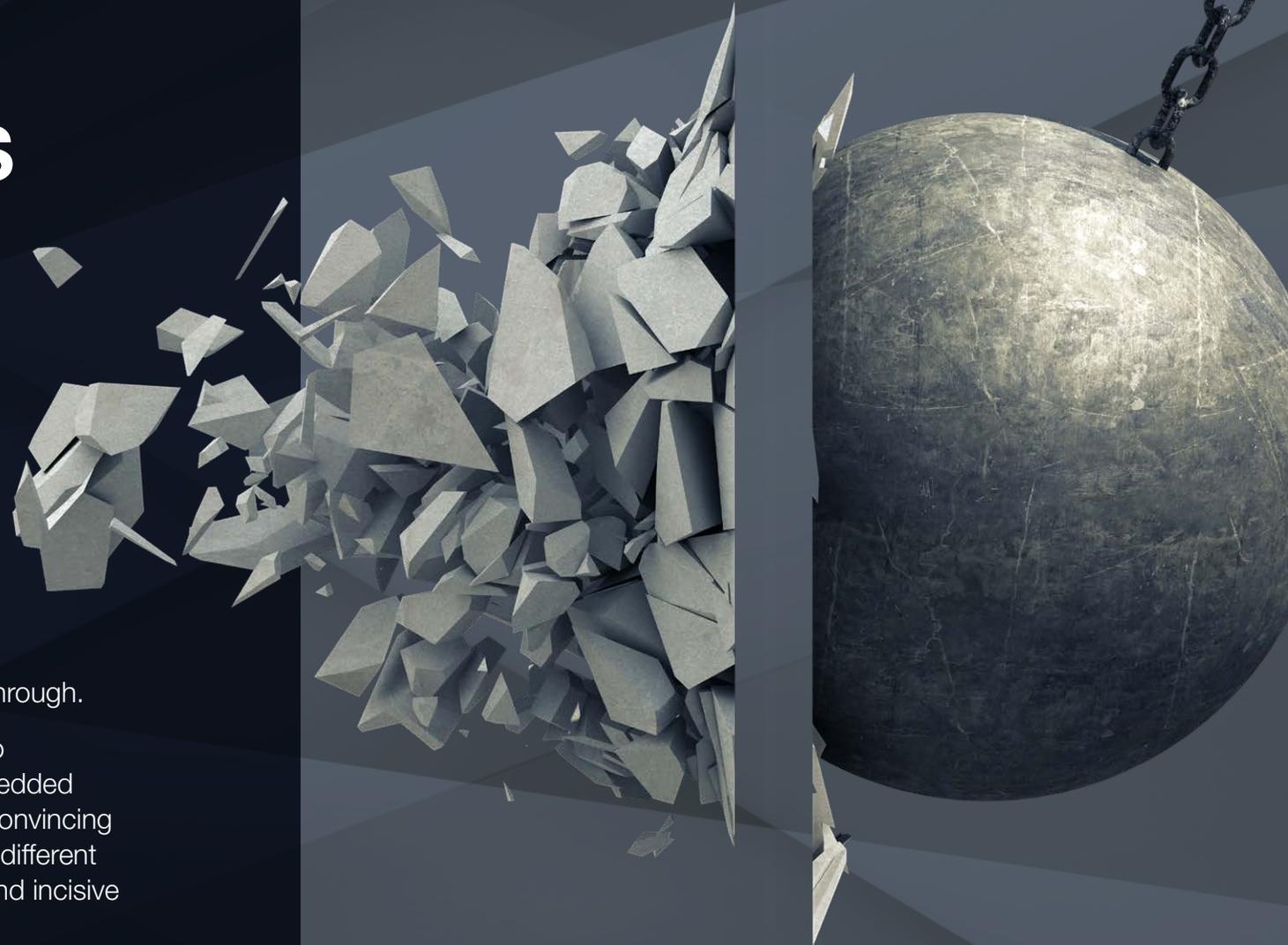
GUIDE | STRATEGY

WHY AREN'T THE ANSWERS OBVIOUS?

Because the **real reasons** not to buy are probably **hiding**.

It's a familiar problem for mature markets, especially for new entrants trying to break through.

Today, complicated or superficial reasons to purchase simply won't smash through embedded mindsets. Challenging the status quo and convincing conservative buyers and specifiers needs a different approach; sharper thought and analysis - and incisive action - to open the way forward.



To deliver the right results, don't focus on the wrong barriers.

Always start with this crucial question:

Are the “obvious” customer barriers **REAL** – or merely convenient **EXCUSES** not to buy?

“Unproven”. “Insufficient evidence”.
“Not convinced”.

Buyer-resistance is often down to habit - or fear of change and its potential consequences.

Overcoming such underlying concerns should be your priority.



**Be selective with the hard evidence.
And beware of overload.**

Facts that prove your case are fine, but aren't enough on their own. What counts is how they're applied and delivered.

Too many facts can lead to indigestion. Or cynicism.

Used **selectively**, hard facts can break through ignorance. They can demolish persistent myths or misunderstanding. But their **day-to-day relevance** is vital. To stick, they must clearly connect to the realities of those you have to convince.

Decide which evidence is the most potent and give it life. Ignore what's peripheral.



What will it really take to get past the persistent objections?

Predictable communications are no surprise. The barriers will hold firm, again and again.

So where's the unstoppable message? Invest and test your messaging. Find out what **WOULD** persuade reluctant buyers to overcome their doubts.

Then start your communications journey:
Engagement > Comprehension > Belief



Everyone's time-poor. Be value-rich.

The digital revolution has happened. Attention spans are short. Understanding must be **instant**. And **credible**.

Lengthy research reports or technical literature no longer cut it. Entrenched views won't invest the time to break their current perception.

To penetrate negative mind-sets a sharp, digestible, **bite-sized** approach is required.

Achieving engagement takes **sustained, cumulative** delivery of impossible-to-ignore messaging.



Address this essential need: “What’s in it for me?”

Proving your solution will work well?
Not enough. It takes more to break through
typical buyer inertia; to get them **looking
beyond** that safe, easier option.

Today, person-to-person contact counts
more than ever. Real people talking to each
other. Always recognising their fundamental
self-interest.

Avoid bland business blather. This requires
credible motivating reasons, such as:

““ Not wanting to be left behind with
old ideas. Keeping up with newer, better
answers. Being able to work faster and
smarter. ””



5-POINT BARRIER-BREAKING CHECKLIST

STAGE	OBJECTIVE	ACHIEVED?
1. Validation	Determine genuine reason(s) for non-purchase	
2. Extraction	Select and focus on the most powerful evidence	
3. Detection	Test and find the unstoppable message(s)	
4. Ammunition	Shorten and sharpen for instant comprehension	
5. Attraction	Go beyond “acceptable” – make buying desirable	



building sharper brands

Email

Or call 01483 230393

BRAND POSITIONING · PRODUCT LAUNCH · CONTENT MARKETING
DIRECT AND DIGITAL CAMPAIGNS · WEBSITES

© CMDi.co.uk

SHARPER COMMUNICATIONS
FOR THE EDGE YOUR
MARKETING NEEDS.