

STRATEGY: "PEOPLE MAKE DECISIONS INTELLECTUALLY BUT THEY BUY EMOTIONALLY"

There are 5 major buying motives, according to psychologists;

- | | | |
|-----------------|---------------------|-------------|
| 1) pain/problem | 3) present pleasure | 5) interest |
| 2) fear | 4) future pleasure | |

The most common reason people buy is pain, writes Jim Ayraud, pres of Next Level (Boston), in Boston/PRSA's *News & Views*. "Something is wrong in their business or personal lives that they want fixed and they are prepared to pay to fix it." Because they buy emotionally, it's important to offer solutions. Do this by:

1. Uncovering their pain or problem.

- Once you've built rapport with them, ask carefully worded, sensitively-posed questions
- Instead of "how can I help you?" ask "if you could wave a magic wand, what would _____ be like?" Allowing them to describe their ideal situation helps you identify pain, problems & possible remedies & opportunities.
- They won't tell you their real problems up front; they'll give an intellectual "smoke screen" -- like deflecting sales pressure with "no thanks, I'm just looking." Few have time to browse anymore. Usually we've made a conscious decision to visit that store in search of a particular item.
- Tho it's uncomfortable to do this, it helps you uncover their pain or problem & helps them conclude that you can help them.

2. Offering solutions. Before doing this, be sure:

- The problem can be fixed
- The person *acknowledges* that it *is* his or her problem
- He or she is *willing to do something* to fix the problem & ...
- Is *committed* to fixing the problem.

"Remember, people buy for *their* reasons, not yours." More from him at 800/424-0019)

ITEM OF INTEREST TO PROFESSIONALS

¶ Is it "healthcare" or "health care"? (See [pr](#) 2/9) View # 1: "The simple & practical usage rule we follow is to use 'health care' as a noun & 'healthcare' as an adjective. It skips the need for a hyphen in the use of a compound adjective and, most of all, it makes sense." View # 2: "I'm sure all uses of 'health care' will soon evolve into 'healthcare,'" writes Joe Jerek, com'ns mgr, Akron General Medical Ctr (Ohio). A quick scan of [pr](#)'s inbox shows Jerek's prediction pretty accurate -- 4 of 6 releases use *healthcare* as 1 word.

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"WHAT IS PR'S ROLE IN COMMUNITY BUILDING TODAY?"

Burton St. John (USPS, St. Louis) asks the question in a paper written in pursuit of a doctorate. Not *community relations* but *community building*. St. John explains that back when railroads were expanding into the west, pr helped attract settlers & build communities. Then muckrackers appeared in response to the hubris of corporate America. At that point, pr abruptly changed course toward corporate advocacy. "Is there a case that can be made for pr to once again assume a community-building role?" He notes:

- **Technology push.** As technology advances, isolation increases. Community is slowly crumbling.
- **Stronger society.** A strong link between community & communications can lead to a healthier social structure, according to research.
- **However, pr hasn't recovered** from the defensive "information-dispensing" role adopted in the face of the muckrakers' assault. He quotes Dean Kruckeberg & Kenneth Starck:

"The transmission view of communication connotes doing something communicatively -- persuading? advocating? -- to someone else. The competing model, which indeed probably predates the other, stresses the 'communal' or 'communitarian' aspect of communication.... This model connotes doing something with someone.... Public relations early adopted -- and has continued to apply -- the transmission model of communication...rooted in persuasion & advocacy rather than principles based on social involvement & participation."

MEDIA AS COMPETITORS TO PR?

Public journalism movement is stepping in to fill the gap -- where newspapers attempt to be more than "information-dispenser but part of the dialogue within a community, facilitating discussion and helping to mold consensus & further decisionmaking."

At this early stage, public journalism is mostly visible thru certain "event-driven" activities:

- *Akron Beacon-Journal* asked readers to sign racial progress cards vowing to work for racial harmony
- *Spokane Spokesman Review* enticed communities, by offering pizza, to have backyard get-togethers to discuss the issues that concern their neighborhoods
- Several California dailies promoted gang peace summits to try to find an answer to escalating violence



AN ADVANCED VIEW OF PR

Using pr to *build* community involves mutual influence & understanding. With this approach, pr "provides information & counsel to mgmt on the nature & realities of public opinion & methods by which the organization can establish policy, make decisions & take action in light of public opinion," according to text authors Otis Baskin & Craig Aronoff.

"It's this interaction with the community (& the related community building) that pr needs to investigate. Otherwise, pr might have to resign itself to continue primarily with information-dissemination. If so, the media, thru public journalism, is already preparing to fill the need for dialogue facilitation & related community building." (More from St. John at 314/692-5505)

ARE PR COURSES MOVING OUT OF JOURNALISM INTO SPEECH COM'N ?

On Jan 1, Speech Communication Ass'n changed its name to National Communication Ass'n. Why the change? "Many of our members (academicians) don't deal directly with speech anymore. They deal more directly with communications. Speech is a part of our discipline, has been & always will be. But it's not the dominant part anymore," says assoc dir Bill Eadie.

PR courses have been in speechcom programs all along, Judy Turk (UofSC) told pr. "I would guess there may be as many universities offering pr courses in speech com'n dep'ts as in journalism. It's about equal."

SPEECH COURSES MORE IN TUNE WITH EVOLVING PR

The movement now is toward more cooperation, explains Eadie. "Students in both departments are interested in public relations as a career. In some places there is cooperation in terms of taking courses in both dep'ts & in some there isn't. I think that's changing. I think they're seeing that students need:

- the ability to write & edit,
- but also the kinds of things speech communication typically teaches -- for example, persuasion & interpersonal communication, public performance skills, concerns for culture & gender, nonverbal communication, leadership communication."

NCA is hosting a summer conference, July 9-12, for teachers, practitioners, researchers, theorists & anyone interested in this topic. "Conclusions drawn from these discussions will become input to PRSA's Commission on PR Education," notes Turk who is co-chairing the NCA conference.

A CHANCE TO GET COLLEGES TO TEACH PR AS IT IS TODAY

PRSA's Commission, a 3-yr project, had its first meeting at PRSA's conference last fall. Its charge is to update the model curriculum for an undergraduate pr academic major drawn up by the last Commission about 10 yrs ago, Turk told pr.

"It's the content of what goes into the preparation, not where it's located. If the speech program can deliver these courses, great; if a

journalism program can do it, great. It's a guideline they can follow regardless of what kind of academic structure they find themselves in." Co-chairs of the Commission are Dean Kruckeberg (U of Northern Iowa) & John Paluszek (Ketchum Public Affairs). (More from NCA, 5105 Backlick rd, Annandale, Va. 22003; 703/750-0533)

NEW RESEARCH TECHNOLOGIES PROBE CUSTOMER LOYALTY, IDENTIFY TRADEOFFS

1. **Electronic simulators** enable organizations to measure changes in customer loyalty & calculate their impact on the bottomline. *Customer Loyalty & Profitability Management Simulator* also incorporates the influence of marketing initiatives on customer loyalty.
 - **Loyalty = profit.** A hotel chain can compute how increasing membership in its frequent guest program will impact the number of customers loyal to the hotel; & how much revenue & profit is represented by the increased loyalty.
 - **One simulator projects revenue increases** based on improving customer perceptions of product & service performance.
 - **The other estimates profit** associated with demand for innovative or improved product or service. (Demonstration disks for the two simulators are available by contacting Theresa Flanagan, Total Research Corp, 609/520-9011; e-mail at tflanagan@totalres.com)
2. **MarketMaker**, a powerful conjoint analysis market research software tool, is Windows-based, Internet-enabled, uses full-profile conjoint analysis -- a technique that reliably identifies the tradeoffs customers will make between features, brands & prices.
 - **It helps test concepts** in product development, set prices, target specific market segments & benchmark against the competition.
 - **On-line surveys**, called WebCards, gather customer preferences on the Internet.
 - **Also analyzes results** from traditional pencil-&-paper studies & one-on-one Computer Aided Personal Interviews.

Program individually validates responses with built-in reliability checks. Gives survey results at a fraction of the normal time & cost. Generates sophisticated graphs & charts for use in reports & presentations. Best used on a Pentium PC or workstation with Windows 3.1x, Windows 95 or Windows NT, 8 MB of RAM or greater, & 5 MB of free hard disk space. (More from QPR, 760/804-8555; or sample a WebCards survey at www.qpr-tools.com/webcards.htm)