

Communication

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Who really is listening?

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Talking

- We all talk . . .
 - But who really listens



Old School Marketing

- Loud - Brash - - Bold!!
- Scream from the rooftops!!
- A total Numbers Game



One Way Communication

- Send out your message
- Find the most economical way to reach as many people as possible
- Add on the Features and let them know



Is your Message getting through

- Be Clear and Direct!!
- Do they understand?
- Are you sending the right message?
- Avoid the NOISE (if you can . . .)



Two Way Communication

- First – Research you Customer
- Next – check their response and feedback
- Finally – ASK THEM!!!



Customers Attention span

- Shorter than ever
- Harder to get
- Harder to keep
- Need to EARN IT!



Earning their attention

- Back to RESEARCH
- Building Trust
 - Use the tools of marketing
 - Public Relations
 - Social Networking
 - Direct communication
- New Technology
 - Helps or not ??



Building Relationships

- Keep in touch
- Provide extra service
- Show you care
- Add value to your offer!



Communication Problems

- Lack of communication
- Mis-understanding
- Assume they know
- Technology problems



Question and Answer Session

- Send in your questions!
- Audience Questions?
- My Question to you – What topics are you interested in?



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