



The Don Hutson Report

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An Exciting Opportunity! ... Technological Differentiation

(This is part 4 in an 8-part series on Don Hutson's 7 Types of Differentiation.)

This era of technological advancement is one that stimulates the mind of all observers. We never know what is coming next! It is incumbent upon all of us to sort through these advancements to identify what represents opportunity for us as marketers, sales professionals, and business communicators.

Members of academia now tell us that the knowledge mass of the human race is doubling approximately every four years. It is undeniable that levels of technological progress are exponentially higher than that and increasing every day. What can we do to assure that we will be able to capitalize on all of this progress rather than become a victim of it?

The opportunities I see in this arena are technological advances in the development and manufacture of our products or services, technological improvement in the delivery of our products and services, and the improvement of technology enabling us to communicate better and more proficiently with our prospects and clients.

Is your company fully investigating the potential of technological advances in these three areas?

Are you fully evaluating the latest technological potential of all social media and interactive opportunities? Are you using video to communicate with your clients? Have you thought about trying *BomBom*, which enables you to send a video message captured on your laptop camera via email to get your message to your prospects and clients with improved engagement? Or, how about *Zoom* which gives you additional capabilities with the video medium (enabling recording of the content of both sides of a conversation in which you are a participant as long as you advise other parties involved in the conversation in advance as to what you are doing)? Are Twitter, Facebook or LinkedIn outlets that you regularly use or just something you hear about others using?

An audience member in a seminar recently asked "Don, what is the best way to communicate with a client?" I said "I'm not the best one to ask. Ask your clients!" Learn from them the methods of communications each prefers and use them – *proficiently!* The status quo of yesterday's communication methods will take us into a downward spiral through mediocrity into oblivion if we aren't careful!

Our CIO at U. S. Learning, Terri Murphy, says to consider five elements in determining our communications platforms with clients and prospects:

1. Review your communication initiatives and determine if you can benefit from some diversity. If you are only using email campaigns, consider the power of using text instead. *Heywire Magazine* reports that where an email can get lost in an overcrowded in-box, the average text message is opened and read within 3 minutes. This is especially important with Millennials.
2. If you don't get a response after several emails, mix up the medium by using a video email to create a more transparent and personal connection.
3. Don't rely just on email or text. Pick up the phone! Studies have proven that phone calls provide a higher response rate even when used in cold calls than with direct mail.
4. Also, determine when it is most advisable to make an actual visit. It shows initiative and makes a positive impression that you are intentional and desire a business relationship with them.
5. Avoid sending email when you really need face to face communications. Issues like price changes and contract amendments may be better served face to face.

So the key is to find the proper balance with each person; one that works for them and works for you. Learn of their preferences and expand your technological capabilities so that you can beat your competition with a truly effective communications flow.

In closing, consider technology your friend! It will open doors, keep relationships glued, and, when used to the fullest and most creative extent, give you a competitive edge!

This article is Part 4 of an eight-article series on the subject of "Differentiation". For your copy of Parts 1-4, [click here](#) to request them via email.

If you haven't already, you can get Don Hutson's book "Selling Value" for Free (just cover shipping & handling). You can get it using this link: <https://www.sellingvaluebook.com/free-ship-optin>

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