


## Easier to Buy and Easier to Sell

5MetaCom's approach to advertising technical and scientific products  
Part II: Making products Easier to Buy



**W**e looked at the current conditions of the technical and scientific marketplace in Part I of this three-part series. The concepts of making products “Easier to Buy and Easier to Sell” was also introduced. In Part II, we’ll look more closely at how to make products easier for customers to buy. This involves focusing on the customer’s point of view in the way products get marketed. In Part III, we’ll finish the series by describing a marketplace perspective designed to make technical and scientific products easier for companies to sell.

### What is “Easier to Buy”?

Making technical and scientific products easy for customers to buy may sound fairly basic. The concept of “Easier to Buy” focuses on the customer’s point of view — not the seller’s. Most companies already think they communicate about products in this way. But few actually do.

### What makes products “Easier to Buy”?

Instead of talking about your company and products, “Easier to Buy” focuses on the customer’s wants and interests. And presents your offering in a way to better appeal to potential buyers.



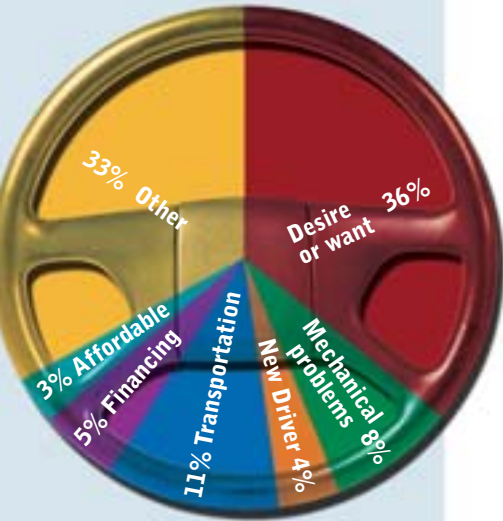
- **Your products stand out and look different to buyers.** When marketers talk product features, without translating them into customer benefits, buyers have to figure out what they get on their own. Some will. Most won't. Marketers who make it easier to buy explain the distinct qualities or benefits customers can't get anywhere else. Which helps avoid having your products viewed as being the same as competitors.

*When your products look different and stand out from the competition, they become easier to buy.*



**Do people buy what they want or what they need?**

**Drivers of new car purchases**



It's easy for companies to think people buy products based on *need*. But more often people buy what they *want*. A 2005 study shows *wants* drive purchases of new cars more than *needs*.<sup>3</sup> *Desire or want* was a bigger motivator in purchase decisions than car problems or affordability.

This study is just one example of *wants* versus *needs*. Does it work like this in your industry? It might be worth it to find out. Our guess is your customers often buy what they *want* (which might also be what they *need*).

To find out how to make things "Easier to Sell", look for Part III of this series coming soon from 5MetaCom.

- **You talk about the buyer's interests—not yours.** Talking about "them" (the buyer) instead of "us" (the company) draws attention to the buyer's wants and interests. And fits your product within that context. This appeals to the buyer's self-interest. Potential customers see that your product or service is for them. And ideally decide to make a purchase.
- **Information about your offering is easily understandable to the buyer.** By simplifying complex terms and concepts, your audiences, even technical ones, gain interest and understanding. Plain speak. No jargon. Without the technical blather. Given that readers spend on average two seconds or less looking at print ads,<sup>1</sup> it's especially important to keep things simple. This isn't a new idea. Rudolf Flesch, the creator of the Reading Ease scale used in Microsoft® Word, says people want to easily understand information.<sup>2</sup> Flesch equates easy-to-read writing with short sentences; short, descriptive words; active verbs (e.g., "Act now" instead of "Now is the time to act"); and use of personal pronouns (e.g., he, she, your).
- **Customers receive attention when and how they want it.** Giving prospects choices about how they'll receive product information makes it more likely they'll be exposed to your messages. Making this information constantly available in an interesting, compelling manner attracts buyers' attention. Ultimately they will conclude they should buy your products. Sometimes this means using a different form of media or communications channel your audience finds preferable.
- **Buyers are equipped to appropriately defend a purchase.** Providing support for the buyer's purchase decision helps them deal with other influencers. Their superiors, associates, management—maybe even their family and friends. Few buyers make technical and scientific product decisions in isolation. How can you support potential buyers? One way involves walking buyers through the economics of a purchase decision. For example, by leading them to see the benefits of your product outweigh the cost in a way they can easily explain to others within their company.
- **You manage the buyer's expectations to increase satisfaction after the purchase.** Satisfaction is a function of more than just the product's performance. Satisfaction is the difference between product performance and what buyers expect performance to be. It's difficult for a marketer to change or control product performance. But marketers can influence expectations by virtue of what they say about the product. Consider this model for buyer satisfaction:

$$\text{Satisfaction} = \text{Performance} - \text{Expectations}$$

*By leading prospects to conclude the benefits of your product outweigh the cost, you prepare them to feel more satisfied.*

<sup>1</sup> Sutherland, M. How to make print ads work. Available at [www.marketingpros.com](http://www.marketingpros.com) as of Feb. 3, 2004.

<sup>2</sup> Flesch, R. *The Art of Readable Writing*. New York: Macmillan General Reference, 1949.

<sup>3</sup> Center for Media Research. Want Beats Need for Over 1/3 of New Car Buyers. *Research Brief*. Available at [www.centerformediaresearch.com](http://www.centerformediaresearch.com) as of May 16, 2005.

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