

WHAT is a Talk Trigger?

- A built-in differentiator that creates customer conversations.

REMINDER: The Four Criteria for Effective Talk Triggers (must meet all four)

1. Must be Remarkable: not just “good.” Same is lame.
2. Must be Relevant: tied to your core business.
3. Must be Reasonable: big enough to get noticed yet small enough to be trusted.
4. Must be Repeatable: offered to every customer, every time.

NEW: The Five Types of Talk Triggers (must fit into at least one category)

1. Talkable Empathy: using disproportionate unexpected empathy to delight customers and create conversations. Least complicated to deliver, consistency is key.
 - a. **EXAMPLES:** Americollect's Ridiculously Nice Collections and Dr. Glenn Gorab
2. Talkable Usefulness: creating resources that potential customers find useful. Particularly effective in industries not commonly known for making your life easier.
 - a. **EXAMPLES:** Air New Zealand's Skycouch and Spiceworks online forum for IT pros
3. Talkable Generosity: giving customers more than they expected. Strongest type of talk trigger.
 - a. **EXAMPLES:** Flanders Meeting & Convention Center zoo and Skip's Kitchen free meals with the joker
4. Talkable Speed: making the distance between desire and fulfillment shorter; most difficult because speed is moving target.
 - a. **EXAMPLES:** Paragon Direct's 24-hour car servicing and KLM Royal Dutch Airlines' team of lost of found ninjas
5. Talkable Attitude: delivery product or service with specific flair; Must come from the top leadership and it must fit the culture to be believable.
 - a. **EXAMPLES:** EC Chantal's hidden messages, Uberflip's pink headbands, Uberconference's hold jingle

Final Note on The Five Types of Talk Triggers

- No one is better or worse; it is about consistent application and what best fits your organization operationally and culturally.

ACTION STEP: Identify which TWO types of talk triggers fit your business and create a possible talk trigger for each type. Make sure it also meets the four criteria from session one.

Next Time: Six Steps for Creating a Talk Trigger – March 16 at NOON