

The Six Steps to Creating Your Talk Triggers (sequential and systematic)

1. Gather Internal Insights: unlock everything you already know about your customers from your Triangle of Awesome: marketing + operations + customer support/service
 - a. **Marketing Team**: brand positioning, current trends, competitive position, market research, customer retention surveys, net promoter score
 - b. **Sales/Operations Team**: win/loss data, product requests, customer anecdotes
 - c. **Customer Support/Service Team**: customer churn data, call center logs, anecdotes

PRIMARY GOAL: generate a list of bullet points as a starting point
2. Get Close to Your Customers: gather additional customer data and craft personas; the space between what customers want and what they REALLY want is where talk triggers often live.
 - a. Customer surveys, social media conversation data, product/service usage data, sales conversations/interviews/customer service calls, living the customer experience and create personas
3. Create Candidate Talk Triggers: reconvene your Triangle of Awesome and brainstorm potential talk triggers, asking key questions and analyzing the answers.
 - a. Tools to Use: Idea worksheet, persona worksheet, complexity map
4. Test and Measure Your Talk Triggers: this takes time, be patient;
 - a. Testing – optimal performance is 25% of conversations, minimum is 10%; great examples on page 182-183; observe the environment rather than influence it
 - b. Measure – key performance indicators like increase in net promoter score, number of special offer redemptions, retention/renewal, customer growth

HOW LONG: simple ideas need a few weeks, complex ideas need 45 days
5. Expand and Turn On: activate your talk trigger internally and externally.
 - a. Scale a talk trigger using the SEE framework (stakeholders, employees and enterprise) – only works if everyone finds your story worth re-telling
 - b. Expand by building a coalition, finding an executive champion, gain internal momentum
6. Amplify Your Talk Trigger: getting your talk trigger to entire customer base.
 - a. Simplicity is key. Can you explain your talk trigger to a child?
 - b. Create your “Because” statement: We do [Talk Trigger] because [reason].
 - c. Stir it into your marketing mix (ads, social media, customer service, email campaigns, website)

Bonus Step: Create Your Next Talk Trigger

- Three reasons why a successful talk trigger can fade.
 - Competitors mimic you.
 - Becomes so well known it is no longer surprising enough.
 - Technology or societal shift make it less interesting or relevant.

- What can you do in response – elevate or add.
 - Evolve by moving toward something that is more complex than your existing talk trigger or look at how your consumer behavior has changed and adjust your talk trigger accordingly. – ie: L.L. Bean return policy
 - Add a sibling talk trigger – ie: sunscreen at Holiday World

ACTION STEP: Utilize tools and resources to create your first talk trigger. Anyone want to share their idea?