



## Information package

### What is the AIDA method?

It is a method of building marketing messages, which consists of four steps. The letters of the AIDA acronym mean:

**A – attention – drawing the attention of the recipient**

**I – interest – making the recipient interested**

**D – desire – arousing recipient's desire**

**A – action – securing the recipient's action**

An effective marketing message should include all these steps. The absence of any of them will immediately drastically reduce its effectiveness.



## **AIDA model – the key to effective sales**

### **Attention**

Drawing customers' attention to your product/service is the key component of this model. Certainly not the easiest one. How to do it then, since your client is constantly exposed to other products and services?

Try to appeal to the basic needs and desires of most of us: a sense of security, sense of justice, money, success and family. Try to include one of these basic needs and desires in all your advertising materials, e-mail headers, article headlines or headlines on your website, and fill them with intriguing, interesting, controversial or funny words that will encourage the recipients to keep on reading. If you take this first step in a direct conversation - ask an interesting question.

### **Interest**

Did you manage to attract the customer's attention? Great! Now just try to keep his interest! And this, I must admit, is quite a challenge. It is extremely important to accurately target the customer's needs with your message. The trick is to try to identify them first (researching customer needs is a separate issue).

If you already know what the customer's needs are or what problems he/she struggles with, give him/her or demonstrate a solution to these problems. Make sure that your message has clear, transparent content and attractive form.

### **Desire**

You have already taken the first two steps - the customer is already interested in your product or service. Take advantage of it and make the customer desire it and want to buy it.

You can arouse the desire to possess with various sales techniques. Try, for example, to appeal to the customer's needs again - demonstrate that this product is precisely the answer to these needs. Talk about benefits - emphasise what the customer will gain (or what he/she will avoid - e.g. some unfavourable situations) if he/she decides to buy this product.

Provide reliable information to the customer about the product/service you offer - it will create a sense of security (as well as trust in you) - which is very important when making a purchase decision in the sales process.

Ask questions, dispel doubts and you will make it easier for the customer to make a purchase decision.

### **Action**

There is nothing more satisfying for the seller than the customer's decision to make a purchase. So, it's time for Call to Action! If in the previous step you managed to dispel any doubts of the customer - all that is remaining is to show to the customer the Buy now button!



To buy or not to buy? That is the question!

It may also be that the customer already has a desire to have your product or use your service, but still hesitates - if so, start asking questions again to find out what is the real reason why the customer has not made a purchase decision yet.

You can attempt a trial close of the sale as follows: "We have established that the decision to purchase this insurance will allow you to safely implement your plans and at the same time give you an additional advantage in the form of considerable savings. So since we have just discussed other benefits that come from this decision, can we sign the agreement?" Summing up the conversation in this way may cause the client to realise his or her benefits and to make the purchase decision.

You can also use the "3xYES" technique. Ask 3 questions that sum up the conversation and that contain the benefits from this purchase. The questions should be formulated in such a way that the answer to them must be "yes". Only then you can try to suggest signing the contract (packing the product, placing an order, filling out the form, etc.). There is a good chance that the customer will be convinced that this is a good decision and will make the purchase.

**Example 1** A mother (M) with an 18-year-old daughter (D) enters the evening dresses store. A salesperson (S) approaches and asks what he can help them with.

*M: We're looking for a prom dress for my daughter. It has to be long, black, fitted at the waist, sleeveless and elegant.*

*S: I understand, in that case we have several dresses that may interest you. Follow me please - we will come to the section with our latest collection. Are you looking for something unique? A dress that no other girl at the prom will have?*

*D: That would be great!*

*S: I know it is a special evening. That's why the dress should be special too. I suggest you try this one on.*

*D: Mom! It's great, isn't it? I did not look this good in any of them!*

*S: You look amazing in it, indeed. We can also add some accessories: shoes, purse and bolero. Everything will match perfectly.*

*M: I don't know, maybe. But how much will it cost? The dress itself is pretty expensive.*

*S: And what if I say that if you decide to make the comprehensive purchase today, we will reduce the price of the dress by 20% and offer a loyalty card, entitling you to a 10% discount?*

*D: This is a good offer. Discount is always welcome. We've been looking for that dress for so long...*

*S: In that case, why don't we go to the cash register right away? What do you think, Madam?*



## Example 2

In one of the shopping malls, in front of a furniture store, a stand with a following message was placed: "Special offer! Only today until 4:00 p.m., a 50% discounts on all armchairs!!!" Next to the stand a comfortable armchair was placed, with a beautiful girl, wearing a short skirt, sitting in it. She was reading a book. From time to time she would look up and smile at the passing customers. She drew the attention of many men. Mark, who was passing by, became interested in the promotional offer, so he entered the store.

*S: I am glad that you dropped in. What exactly are you looking for?*

*C: I am looking for a comfortable armchair for myself, in which I could read a book, watch TV, or close my eyes for a moment.*

*S: We have an armchair that might interest you. Please try this one.*

*C: Yes, very comfortable indeed. But I think I could also use a footstool.*

*S: Not a problem, sir. This armchair has a built-in Full Relax function - here is a button, thanks to which the chair changes from sitting to reclining position and smoothly extends the footrest.*

*C: Well, that's what I was looking for. And the price is good too.*

*S: I am glad that you have found the right, comfortable piece of furniture. Would you like me to reserve this last piece that we have in stock for you, then?*