



AFROBeyondist Civilization



MARKETING MANUAL

The MAU MAU Strategy

Motivating **A**spired **U**sers to **M**uster **A**rdent **U**nderstanding

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You MUST first be able to define or present **BEYONDISM** in the simplest and most palatable way possible. Second, you should have an *incisive insight* of ALL (9) BEYONDIST Packages and choose the one(s) you can smartly major on. Then *dig deep* into your market so as to find out fears, problems and frustrations in order to design an effective and persuasive message (solution) that speaks directly to these pains. Following are key considerations:

- ✓ Demographic details (age, gender)
- ✓ Geographic details (where they live or hang-out)
- ✓ Psychographic details (values, attitudes, lifestyles, interests)

Craft a suitable **Zing** factor (a lively exciting aspect or quality of **BEYONDISM** that makes it particularly credible and enjoyable). This is a gem that surprises clients; a conversation starter that explains more about what you stand for. At the core, being a nugget to draw attention with, an emotional one is significantly a powerful driver.

Study your target thoroughly. The right client is the one who you can fill a void. The perfect victim allows for perfect chase. It is a wise path to leave alone, people who are inaccessible, irresponsible or aversive to you; for it is a crude fact that you cannot sell to everyone. Upon narrowing down on the right target, enter his or her Spirit (put yourself in your client's shoes). Play by his or her rules, enjoy what he or she enjoys, adapt yourself to his or her moods. In doing so you will stroke his or her deep-rooted narcissism and lower his or her defenses. Make friends with the other person. Build emotional bonds. Find things in common. Thus when you ask them to do something for you, they will feel as if they are doing it for themselves.

The most appropriate (or even seductive) method is **SPIN SELLING**. It is a soft, sequential request as informed by 'hurt and rescue' approach. You find their problem and

'hurt' them by exposing the terrible things that might happen. Then you 'rescue' them with your product. This is a matter of giving them exactly what they want (and need). The four question types are described below.

Situation questions

Introduce yourself as a person who is in the business of 'helping others to be helped to help themselves'. Minimize the small (petty) talk and focus on finding background detail that can be used to make sense of the client's situation. Context creates meaning. This is about understanding the wider picture before you zoom into the details.

Problem questions

Ask questions to uncover problems which your product can address. A trap here is to dive straight into presenting the benefits of what you are selling (this is a hard sell approach which may be counterproductive). You may know the problem, but they do not! Going straight to the sales pitch will just get you objections.

Implication questions

Instead of telling them the problem they have (which is also likely to raise objections), the goal is now to get them to see (and feel!) the problem. By asking questions which draw out the implications of the problem, they get to feel the pain that will drive them towards your product. This is the 'hurt' of **Hurt and Rescue**.

Need-Payoff questions

Having hurt the target person with your implications, you now give them a straw to grasp at by asking how their pain could be resolved. With careful questions, you can get them to the state where they are asking for your product even before you show it to them. This is a very neat 'rescue' of **Hurt and Rescue**, where they either rescue themselves or ask you to rescue them.

After dealing with any objections, the target solution is presented, using the **FABEC** sequence:

- Show **F**eatures that meet client needs (in priority order).
- Show additional **A**dvantages. Introduce the PROPOSER factor.
- Describe **B**enefits that the customer is really buying.
- **E**xplain how it works (but do not overdo it!).
- **C**onfirm that they are comfortable with all of this.

TOOLS OF TRADE:

- A Smartphone
- A Laptop