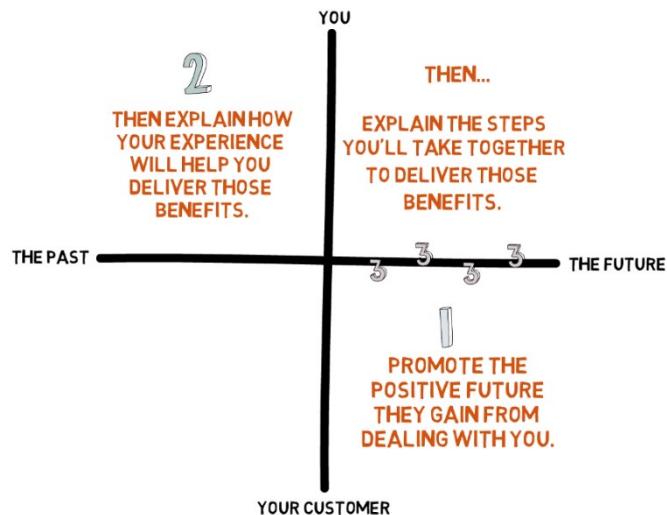


## The 3-Step Bounce Model



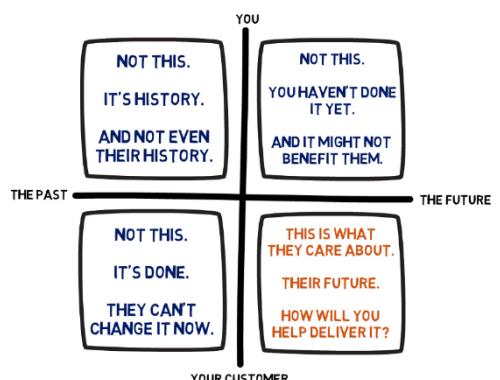
We call this technique the three-step bounce model. It's an approach you should try to follow in all your marketing communications: brochures, emails, adverts – anything - because it's a way to focus what you say around what the customer is interested in. For obvious reasons, it's also an approach salespeople should try to follow.

### What's Your Customer Interested In?

Imagine a four quadrant graph. At the top we have you. At the bottom we have your customer. On the left, we have the past. On the right, we have the future.

When you're trying to sell or promote something to a customer, what do you think they're most interested in?

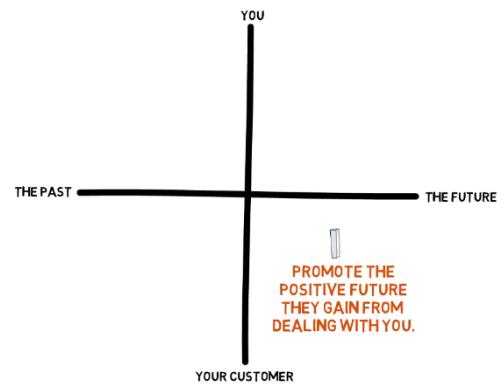
- Is it the top left quadrant, your past? No, because that's history. And it's not even their history; it's yours.
- Is it the top right quadrant, your future? No, because whatever's in your future, you haven't done it yet. And it's more likely to benefit you than them.
- Is it the bottom left quadrant, their past? No, because (good or bad) that's history too. They can't change it now.
- What they're most interested in is the bottom right quadrant, their future. Whatever you're proposing, they want to know that it's going to benefit their future. You've got to make yourself part of that future.



## Step One

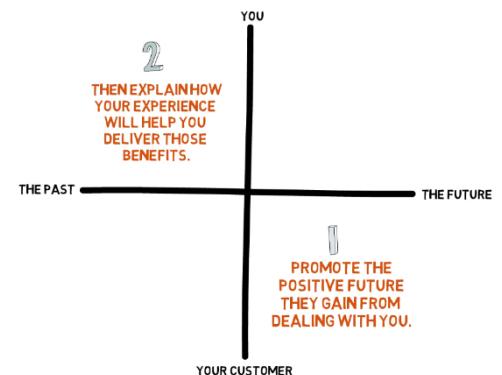
So how do we put that into practice? That's where the three-step bounce comes in.

Step One is how you start your brochure, your email, your advert or your sales pitch. You talk about the benefit the customer is going to get from doing business with you. You make them imagine a positive future with you as a part of it.



## Step Two

Once they've got that in their mind, you can move to step two which is where you can talk about your past, your experience and your skills because these are what makes you able to deliver the benefits and the future they want.

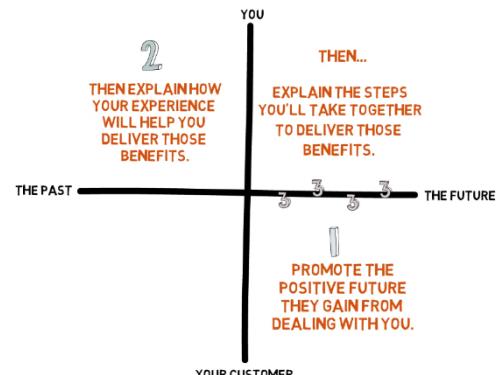


## Step Three

Finally, the step three bounces are where you explain the steps you and your customer are going to take together to turn the benefits from theory into reality.

You'll remember that we called this the 3-step bounce model at the beginning of this video. We've called it that because we don't know what its official name is nor do we know its author. If you can tell us either of those facts, please get in touch. We'll be delighted to give it the correct attribution.

But, until then, we're calling it the three-step bounce model.



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