

Time now to meet AIDA

Aida stands for

Attention

Interest

Desire

Action.

That used to be a structure used by salespeople face-to-face. It really doesn't work today in that environment – but it **DOES** work when selling off-the-page.



You have only a few seconds to grab attention, before people move on, so your opening headline has to capture attention.

Once they've read that opener, you again have seconds to develop initial attention into real interest – *"Hum – I must see what this is all about."*

This buys you a little more time to arouse a **DESIRE** for whatever you are offering – enough to encourage **ACTION** - asking for it!

Real-life example

We looked at a real life example that first had phenomenal success *twenty years ago* – and we’ve been repeating the process over and over again ever since.

It involves a young software house that developed a package to do back-office accounting – accounts receivable, accounts payable and something called a General Ledger.

It was priced high and aimed at companies with a turnover more than 70 million. The decision makers would all be a main board director – Chief Financial Officer.

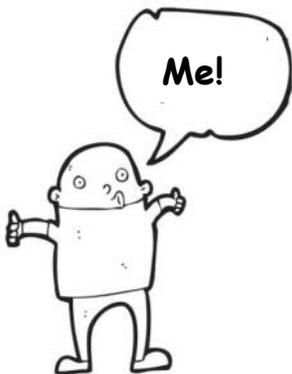
The campaign was aimed at the 5,000 largest corporations in the UK. A fiercely competitive marketplace. A marketplace that is heavily pestered by junk mail and mailshots.

I persuaded them they didn’t want a sales letter – what they really wanted was - more prospects.

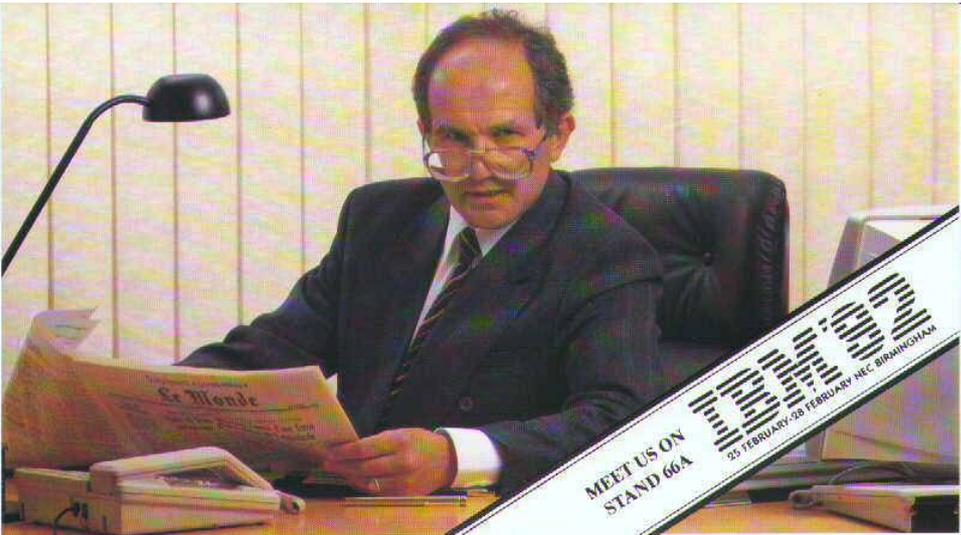
No-one buys a 100,000 dollar software solution ‘off-the-page’. Our objective should be to get those Chief Financial Officers who knew they would be in the marketplace in the next 12 months or so to contact us. To put their hand up and say “Hey – I’m going to be in the market very soon!”

A letter, an email, a web page asking “*Are you in the marketplace – if so contact us*” would get an almost zero response.

Instead, our pitch was to ‘sell’ a survival guide – for free! A guide which would tell them *everything they needed to know to be sure they were making the right decision*



This is what it looked like – see how we used the AIDA approach:



Evaluating Financial Accounting Software?

If so, don't talk to *any* software company - including us - until you have **seen** our FREE Evaluation guide.

It's not a sales pitch. It is 46 pages jam packed with practical guidelines you could adopt when evaluating different software options. You could even use it to develop your software strategy. An easy-to-use questionnaire highlighting everything you need to ask. Simple but comprehensive. Feature-by-feature checklists and pointers, backed up with sound advice. It will almost certainly contain information you will not have had time to research and evaluate yourself.

We like to think that we're the **leading supplier of fully integrated accounting software for mid range systems**. Take our Guide and you won't have to take our word for it. It's yours for the asking.

How to claim YOUR free guide!

Simply  the coupon  at

OR fax the completed coupon to us on 

We'll post you a copy within days.

Yes, please send me FREE Financial Accounting Software Evaluation Guide. 92

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____

Attention



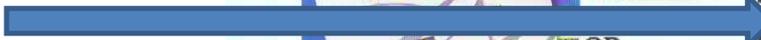
Interest



Desire



Action



Headline – ‘Evaluating Financial Accounting Software?’

Headlines don’t have to be clever. They don’t have to be witty. Don’t have to be punchy. They need to have RESONANCE. Anyone making a major decision about replacing their core accounting systems in a large organization will be very aware of the importance of making the right decision.

This headline captured ATTENTION.

INTEREST – “If so, don’t talk to anyone – including us – until you have seen our FREE evaluation guide.”

“Hmmm. Might be useful”

“It’s not a sales pitch. It is 46 pages jam packed with practical guidelines you could adopt when evaluating different software options.”

“Yes – I’m interested”

DESIRE – “You could even use it to develop your software strategy.

“It will almost certainly contain information you will not have had time to research and evaluate for yourself.”

“Yes, I want it!”

ACTION – in this case, the call to action was a coupon.

Did it work? **OVER 1,700 main board CFOs of the 5,000 largest companies in the UK filled in and returned the coupon!**

Yes – it worked! And it still does.

These are results from almost identical campaigns in other sectors:

- Food sector 19% response rate
- Legal Sector 25% response from senior partners of top UK law firms
- Clinical Trials 18% response from the world's pharmaceutical companies
- Security 17% response
- Shipping & Freight sector over 20% response

EMOTION

Remember, our objective was not to try selling a 100,000 dollar solution off the page – it was to *sell the idea that decision makers should contact us.*

As you saw, we used AIDA. But did you also notice how we used emotions as a trigger for desire?

“46 pages jam packed” – (FEAR). *“God, what on earth have I missed? I couldn’t think of 46 pages worth”*

“Almost certainly contains information you won’t have had time or resources to research for yourself” – *reinforces that fear*

“Use it to develop your software strategy” – (LAZINESS)

“Use it as a discussion document with your colleagues” - an
opportunity to shine in front of my peers (SELF ESTEEM)