

Selling a Concept

The concept of user experience extends to attention, and engaging the customer in time and resources to purchase a product, service, or action.

The three basic motivators are product, profit, and time. When establishing and selling or promoting, the overall guide is selling a concept, and having a product to match that concept.

Engage with only three items in a message. Most can't remember more than a single point, but three is optimal.

PRODUCT

Sell a concept, not a product. In this case, the product is an extension of the concept.

PROFIT

You are here to make money right ? Don't give it away, sell it, and make a profit. If you're not making a profit, you're selling to lose money, which makes zero sense. If you have excess inventory, bleed it, and be done with the product.

TIME

Time is the most valuable resource, and be sure your customers know that you're saving them time. It's one thing we have, that we can't get back, so why lose it in the first place !

