

Audience Sensitivity

- 1. Audiences have different informational needs**
- 2. Understanding the differences is key to conveying**
 - a. Information that people can use or need
 - b. Imparting the right meaning to that information
 - c. Letting people know you're sensitive to their needs and have tailored the information you're sharing to what they need to know
- 3. Who are Trainer's typical audiences, or "publics," and what do they need?**
 - a. Editors, reporters, journalists, and bloggers
 - i. Credible news they can write about
 - ii. Opinions from industry that they can use in their own writing
 - iii. Credible industry facts and statistics
 - iv. Information on trends that can be validated
 - b. Industry analysts
 - i. Updates from clients on technology developments, product news, verifiable breakthroughs, etc.
 - ii. Updates (briefings) on new products and services
 - iii. Industry data that can be validated for their own reporting
 - c. Customers of clients
 - i. Updates on client news, products, services, events
 - ii. Tips on technology/product adoption
 - iii. Tips on client product applications
 - d. Partners of clients
 - i. Updates on client news, products, services, events
 - ii. Information on new client product offerings they can bring to market
 - iii. Tips on technology/product adoption
 - iv. Tips on client product applications
 - e. Consumers
 - i. Practical information on technology adoption
 - ii. Tips and trends on the use of technology, products, services
 - iii. Competitive information they can use to make buying decisions
 - iv. Verification by editors, journalists and bloggers of what they are told by industry suppliers and vendors
 - v. Information on what to expect in technology, products or services in the near future
- 4. What all audiences need**
 - a. Information they can trust
 - b. Information they can use in their jobs
 - c. Information that will inspire them to make decisions
- 5. What you can do to ensure you are conveying what your various audiences need to know**

- a. Become familiar with trends that you can build into your presentation or pitch
- b. Understand that even a single audience – for example, consumers – falls into several categories and that you need to tailor your delivery for each.
 - i. Example: consumers can be early adopters with insatiable curiosity; enthusiasts who want to understand new technologies but are more measured and calculating in embracing them; technology-phobic consumers; and consumers who are simply satisfied with the status quo.
- c. Test your message and content: for example, test a pitch or presentation on a “friendly” journalist, or test the appetite of consumers by conducting a survey

6. Special sensitivities

- a. Editors, reporters, journalists, and bloggers
 - i. Stick to the news. Present the news objectively, and state objectively why you believe it is significant.
 - ii. Do not conjecture. Stick to the facts.
 - iii. Do not announce a product or service without giving details such as availability, what the product or service includes, and pricing.
- b. Industry analysts
 - i. Do not suggest that you know more than they do. They are where they are because they are the experts. You can tell them how your client’s technology, product or service differs from that of competitors, but it’s not your place to state that your client’s approach is better.
 - ii. Do not present information at face value. Back it up with plenty of data, evidence, independent test results, etc.
 - iii. Do not offer customer quotes. Analysts know that those are canned.
- c. Customers of clients
 - i. Don’t lead by telling customers about your client’s technology. Instead, lead by asking about their applications.
 - ii. Don’t ask them to “endorse” your client’s product, technology, or service. Just ask them what they do with it.
 - iii. Be careful of “leading the witness” by asking a question that suggests a particular answer. Ask an open-ended question that will lead the customer to say something you want to elicit from them.
- d. Partners of clients
 - i. Don’t ask them to “endorse” your client’s product, technology, or service. Just ask them to tell you the applications for which the product, technology, or service is well suited.
 - ii. Don’t deal in discussions of competitors. The partner has already accepted your client’s solution; leave it at that.
- e. Consumers
 - i. Don’t ask consumers to talk about your client. Instead ask them how they are using the client’s product or service.

- ii. Don't ask a consumer how he rates your client's product or service vis a vis a competitor's. Simply ask why the consumer selected your client's solution. Feel free to ask what the consumer was doing before selecting your client's offering, and even he did not select other offerings – this approach often elicits the same results as asking the consumer to make overt comparisons.