

What is your Communication Promise?



“The Communication Promise will bring the expectations of success, improvement and excellence to your customers, which will bring successful results to you.”—Kel Smith

Communication is your energy for successful financial results. Communicating a brand, product or service has accelerated far beyond mere words, becoming largely a visually driven, interactive experience aimed at enticing consumers to take action.

Promise-centric communication for a global audience is the way a company must think. ZANZICO believes that in order for a company or brand to be successful, it can no longer simply describe products or services as being the best. The best is expected. Your company must connect with the customer on a personal level, blending the values associated with the concepts of the Communication Promise into the many ways your company expresses itself and speaks with customers.

How will your company make customers feel successful or become successful? Will your customers, suppliers, partners and consumers follow you? Do they trust your promise and feel loyalty toward your company? In your company’s heartbeat, is there focus toward that one clear Communication Promise?

ZANZICO has developed the Communication Promise Process (CPP). The process helps companies define their communications and take action for successful, profitable results. The Communication Promise is energy aimed at achieving financial

success. The process embraces new technology and marketing methods to clearly communicate innovation, while utilizing your financial resources in the most efficient and effective manner.

A company cannot communicate its promise without solid financial planning. FedEx would not have been able to promise “When it truly must get there overnight” without setting up the infrastructure first. Many companies budget their financial planning without any concern about the company’s Communication Promise. If a company does not have clarity in its leadership communication, how can it determine where to place its budgetary resources? A lack of clear and precise communication results in dilution of a company’s financial results.

The Communication Promise Process has Five-Steps:

1. Searching for your Communication Promise.
2. Identifying your Communication Promise.
3. Defining your Communication Promise.
4. Building upon your Communication Promise.
5. Communicating your Promise.

“The Communication Promise will become the culture of your company because it is derived from the essence of who you are as an organization.”

To provide a better understanding of the process, the five steps are outlined below:

1. Searching for Your Communication Promise

Step one is to clearly survey your company’s current communication with top management.

Uncovering your Communication Promise is not complicated. All the ingredients are within your organization. Nevertheless, there has to be an honest, dispassionate and rigorous search to examine your company’s passion, energy and state of mind. It is an examination of how you deliver your customers and prospects an understanding of the unique parts that you have assembled into the idea.

It is said that it takes a strong company to be honest with itself and to clearly understand its strengths and weaknesses.

Self-examination is essential successful communication. Too often, top management listens to presentations from marketing companies that do not understand their businesses. They are only trying to sell you a campaign or marketing promotion. The Communication Promise is a long-term commitment to a consistent strategy that will achieve financial success.

At the end of this fact-finding exercise, you will clearly understand your company’s communication.

2. Identifying Your Communication Promise

Step two closely analyzes and examines your company’s communication. This examination centers on a promise and not on a product. Promise-centric marketing focuses on how your product or service will make consumers successful or enhance their lives in a vital way.

A company must identify its core promise. Clear data provides a basis for offensive planning, which is the most effective approach to finding your promise and shift from being product-centric to promise-centric.

In a product-centric environment, when you add features to

your product or service, competitors can unilaterally match those features. Price, service and performance strategies also are easily copied.

Good products and services are only an admission ticket in today’s marketplace; they carry no guarantee of success. On the other hand, a Communications Promise is the one thing that your competitors cannot match. No two companies are alike, even for those that are in the same industry, selling the same products.

Planning moves you toward success based upon your company’s strengths. Every company must develop effective defensive and offensive strategies. Along with the massive changes in technology and communications have come advancements in the strategic understanding of the need to control and manage the flow of information. Part of offensive planning is planning for the use of all media channels to meet your objectives.

Kel Smith, President, ZANZICO says, "Companies have to be smart with their financial resources. The communication process must be clear and concise so the marketing dollars are efficient. We are surprised at the number of companies who are arbitrarily spending marketing budgets with no real focus on their long-term promise."

3. Deciding on Your Communication Promise

Step three is to work with your top management to articulate a Communication Promise that defines your culture. Your company's passion, energy and state of mind is the Communication Promise that you bring to your customers and prospects. No other company possesses these exact characteristics and attributes. It is a statement of leadership that is personal to your company and its customers; it will help to make your customers successful and only you can deliver it.

In step one we conducted a rigorous examination of the novel parts that make up your vision's uniqueness and examined the methods of how customers can gain trust through genuine human experiences. In step two we assessed the results of that examination and identified your company's core promise and experiences that will help customers gain trust in your promise. Armed with this data, we also were able to measure your company's real passion, energy and state of mind. Taking an offensive planning approach, we played some "what if" games.

Here, in step three it is time to make a decision and to remember that a Communication Promise is not a description of services. It is a promise of leadership and a vision that has the ability to make your customers successful.

Your Communication Promise must be emotional and charismatic, as well as successful in cutting through the marketing clutter that is so prevalent in your industry and today's marketplace. Your Communication Promise will reach your customers on a personal level with strength through humility, simplicity and clarity.

The Communication Promise

More than likely, at this point we have found that your brand has a number of options regarding its Communication Promise. Your selection is very important because, in the end, it will financially impact your company.

Whatever promise you choose, make certain that your company is naturally moving toward achieving the promise and thriving in this way. Is the total company's culture and state of mind on the move to one common Communication Promise? Does the whole organization communicate the same passion and energy?

Finally, is your promise to customers and partners single-focused so that it can be understood across all lines of intense communication? Is there a continuing focus toward the one, clear Communication Promise for leadership? Can it be sustained over time and through growth?

A Company with a Promise

Maytag Company serves as an excellent example of a company with a good and trustworthy Communication Promise. In 1975, Maytag was No. 12 in the home laundry category. After some examination, its managers decided to focus on the promise of reliability. Maytag designers and engineers began making decisions that led to greater reliability. Feedback from the quality control and service departments drove decisions about pumps, switches, bearings, etc. Suppliers were selected based on the value their products and services added to reliability. And, factory managers instituted improved assembly and inspection procedures to meet the promise.

In communicating its vision, Maytag treated its Communication Promise like a living idea that thrived with people on all levels and in all sectors, collectively contributing to its care.

A company and its managers must all exhibit commitment and a certain mental toughness that are always inspired by the original vision of its Communication Promise. That vision is to keep the promise alive and healthy. Such a vision must continually be inspired in every employee, every member of the marketing team and the sales force.

When every unit of your company becomes centered on your promise and stays centered on it, you have formed a leadership mentality. You will be better at attracting and keeping customers. You will have a better platform for launching new products. You will have better relationships with your channel partners.

Finally, your employees will be more satisfied and the best people will want to work for your company. "The Communication Promise will become the culture of your company because it is derived from the essence of who you are as an organization," says John Maskell, Creative Director, ZANZICO.

4. Building Your Communication Promise

It is now time to write a full and comprehensive financial and communications plan to bring a cohesive strategy to your promise.

There should be creative logic and consistent communication in everything you do to support and nurture your Communication Promise.

There are two major constituencies making up the majority of the target audience, employees and customers. Your employees'

commitment to the Communication Promise is critical to the execution of your plan and the effectiveness of any external communications campaign. Ultimately, your employees carry out the company's tactics, mission and vision.

Your Communication Promise document is the critical piece they need to understand because you may need to adjust certain policies to ensure the integrity of your promise.

Externally, you have customers, vendors, suppliers, governments and, of course, the public at large. Your Communication Promise will provide your customers and consumers a clear vision on how you will help make them successful. This communication process will help lead them to success versus the hard selling of features and benefits.

The Communication Promise affirms your vision and mission, drives transformational initiatives, issues a call to action, rein-

will require a consistency and dedication to your message across all lines of communication. Because it becomes the culture of your company, it will not change and, over time, it will grow with energy and passion to successful results.

Conclusion

The charge is for Vision and Leadership. Communication is your tool. The Communication Promise is the process to get you there. Executed effectively, the process achieves increased focus and clarity of purpose to the entire organization on three levels.

Strategically, the Communication Promise not only directs your messages to clients, but it also makes the development of complementary strategies a simple process as your organization attempts to add more ways to demonstrate commitment to the promise of leadership.

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forces your capabilities, underscores a company's strengths, creates an environment where motivation can flourish and promotes your products and services by affirming their linkage to your vision.

5. Communicating Your Promise

In step five, we execute the plan.

When does the communication begin? It begins at the moment the decision is made and continues throughout the entire creation and delivery process.

Great communication is made from strong beliefs and inspired by a clear vision. Steps one through four guided you through the creative and intellectual processes needed to reach this point.

Jim Henderson, Director of Interactive Media, ZANZICO says, “The core purpose of your Communication Promise is to achieve financial success through clear communication. This clear communication will help your organization know where to invest its resources and time to achieve successful results.”

It is now time to execute the plan for financial results. This

Operationally, your managers begin to understand what processes and workflows facilitate the promise and which ones have become obstacles to the differentiation of your Communication Promise.

On a transactional basis, your people begin to understand how important each interaction with the customer is for the Communication Promise to live. Expectations become crystal clear. As a result, you realize that the Communication Promise has transformed the culture of your company.

What is your company's Communication Promise? If you can not clearly answer that question, you probably will not have a plan that will be financially successful.

The Communication Promise Process (CPP) is the property of ZANZICO. ZANZICO is – A Digital Communications Agency – focused on helping companies achieve their leadership communication for financial success.

For more details visit www.zanzico.com or call 704.987.1288.