AGENDA

- Growth of Customer Power
- Push Versus Trust Strategy
- Concept of Trust Based Marketing
- Trusted Advisor
- Market Experimentation
- Listening In for Product Opportunities
- Paradigm Shift or Special Case
CUSTOMER POWER

• Growing
• Internet Driven
• More Information
• More Options
• Simpler Transactions
AUTOS

• Autobytel – Carpoint – Cars Direct
• 70% go to Web, now 6% Buy
• Price lower -- $450
• Power of Information – costs, margin
• Less time involved/Higher Satisfaction
• Less Effective Negotiators Gain Most
• Special Internet Sales Person
TRAVEL

- New Intermediaries – 15% of all tickets
  - Travelocity
  - Expedia
  - Orbitz
- E tickets
- Most Airlines pay 0% commission
- Travel agents fail – 2000 this year
- Small Business Gain
- Expedia/Travelocity market cap greater than American/United
OTHER INDUSTRIES

• Health (DTC, WebMD, Community)
• B2B – Auctions
• Finance
  – Stock Trading (eTrade)
  – Insurance (Progressive)
  – Mortgages (Lending Tree, Credit Unions)
STRATEGIC CHOICE – PUSH OR PARTNER

• Push –
  – 1950-2000 model
  – TV media
  – Promotion
  – Torment Your Customers -- HBR

• Trust
  – Advocate
  – Honest/open/full info
  – Relationship
TRUST BASED MARKETING

- Belief -- Confidence -- Reliance -- Trust
- Trust Building Process
- Good Marketing
  - Consultative Selling Relationship
  - Branding
  - Private Bank
  - Pharmacist
Trust.

[Image of a lion with its mouth open over a person's head, with text that is not clearly visible in the image.]
TRUST RULES

• It is based on results - demonstrate you work in customer’s interest
• It is difficult to earn and easy to lose – trust busters
• All functions must be trust generators from marketing to distribution to production
WHY TRUST NOW

• Customer Power Up
• Media Power Down
• Internet Enables Trust Building
• Long Run not Short Term Numbers
• Ethics – the right way to deal with customers
YOUR INDUSTRIES

- CUSTOMER POWER?
- ROLE OF TRUST GROWING?
THEORY X – McGREGOR 1965

• ORGANIZATIONS
  – Dislike work
  – Must control
  – Prefer to be directed
  – Avoid responsibility

• IMPLICATIONATIONS
  – Authority/Power
  – Threat/Punishment

• MARKETING
  – Dislike Decisions
  – Must coerce
  – Prefer to be directed
  – Avoid Decision Responsibility

• IMPLICATIONATIONS
  – Push Promotion
  – One Sided Advertising
THEORY Y OR THEORY T
MARKETING

• ORGANIZATION
  – Work is natural
  – Will exercise self direction
  – Commitment is based on ego satisfaction
  – Seek and accept responsibility
  – Imagination, Ingenuity, Creativity

• IMPLICATIONS
  – Participation
  – Management by Objectives

• MARKETING
  – Decision making is natural
  – Customers Want Control
  – Buying Commitment is based on ego satisfaction
  – Customers seek decision responsibility
  – Imagination, Ingenuity, creativity

• IMPLICATIONS
  – Trust Based Marketing
  – Advocate for Customers
INTERNET ENABLES TRUST

• Elements
  – Site
  – Advisors
  – New Product Design
  – Multi Channel Integration

• Large Empirical Study
• Trucktown and Experimentation
• Virtual Engineer
WEB SITES EXAMINED

- Auto
  - kbb.com
  - carpoint.com
  - carsdirect.com

- Finance
  - etrade.com
  - marketwatch.com
  - schwab.com

- Computers
  - dell.com
  - microsoft.com
  - softseek.com

- Sport
  - nba.com
  - sportsline.com
  - nike.com

- Travel
  - aa.com
  - travelocity.com
  - cheaptickets.com

- E-tailers
  - amazon.com
  - cdnow.com
  - proflowers.com

- Community
  - ancestry.com
  - foodtv.com
  - ebay.com

- Portals
  - aol.com
  - lycos.com
  - webmd.com
CORRELATES OF TRUST

• 100 cues – 25 Sites – 6,800 respondents
• 9 Factors Importance - all significant
  – Navigation .45
  – Brand .35
  – Advice .34
  – Privacy/Security .30
  – No Errors .29
  – Touch and Feel .28
  – Fulfillment .11*
  – Community .10
  – Trust Seals .03
ALL CHANNELS

• Privacy/Security – Protection/Data in store
• No Errors – Total Quality
• Brand – Common in all communication
• Friendly – Staff Training
• Advice – sales staff/tele marketing
• Navigation – Layout – find what you want
• Fulfillment – Logistics
• Trust Seals – guarantees/partners
• Do a Trust Audit
TRUST BASED ADVISOR

- Internet Enabled Advice – like best person
- Design/Session -- Trucktown
- Market research
- Alternative Advisors
Welcome to the Trucktown Shopping site developed by MIT. I'm Nick, your guide around town. I've lived in Trucktown for over 20 years and am glad to help you as you explore Trucktown.
Hello, My name is Craig Lynch. I am the owner of Hillside Garage. We specialize in repairing trucks and sport utility vehicles.
not to promote a specific brand or model. 

a shopping expert to help people find the right truck. 
receive any money from truck manufacturers. I became 
extpert advice. I want to stress the fact that I do not

Tabletown pays me a monthly salary for providing

Figure 4. Mechanic Introduction
Trucks basically come in two sizes—full size and compact.

Do you have a certain size truck in mind?

- Only full size trucks
- Only compact trucks
- Either size is OK

Why some people like full size trucks

Why some people like compact trucks
Figure 5. Advisor Dialogue

I'm done with checking boxes.

Driving on icy or snowy roads
Fishing or hunting
Towing a trailer
Hauling home supplies
Driving on rough roads
Other hauling

Then one use:
Doing with the truck? You can check more
can you tell me the kind of things you will
the truck.

Let's talk a little about how you will be using
Figure 6. Constant Sum Preferences

How do you feel about each of these truck qualities? Please slide up which ever sliders that you feel are important until the left slider falls to the bottom.
To learn more about a truck, click on its image.

Here are a few trucks that I think you might like:
Here are top reasons why I am recommending this truck:

- Compact and versatile: The Dodge Dakota (2WD) is very small but compact, making it ideal for handling off-road driving and small areas around town.

- Quality and performance: The truck is well-constructed and performs well in various conditions.

- Versatile features: It comes with features that make it suitable for both everyday driving and off-road adventures.

- Dependability: The Dodge Dakota has a strong reputation for reliability, ensuring long-lasting performance.

- Fuel efficiency: Despite its performance, the truck offers good fuel efficiency, making it economical.

- Comfort: The interior is well-appointed, providing a comfortable driving experience.

- Value: Considering its features and performance, the Dodge Dakota offers great value for money.
Hi, I'm Robin, welcome to Cuppa Joe's Coffee Shop. Grab a cup and make yourself comfortable. There are other truck owners currently logged on. You can talk with them by entering your name and clicking the following button.

- Talk with truck owners currently logged on
- Take me back to the map of Trucktown
MARKET RESEARCH: Advisor Evaluation

1) 78.4% Agree that “overall site is trustworthy.
2) 82.4% “Trust” the advisor.
3) 87.7% would consider buying one of the recommended trucks on internet.
4) Would be willing to pay $100 more in price for search.
IMPLEMENTATION OF ADVISORS

• Several Approaches
• Forrester says 23 million homes will use advisors by 2005
• 80% of finance firms plan to implement advisors
Welcome to Auto Choice Advisor!

Discover which vehicles are right for you from over 250 different makes and models.........................

Your unbiased list of vehicles is based on your preferences and years of consumer input......................

We provide this service to help consumers and gain insight on how we can improve our own products.

To begin click one of the six "Topic" buttons, the "Vehicles Like This" button or click "START!".........
**Vehicles For Your Consideration**

<table>
<thead>
<tr>
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<td>$16,555</td>
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<td>$23,424</td>
<td>$26,650</td>
<td>$19,340</td>
</tr>
<tr>
<td></td>
<td>Add To Your Garage</td>
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<td>Add To Your Garage</td>
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<td>Delete</td>
<td>Delete</td>
<td>Delete</td>
<td>Delete</td>
<td>Delete</td>
</tr>
<tr>
<td></td>
<td>Compare It!</td>
<td>Compare It!</td>
<td>Compare It!</td>
<td>Compare It!</td>
<td>Compare It!</td>
</tr>
</tbody>
</table>

Your Garage

**Add A New Vehicle To Your Garage**

Click here to be the first to tell your friends about The Auto Choice Advisor.
Welcome to GM Vehicle Advisor!

Discover which vehicles are right for you from over 80 different models....

Your list of vehicles is based on your preferences and years of consumer input....

We provide this service to help consumers and gain insight on how we can improve our own products....

To begin, click one of the six "Topic" buttons, the "Vehicles Like This" button or click "START!"....
Orbitz – AI Price Search
<table>
<thead>
<tr>
<th>PRICE (USD)</th>
<th>AIRLINE</th>
<th>TIMES</th>
<th>FROM (airport codes)</th>
<th>TO (airport codes)</th>
<th>STOPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>America West Airlines 729</td>
<td>Wed, Oct 2</td>
<td>9:05p-11:01p</td>
<td>Chicago (ORD)</td>
<td>Las Vegas (LAS)</td>
<td>0</td>
</tr>
<tr>
<td>America West Airlines 728</td>
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<td>11:59p-5:22a</td>
<td>Las Vegas (LAS)</td>
<td>Chicago (ORD)</td>
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<tr>
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<td>Wed, Oct 2</td>
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<td>Las Vegas (LAS)</td>
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<td>America West Airlines 722</td>
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<td>Las Vegas (LAS)</td>
<td>Chicago (ORD)</td>
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</tr>
<tr>
<td>America West Airlines 104</td>
<td>Wed, Oct 2</td>
<td>8:46a-10:39a</td>
<td>Chicago (ORD)</td>
<td>Las Vegas (LAS)</td>
<td>0</td>
</tr>
</tbody>
</table>
### The Orbot

**Your selection**
- **Pick-up:** Chicago O'Hare International, IL
- **Location:** At or near airport
- **Date:** October 02, 2002
- **Time:** 9:00 AM

- **Drop-off:** Same as pickup
- **Preferred company:** No Preference

**Rate: Weekly**
- **Rite Link**
- **Holiday**
- **Payless Car Rental**
- **Ace Rent A Car**
- **Dollar Rent A Car**
- **Enterprise**
- **Budget**
- **Thrifty Car Rental**
- **Avis**
- **Alamo**
- **National Car Rental**
- **Hertz**

<table>
<thead>
<tr>
<th>Category</th>
<th>Rent Rite Link</th>
<th>Holiday</th>
<th>Payless Car Rental</th>
<th>Ace Rent A Car</th>
<th>Dollar Rent A Car</th>
<th>Enterprise</th>
<th>Budget</th>
<th>Thrifty Car Rental</th>
<th>Avis</th>
<th>Alamo</th>
<th>National Car Rental</th>
<th>Hertz</th>
</tr>
</thead>
<tbody>
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<td><strong>Economy</strong></td>
<td>$110.95+</td>
<td>$125.99+</td>
<td>$125.88+</td>
<td>$129.01+</td>
<td>$131.99+</td>
<td>$134.95+</td>
<td>$135.25+</td>
<td>$152.93+</td>
<td>$165.99+</td>
<td>$167.95+</td>
<td>$178.95+</td>
<td>$181.99+</td>
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<tr>
<td><strong>Compact</strong></td>
<td>$120.95+</td>
<td>$119.89+</td>
<td>$132.89+</td>
<td>$134.01+</td>
<td>$140.99+</td>
<td>$134.95+</td>
<td>$140.25+</td>
<td>$152.93+</td>
<td>$181.99+</td>
<td>$188.95+</td>
<td>$191.99+</td>
<td>$191.99+</td>
</tr>
<tr>
<td><strong>Midsize</strong></td>
<td>$129.95+</td>
<td>$134.89+</td>
<td>$139.89+</td>
<td>$139.01+</td>
<td>$150.99+</td>
<td>$141.25+</td>
<td>$150.25+</td>
<td>$159.93+</td>
<td>$206.99+</td>
<td>$207.95+</td>
<td>$213.95+</td>
<td>$216.99+</td>
</tr>
<tr>
<td><strong>Standard</strong></td>
<td>$169.00+</td>
<td>$139.89+</td>
<td>$142.89+</td>
<td>$144.01+</td>
<td>$159.99+</td>
<td>$147.55+</td>
<td>$157.25+</td>
<td>$165.93+</td>
<td>$218.99+</td>
<td>$218.95+</td>
<td>$223.95+</td>
<td>$231.99+</td>
</tr>
<tr>
<td><strong>Full Size</strong></td>
<td>$149.00+</td>
<td>$100.89+</td>
<td>$155.89+</td>
<td>$169.01+</td>
<td>$159.99+</td>
<td>$177.25+</td>
<td>$157.25+</td>
<td>$199.93+</td>
<td>$221.99+</td>
<td>$216.95+</td>
<td>$228.95+</td>
<td>$238.99+</td>
</tr>
<tr>
<td><strong>Premium</strong></td>
<td>$275.00+</td>
<td>$100.89+</td>
<td>$259.89+</td>
<td>$299.01+</td>
<td>$303.99+</td>
<td>$289.95+</td>
<td>$299.25+</td>
<td>$359.99+</td>
<td>$359.99+</td>
<td>$318.99+</td>
<td>$385.95+</td>
<td>$359.99+</td>
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<tr>
<td><strong>Luxury</strong></td>
<td>$350.00+</td>
<td>$100.89+</td>
<td>$330.99+</td>
<td>$386.09+</td>
<td>$386.95+</td>
<td>$349.25+</td>
<td>$386.95+</td>
<td>$386.95+</td>
<td>$386.99+</td>
<td>$386.99+</td>
<td>$386.99+</td>
<td>$386.99+</td>
</tr>
<tr>
<td><strong>Van</strong></td>
<td>$1,000.00+</td>
<td>$289.99+</td>
<td>$259.99+</td>
<td>$367.99+</td>
<td>$349.25+</td>
<td>$289.93+</td>
<td>$289.93+</td>
<td>$289.93+</td>
<td>$339.93+</td>
<td>$339.93+</td>
<td>$339.93+</td>
<td>$339.93+</td>
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<tr>
<td><strong>SUV</strong></td>
<td>$450.00+</td>
<td>$1,000.00+</td>
<td>$279.99+</td>
<td>$492.99+</td>
<td>$274.45+</td>
<td>$274.25+</td>
<td>$379.99+</td>
<td>$347.99+</td>
<td>$329.95+</td>
<td>$329.95+</td>
<td>$329.95+</td>
<td>$329.95+</td>
</tr>
<tr>
<td><strong>Pickup</strong></td>
<td>$440.25+</td>
<td>$1,000.00+</td>
<td>$279.99+</td>
<td>$492.99+</td>
<td>$274.45+</td>
<td>$274.25+</td>
<td>$379.99+</td>
<td>$347.99+</td>
<td>$329.95+</td>
<td>$329.95+</td>
<td>$329.95+</td>
<td>$329.95+</td>
</tr>
</tbody>
</table>
Interactive Mortgage Selector

Here’s the deal. Below, you’ll be walked through a set of questions. Once you’re done, you’ll be given several mortgage options that may be right for you. But, keep in mind that this is a tool and not a contract. Nothing is finalized until all the paperwork is signed. So, don’t worry and enjoy your mortgage experience. If you run into any problems, click here to send a message to a mortgage rep.

Will you use your mortgage to purchase a home, refinance your home, or access the equity in your home?
- Purchase
- Refinance
- Access The equity In My Home

Is this mortgage for a primary home, second home or an investment home?
- Primary Home
- Second Home
- Investment Home

For what type of home do you need a loan?
- Single Family Home
- Condominium
- Multi-Family Home
- Other (PUD, Manufactured homes, etc.)

What is the sale price of the home (i.e. its current market value)?
$600,000

How much money do you need to borrow for your mortgage?
CREDIT UNION RESULTS

- Mortgages up 60%
- Satisfaction up – 95% recommend to friend
- Loan Officer productivity – 2X
- Training telemarketing
- All on same page
- Direct $750,000/yr added profit
ADAPTIVE EXPERIMENTATION

- Experiment – find impact in market
- Update Response Model
- Design New Experiment
- Update Response Model
- Learning / Continuing Improvement – find payoff
TEST CASE

• Intel Project
• Download Site – save $25 for every download done without call or visit
• Test / Control Design
• Pre / Post Measure
<table>
<thead>
<tr>
<th>MEASUREMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pre Measure</strong></td>
</tr>
<tr>
<td>Click Stream</td>
</tr>
<tr>
<td>Survey -</td>
</tr>
<tr>
<td>Attitude</td>
</tr>
<tr>
<td>Satisfaction</td>
</tr>
<tr>
<td>Trust</td>
</tr>
<tr>
<td>Success</td>
</tr>
</tbody>
</table>
Characteristics of Web Site

Trust

Action

Individual Characteristics
RESULTS

• Success Up – ease of use up
• 10% Increase in on line down loads
• Save $10 million per year ($25 per call and 1 million visitors per month)
• Wizard in field test
Intel® Download Advisor

This wizard is here to help you find the right product download.

It’s a 4-stage process, with a few simple questions at each stage. Along the way you’ll find tips in the box on the left.

Do you have a ProShare™ or Intel® Play™ product? They are not in the Download Advisor. For these products, close this window and use the blue menus to find your product name under Intel® Play™ or Cameras & Conferencing > ProShare™ conferencing products.

Let’s get started!

Tips

- The text above shows where you are in the download process.
- Click the blue button on the right to begin finding a download.
What type of camera do you have?
Click the picture of your camera.

- CS780
  Intel® Pocket Digital PC Camera

- CS110 / CS120
  Intel® Easy PC Camera

- CS331
  Intel® Home PC Camera

- CS630
  Intel® Pocket PC Camera

- CS430 / CS431
  Intel® Pro PC Camera
  Intel® Pro video PC Camera

- CS330 / YC66 / YC76
  Create & Share® Camera Pack
  Intel® Deluxe PC Camera
  Intel® PC Camera Pack

My camera isn't shown here.

Tips:
- Click your camera's picture to identify your model.
- The camera model is shown on the label on the back of or under the camera.
- If your camera isn't listed or you're unsure, go to the camera product identifier page.

Return to Welcome Page
Close Window
FUTURE EXPERIMENTS

- Persona – animation and voice out
- Free context in – voice & animation out
- Voice In and Voice Out
What type of camera do you have?
Click the picture of your camera.

Identification:
- Identify Product
- Select Download
- Get

Tips
- Click the picture that looks like your camera.

Models:
- CS780
  Intel® Pocket Digital PC Camera
- CS110 / CS120
  Intel® Easy PC Camera
- CS630
  Intel® Pocket PC Camera
- CS430 / CS431
  Intel® PC Camera Pro Pack
BUILDING THE BEST PRODUCTS

• Existing Methods
• Partner with Customers
• Listen to Dialogue with Advisor
• Virtual Engineer
• Design Pallet
NEED OPPORTUNITY CRITERIA

• Have Good Existing Product if Utility Up After Each Question
• If Utility for Most Preferred Alternative Drops After a Question – Unmet Need
• Look at Utility Profile – to trigger virtual engineer
Why do you need a small truck?

- Low price
- Tight parking space
- Easy for parking maneuver
- Fuel economy
- Style
- Others:

I'm done with selecting.
What do you plan on towing?

- Big trailer (8,500 lbs)
- Small trailer (4,500 lbs)
- Boat trailer (6,000 lbs)
- Jet ski (1,000 lbs)
- Others: 
  approx.weight __________ lbs
- Not sure

I'm done with selecting
What do you plan to haul?

- Bikes
- Construction Materials
- Generators
- Hay
- Other: 
  (approx. weight) lbs
  (approx. size) cubic feet
- Not sure

I'm done with selecting
USER SOLUTIONS

• Virtual Engineer Gives Requirements – Engineering Designs Solution
• Can Users Provide Solution Content as Well as Needs
• Design Pallet
Please design your ideal truck that you would like to buy.

Choose below for more variable options:
- Bed length
- Cab Size (3 doors)
- Cab Size (5 doors)
- Wheel Style

Preset:
- Compact: w=5 h=5
- Mid-size: w=6 h=6
- Full: w=7 h=7

Cab width (feet): 6

Cab height (feet): 5

Est. Price: $13255
Bed Size: 6 x 6 x 2 (LxWxH in feet)
Cab Size: 10 x 6 x 5 (LxWxH in feet)
Fuel Econ (city): 21.4 mpg
Fuel Econ (hwy): 26.4 mpg
Towing Cap.: 4427 lbs
Payload Cap.: 1500 lbs
Wheel Drive: 2WD (Rear)
Transmission: Manual
Engine: 4 Cylinders
Choose below for more variable options:

- Bed length
- Cab Size (by doors)
- Cab Size (by dimension)
- Wheel Style

Bed length (feet): 4

Est. Price: $12013
Bed Size: 4 x 6 x 2 (LxWxH in feet)
Cab size: 10 x 6 x 5 (LxWxH in feet)
Fuel Econ (city): 21.6 mpg
Fuel Econ (hwy): 26.6 mpg
Towing Cap.: 4427 lbs
Payload Cap.: 1500 lbs
Wheel Drive: 2WD (Rear)
Transmission: Manual
Engine: 4 Cylinders
Please design your ideal truck that you would like to buy.

Choose below for more variable options:

- Engine
- Drive Type
- Transmission
- Hauling Capacity
- Towing Capacity
- Steering

Maximum Towing Capacity:
- Jet Ski: 1000 lbs
- Horse trailer: 4500 lbs
- Boat trailer: 6000 lbs
- Travel trailer: 8500 lbs

---

**Design Palette**

**Est. Price:** $16191

**Towing Cap.:** 6000 lbs

**Bed Size:** 4 x 6 x 2 (LxWxH in feet)

**Payload Cap.:** 1500 lbs

**Cab size:** 10 x 6 x 5 (LxWxH in feet)

**Wheel Drive:** 2WD (Rear)

**Fuel Econ (city):** 21.6 mpg

**Transmission:** Manual

**Fuel Econ (hwy):** 26.6 mpg

**Engine:** 4 Cylinders
Please design your ideal truck that you would like to buy.

Choose below for more variable options:
- Color
- Body Look

Body Look of the truck:
- Standard
- Sporty
- Retro
- Hummer

Est. Price: $16597
Bed Size: 4 x 6 x 2 (LxWxH in feet)
Fuel Econ (city): 21.6 mpg
Fuel Econ (hwy): 25.3 mpg
Payload Cap.: 1500 lbs
Wheel Drive: 2WD (Rear)
Transmission: Manual
Engine: 4 Cylinders

Towing Cap.: 6522 lbs
Now that you have finished designing your own truck, please tell us how you feel about your new design compared to the existing truck that has been recommended by your advisor.

---

Existing truck recommended by your advisor

- **Existing Truck**
  - Est. Price: $16010
  - Bed Size: 6 x 5 x 2
  - Cab size: 10 x 5 x 5
  - Fuel Econ (city): 16.4 mpg
  - Fuel Econ (highway): 21.0 mpg

**Your Design**
- Towing Cap.: 4700 lbs
- Payload Cap.: 1500 lbs
- Wheel Drive: 4WD
- Transmission: Manual
- Engine: 6 Cylinders
- Engine: 25.2 mpg

---

Existing truck recommended by your advisor

- **Existing Truck**
  - Est. Price: $19133
  - Bed Size: 4 x 6 x 2 (LxWxH in feet)
  - Cab size: 11 x 6 x 5 (LxWxH in feet)
  - Fuel Econ (city): 21.5 mpg
  - Fuel Econ (highway): 25.2 mpg

**Your Design**
- Towing Cap.: 6522 lbs
- Payload Cap.: 1500 lbs
- Wheel Drive: 2WD (Rear)
- Transmission: Manual
- Engine: 4 Cylinders

---

**Go back to design**

**I'm done with my evaluation**
APPLICATION

• Pickup Trucks
• August 2001
• 1092 User Sessions – Harris Interactive Panel
• Advisor/Virtual Engineer/Design Pallet Session – 30 Minutes
• Evaluative Questionnaire
Opportunity

- Small truck that can tow heavy loads (13%)
- Large truck that is maneuverable (26%)
VIRTUAL ENGINEER

• Evaluative
  – 88% Easy to Answer
  – 77% Reflected My Needs
High Maneuverability vs. Full Truck (26%)

Reasons:

Tight parking 58%
U-turn 26%
Frequent city 66%
Driving
Traffic jam 28%

Large payload 50%
Large passenger Capacity 73%
Style 39%
Towing Ability vs. Compact Truck
(13%)

- Small trailer (4500lbs): 59%
- Boat trailer (6000lbs): 27%
- Jet Ski (1000lbs): 12%
- Big trailer (8500lbs): 4%

- Fuel Economy: 87%
- Low price: 54%
- Easy Maneuver: 43%
- Style: 26%
- Tight parking: 22%

Reasons:
HOW MUCH TRUST?

PUSH/SELL → TRUST BUILDING → FULLY TRUST BASED
MARKETING ELEMENTS

• Sales Approach
• Products Offered
• Information
• Advertising
• Price
• Service
• Time Frame
Full Trust
- Have best product
- Have good design feedback
- Buyers getting info anyway
- Expensive/complex products

Partial Trust
- Culture to sell our products only
- Strong channel attitudes
- Evolutionary stop
- Have both price and relationship segments

Push
- Commodity
- Price most important
- Deal prone segment
- Need short term results
TRUST BASED STRATEGY -- SUMMARY

• Best Products
• Encourage Comparison
• Mutual Win
• Partner with Customer
• Equals not Us to Them-- Collaborate
BENEFITS OF TBS

• Get out of price only competition
• Relationship – Franchise/Loyalty
• Value Based Pricing -- Belief
• Sales Commitments -- Confidence
• Cross selling – Sales Growth
• Replicate/Leverage best sales person
• Reach new segment/Global expansion
PARADIGM SHIFT?

- Internet Enables
- Tools available
- Evidence Building – Use and Payoff
- Turbulent Times Demand It
SIX STEPS ALONG THE ROAD TO A TRUST BASED STRATEGY

1. Maximize trust cues on your site and all channels – market experiments
2. Use advisor technology
3. Provide unbiased and complete information
4. Include competitive products
5. Keep your promise
6. Build the Best Products
CORPORATE IMPLICATIONS

- Product Design
- Selling
- Communication
- Pricing
- Distribution
- Production/service
- Finance
- HR
- Coherence
CONCLUSION

• Trust - Big Potential – Growth and Profit

• A Foundation for Growth and Profit in Turbulent Times

• Paradigm Shift – THEORY T

• CEO Leadership – cultural change required

• THE TRUST IMPERATIVE