



CRAFTING THE
CUSTOMER
EXPERIENCE FOR
PEOPLE NOT LIKE YOU

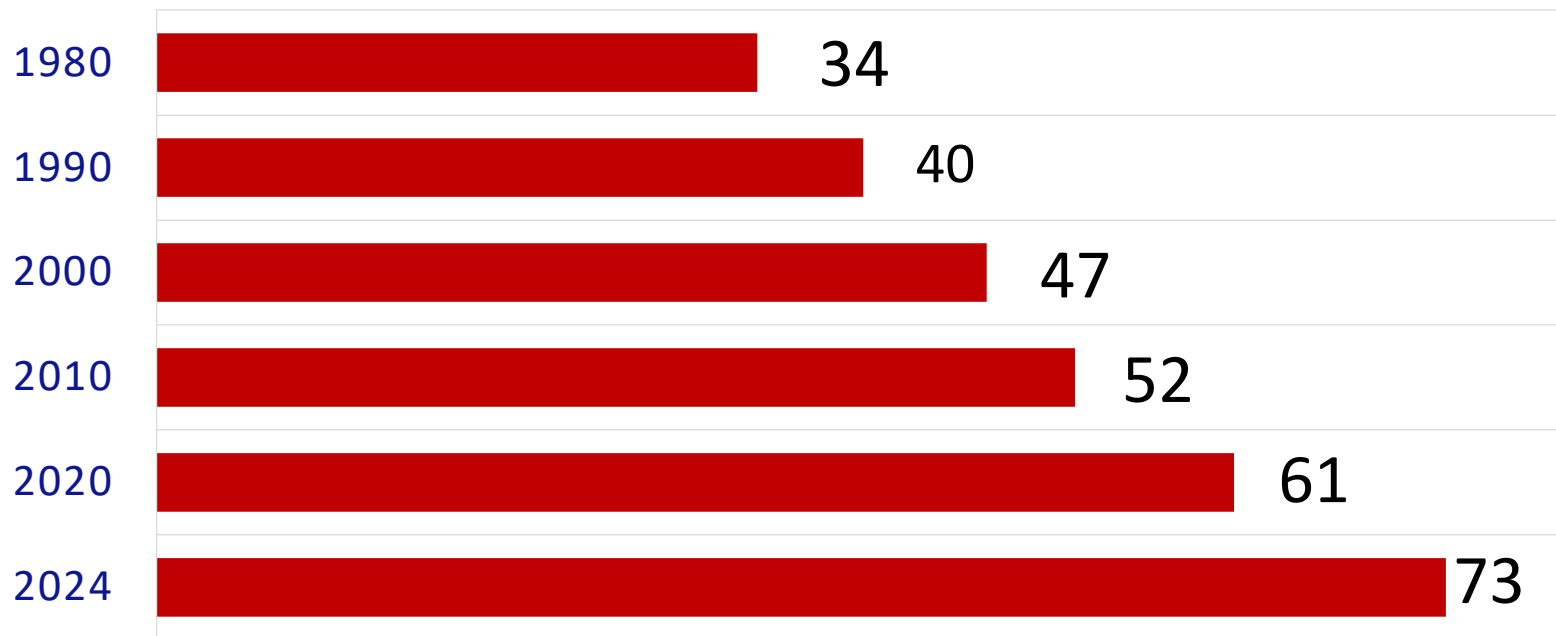


ROCK, PAPER, SCISSORS

- Best 2 out of 3
- Go on 3

CLEAR TREND: THE CENSUS DIVERSITY INDEX

The probability that two people chosen at random are of a different race and ethnicity on a 0-100 scale. The scale ranges from 0 (no diversity) to 100



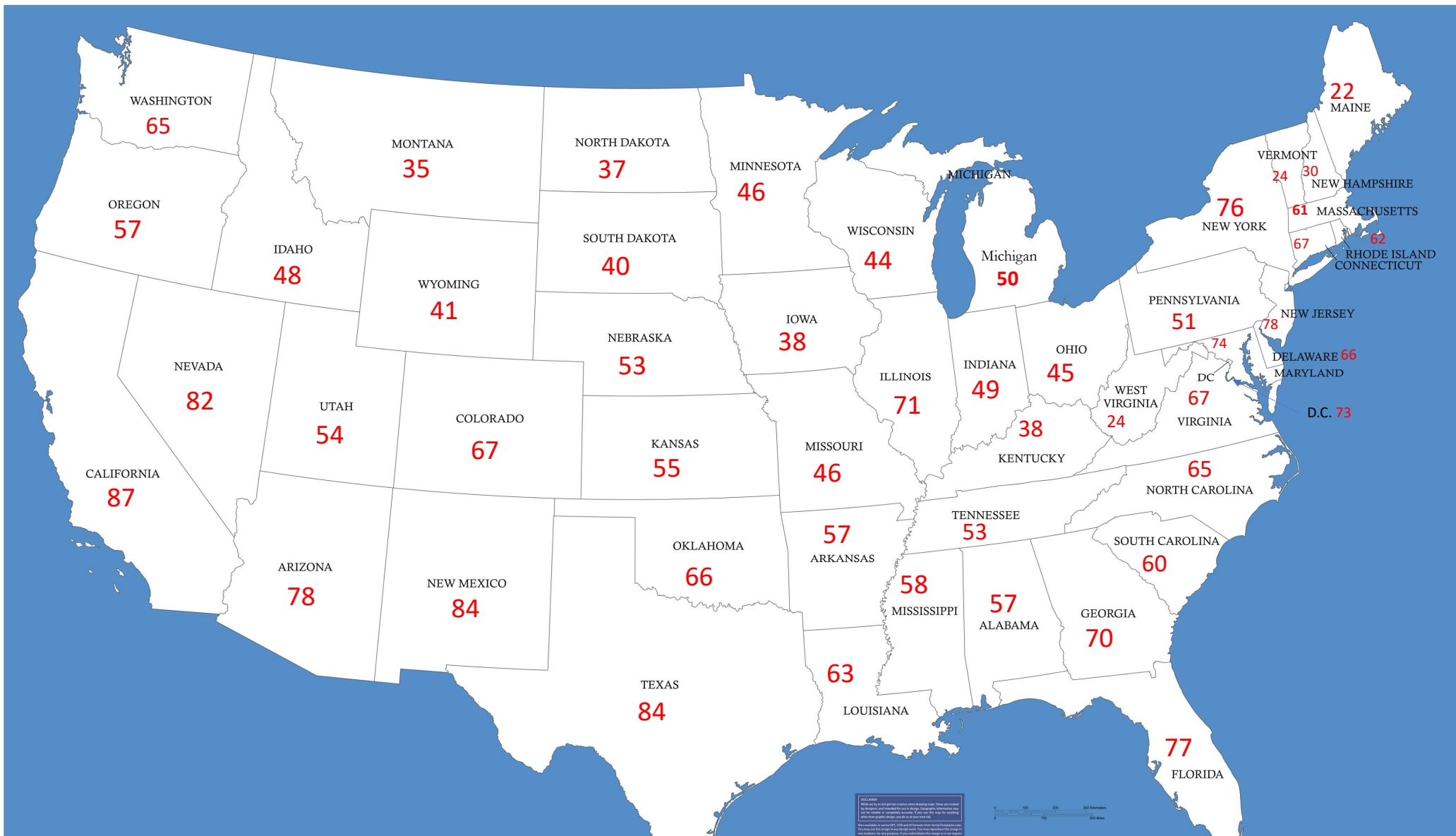
Top 5 Most & Least Diverse States

Most Diverse States:

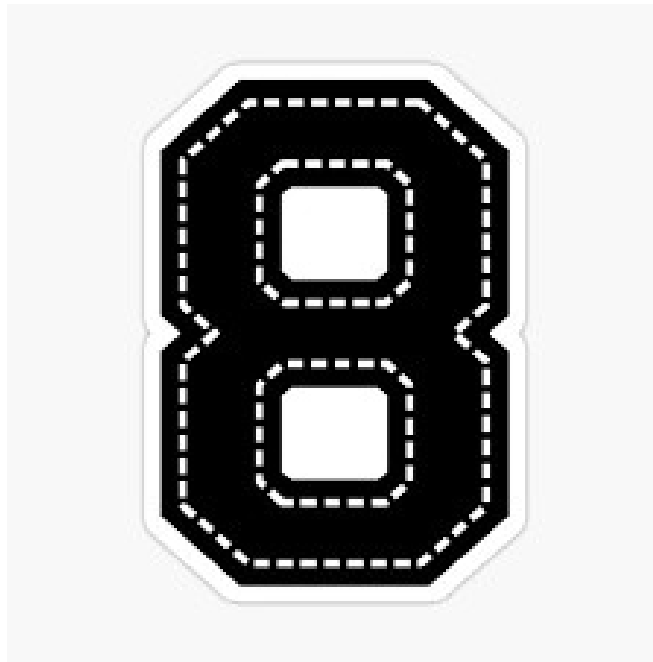
California	87
Texas	84
New Mexico	84
Nevada	83
New Jersey	78

Least Diverse States:

Montana	35
New Hampshire	30
Vermont	24
West Virginia	24
Maine	22



8 Ways to Create Exceptional Customer Experiences for People Not Like You



#1: USE DIVERSE IMAGERY IN YOUR MARKETING



#2: ELIMINATE PAIN POINTS

People don't buy
products or services

They buy **solutions**



DIFFERENT CLIENTS & PROSPECTS CARE ABOUT DIFFERENT THINGS



WOMEN WANT
SECURITY AND GREAT
PERSONAL SERVICE

MEN HATE IRONING



- OMNI HOTELS LEARNED THAT MEN HATE IRONING
- THEIR “SELECT GUEST” PROGRAM NOW OFFERS FREE IRONING OF TWO GARMENTS

IKEA ASSEMBLY STINKS!



How Do You Know What Your Pain Points Are?

DON'T SAY:

"What don't you like about us?"

SAY INSTEAD:

"If you could change one thing about us, what would it be?"



#3: Use Consumer Insights and Tap Into Values

Millennial & Gen Z Values

- Diversity is expected – and broadly defined
- Self expression is encouraged
- Customization / personalization





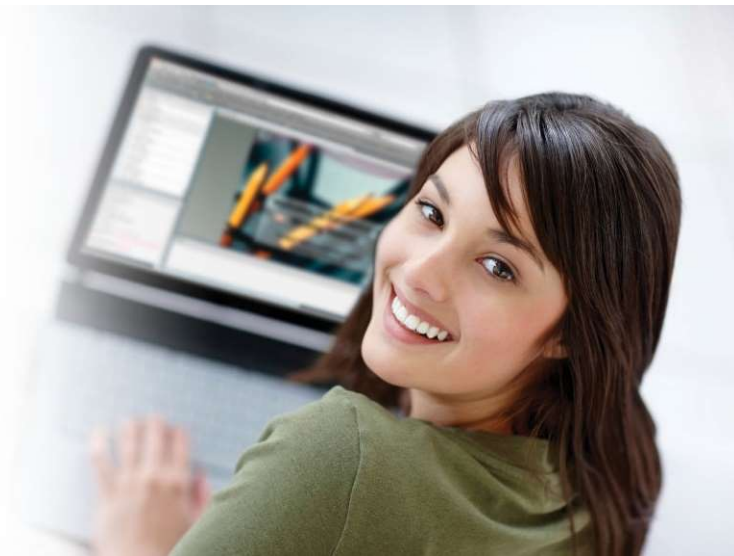
THEY PREFER PETS OVER PEOPLE

THEY'D RATHER JOIN A CAUSE THAN A CLUB



Women's Values

- Women want testimonials/customer reviews online
- Women trust what other women say





Hispanic / Latin Insights

Relationships, Not Transactions

Great customer service and strong relationships overcome mistakes



Source: SMG Focus Groups, 2019



Black Consumers are the Group Most Swayed by Brand Values



	All	Asian	Black/ African American	Hispanic/ Latino	White/ Caucasian	Other
A brand's values are important when I make a purchase	17.9%	18.3%	21.9%	17.8%	17.1%	21.2%
I'm extremely or very aware of the corporate values behind the products I purchase	28.3%	31.2%	38.1%	37.2%	24.5%	33.4%



Asian Values & Insights

- Respect is paramount
- Diplomacy always

Selling to & Working With Southeast Asians

- Value and Affordability – and Total Cost
- Transparency
 - About fees, clauses, extra charges, exemptions, etc.



Marketing & Selling to Southeast Asians

- Promote that your organization is legally sound and best in class
- Heritage:
 - *“Been in business for 55 years”*
- Promote awards and accolades you’ve earned



Be Patient: Most Global Cultures: “Three Cups of Tea”



The first cup is shared as strangers

The second cup is shared as friends

The third cup is shared as family



#4:
GIVE PEOPLE
WHAT THEY WANT



WORKING WITH WOMEN

VALUE EXPANSIVE CHOICES, SEEING ALL OPTIONS

WORKING WITH MEN

- WANT CHOICES SIMPLIFIED
- THE MAGIC NUMBER IS 3



★★★★★
Samsung - 60" Class (60" Diag.) - LED - 1080p - 120Hz - Smart - HDTV
\$997⁹⁹
FREE DELIVERY



★★★★★
Sharp - AQUOS - 60" Class (60" Diag.) - LED - 1080p - 120Hz - HDTV
\$799⁹⁹
FREE DELIVERY



★★★★★
VIZIO - M-Series - 50" Class (49-1/2" Diag.) - LED - 1080p - 240Hz - Smart -...
\$599⁹⁹
FREE DELIVERY



FX-FORMAT

D610

24.2 MP | 1080p | 11fps | 100% AF | 100% AF | 100% AF

NEW D750

24.2 MP | 1080p | 11fps | 100% AF | 100% AF | 100% AF

D810

36.3 MP | 1080p | 11fps | 100% AF | 100% AF | 100% AF

\$80 GET by mail-in rebate via American Express Reward Card when you buy 4 Hankook RoadHandler tires with a qualifying Sears Card.

\$70 GET Sears Award Card when you buy 4 Michelin tires.


\$50 GET Sears Award Card when you buy 4 BFGoodrich tires.

SAVE \$100 with service purchase of \$400 or more #40104

or SAVE \$50 with service purchase of \$250-339.99 #40103

or SAVE \$25 with service purchase of \$150-249.99 #40102

• Brake service • Tire installation • Alignments • Fluid services • Steering & Suspension services • Shocks & Struts



FINANCIAL LITERACY for millennials & beyond

FREE classes covering topics such as:

- ▶ BUDGETING
- ▶ SAVING & INVESTING
- ▶ DEBT MANAGEMENT
- ▶ LIFE INSURANCE

WHAT MILLENNIALS
& GEN Z WANT

*“Information
that doesn’t
make me
feel stupid”*

For Boomers, Positive Messaging is Powerful

[LEARN & PLAN](#)[PRODUCTS](#)[ABOUT](#)[CAREERS](#)[KEEP GOOD GOING](#)[MY ACCOUNT](#)[Contact us](#)[English](#)

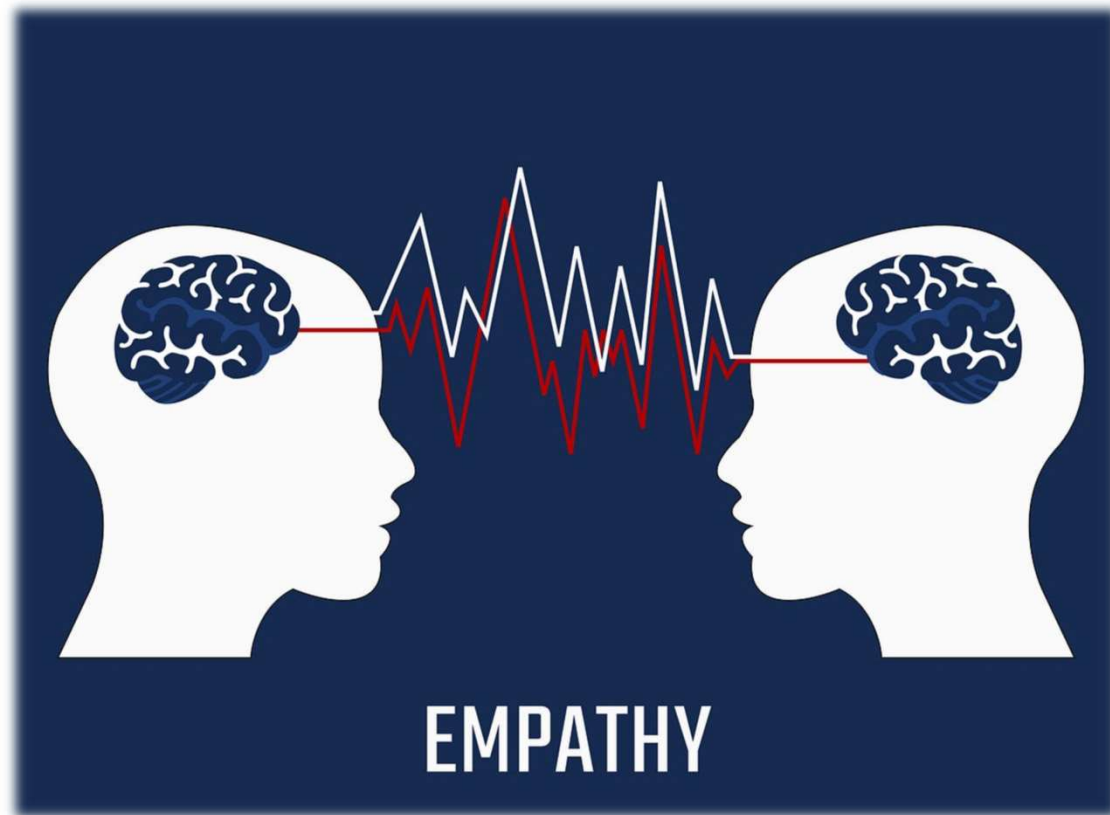
Here's to a long
life.

Long-Term Care Insurance From New York Life
Insurance Company



Long Term Care Insurance

#5: DEMONSTRATE EMPATHY



EMPATHY IS...



- The ability to understand and share the feelings of another person
- *And to respond in a way that demonstrates understanding and support*

Empathy is Inherently Validating



It communicates:

- I see you
- I get you
- I understand you

SYMPATHY



Understand from your own perspective

EMPATHY



Put yourself into their shoes

WHAT EMPATHY IS NOT

- Empathy is not “Let’s hold hands and sing “We are the World”
- Empathy is not judgmental
- Empathy is not sympathy



EMPATHY IS NOT ABOUT CHEERING SOMEONE UP

OR EVEN ENCOURAGING THEM

IT'S ABOUT SITTING WITH THEM IN THEIR PAIN / EMOTIONS



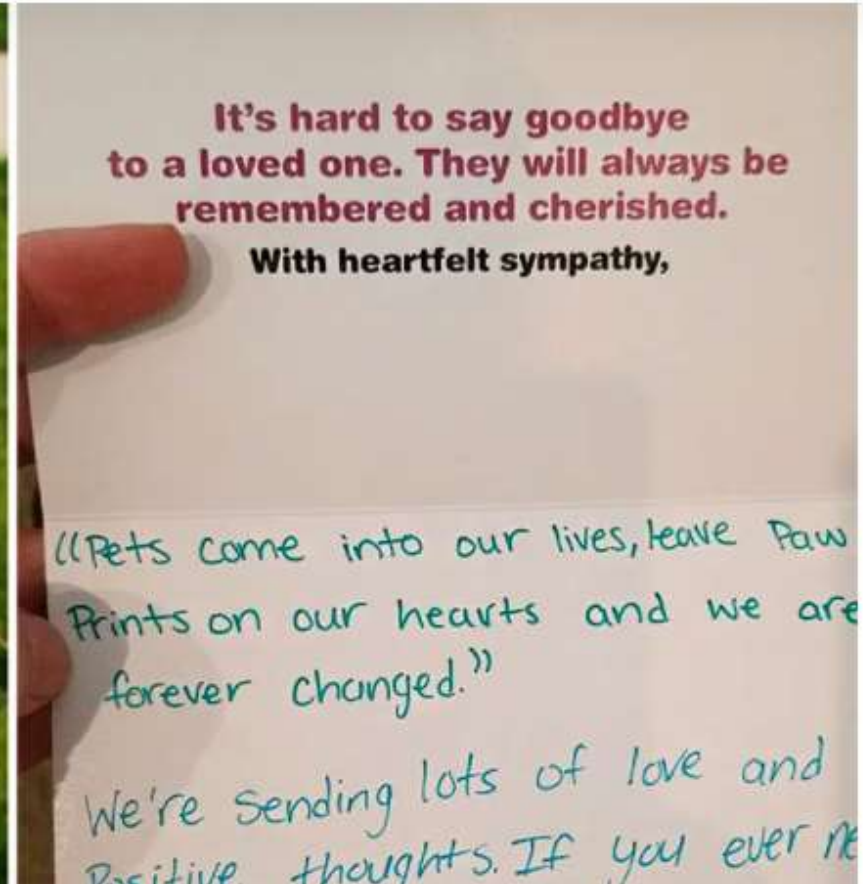
Example:

Your coworker's house gets flooded and she has to move into her in-law's house with her family and pets

- Sympathy: *"Wow, that sucks."*
- Empathy: *"You must feel so displaced and stressed. It's got to be so overwhelming"*



Man Asks Chewy For A Refund On Dog Food After His Dog Passes Away, Gets An Oil Painting With A Message



EMPATHY CAN BE EXPRESSED IN POSITIVE SITUATIONS

Example:

- Your coworker is a very hard worker and finally got a promotion
- “I’m so happy for you, Amelia!
That must feel so good!”



EMPATHY IS CRUCIAL IN NEGATIVE SITUATIONS



#6: TWO WORDS TO NEVER SAY:

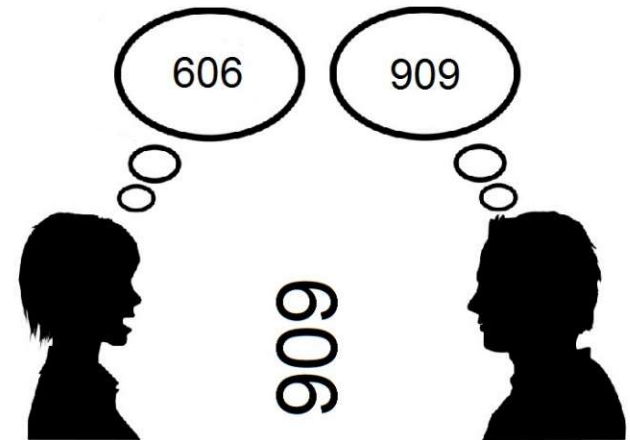
“AT LEAST”

- “At least” minimizes what someone is really feeling and going through
- It sounds cold and crass and you exhibit disconnection
 - Kid flunking out of college – “At least your other son is smart”
 - Putting one of your two dogs down – “At least you still have Skippy”
 - Lost job – “At least your wife works!”
 - Divorce – “At least you’re not old – you can still find someone”
 - Miscarriage – “At least you know you can get pregnant”

#7: AGREE TO DISAGREE

“I see it differently” is effective & disarming

- Not antagonistic
- Not judgmental or superior
- Not combative
- Not trying to win the argument or persuade





#8: Solutions,
Not Explanations

"We'll take care of it"

Your Turn

Turn to the person next to you and discuss **ONE THING** that landed for you and that you'll apply right away



5 THINGS TO DO – AND REMEMBER

1. IDENTIFY “PAIN POINTS” AND WORK TO RESOLVE THEM
2. USE “WE’LL TAKE CARE OF IT” WHEN YOU HIT SNAGS WITH CUSTOMERS
3. REPLACE “AGREE TO DISAGREE” WITH “I SEE IT DIFFERENTLY”
4. USE CONSUMER INSIGHTS TO CONNECT IN MEANINGFUL WAYS
 - Women like expansive offerings, men like options in 3’s, Millennials want to support causes
 - Remember “3 cups of tea”: connecting with people not like you can take time. Be patient.
5. BRING EMPATHY TO THE TABLE. ELIMINATE THE WORDS “AT LEAST” FROM YOUR VOCABULARY

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