

Bob Manna bio

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Bob's public speaking, seminar and consulting activities have taken him around the United States and to several foreign countries.

He began his industrial career as a systems programmer and quickly rose to the position of systems software support manager. Eventually he simultaneously held the positions of V.P. of Technical Services and V.P. of Marketing in a prevalent, publicly traded, computer company.

In 1979 Bob formed his own company which specialized in products for the check, remittance and forms processing industries.

The company created most of its products in cooperation with its customers, giving rise to the reputation that it was "the company that listens". The products, and the stories behind their creation, spread throughout the industry and created rapid company growth. What began as a 3-man startup, "the company that listens", grew to a position of dominance with sales throughout the United States, Europe, Australia, the Middle East and South America.

Clients consider Bob's principal attributes to be a special ability to communicate across disciplines, to appraise markets and to create compelling messages about products.

Bob has presented to Congressmen, business and education executives, industrial and charitable organizations and university professors. He has appeared on programs with such well know personalities as PBS TV host Adam Smith, Senator William Roth and former Dallas Cowboys quarterback Danny White. He has several published research papers and his writings have appeared in The Christian Science Monitor and "D" magazine.

In 2006 Bob, and his son Matt Manna, founded Manna Groups, a business consulting company located in Dallas Texas.

About Manna Groups

How much is it? It is probably not possible to know exactly what a customer is thinking when they ask this question. But, it is possible to know how they think. When customers inquire, "How much is it?", they are seeking to satisfy an emotion. They are not simply seeking a price.

Understanding this and parlaying with it is what Manna Groups calls Customer DNA. The three tenets of Customer DNA are: Broadcasting, Unusual Mind, and Sculpture.

Broadcasting: Surviving organizations do things well. Thriving organization do the right things well. There is a huge bottom line difference between doing things well and knowing what it is your customers will respond to. Broadcasting is the technique for making that discovery.

Unusual Mind: Differentiation is a harmful technique. It acknowledges your competitor and reinforces a comparison that stresses the "how much" part of your story. You should not want to acknowledge your competitor. You should occupy a place in your customer's mind that cannot be addressed by another. Discovering that place is the promise of Unusual Mind.

Sculpture: Customers buy what they think of first. Sculpture is the process of turning Broadcasting and Unusual Mind assets into the messages that persuade customers to think of you first.

Presentations: Communication is what our mind makes of the messages that come through our senses. This is the nucleus of each Manna Groups presentation.

The goal of our presentations is to illustrate how customers turn information into meaning and how to parlay with that process in order to create sales.

Consulting: Our practice is to guide, not manage. We begin by observing the way you, your organization and, most importantly, your customers behave. From this analysis we create a plan based on the tenets of Customer DNA. As a result of your association with Manna Groups you will become fluent in these tenets while capitalizing on the profit potential they offer.

