

An Introduction to Manna Groups

15 July 2009

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 want. 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.

Manna Groups is a communication and marketing consulting company located in Dallas, TX.

Manna Groups stipulates that success is the output of talent and the environment in which it is managed. Talent and the environment in which it exists are the nature and nurture of all organizations and these elements while identifiable are not inheritable.

The purpose of Manna Groups is to foster talent and the environment in which it thrives by teaching the tenets of Broadcasting, Unusual Mind and Sculpture.

Presentations: Communication is what our mind makes of the information that comes through our senses. That 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.

Customer DNA is the title of our most succinct presentation. In addition to Customer DNA, we offer presentations and seminars for each of these three Manna Groups tenets: Broadcasting, Unusual Mind and Sculpture.

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.

Bob Manna'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.

Bob has presented to Congressmen, business and education executives, industrial and charitable organizations and university professors. He has several published research papers and his writings have appeared in The Christian Science Monitor and "D" magazine.

Matt Manna has more than 20 years experience as a communications specialist and public speaker.

Matt entered the financial industry in 1985 as a customer service representative. In 1988 Matt left the financial industry to join his family's firm as Corporate Communications Director. In 1994 Matt was promoted to Chief Operating Officer. He retained the corporate communications task and performed in this dual management role until the firm was sold in 2005. Matt founded Manna Groups in 2006.

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