

Matt Manna bio

1 July 2009



Matt Manna has more than 20 years experience as a communications specialist and public speaker. His seminar "Why Things Sell" was recognized as best of show at the 2007 PMA International conference in Las Vegas.

Matt majored in computer science and business administration and entered the financial industry in 1985 as a customer service representative.

He was struck by the number of customers who dismissed his company's advertising simply because it was advertising. He concluded (and continues to believe) that behavioral effects are achieved by parlaying with customer expectations, not by transmitting company offerings.

Drawing on his technical knowledge he convinced his company to redesign its customer service software into a system that parlayed with customers expectations. This change led to the behavioral effect the company had tried to achieve through advertising.

In 1988 Matt left the financial industry to join his family's firm as Corporate Communications Director. His task was to create communications that would establish the firm as vendor of first choice. In this capacity he created and frequently delivered conference presentations, produced the company's nationally distributed catalog, originated video and print sales material and produced user product manuals.

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. The new owners retained him in an advisory capacity for a one-year period.

In 2006 Matt, and his father Bob Manna, founded Manna Groups, a business and communication 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.



Manna Groups
www.mannagroups.com