

Acronyms – some serious, some fun

ADDIE

Analysis, Design, Development, Implementation, Evaluation. The process of innovation, any field at all. Deviate from it at your peril.

AIDA

Attention, Interest, Desire, Action. If your sales or advertising approach doesn't follow this sequence, it won't work.

ALF

Always Listen First. Obviously great for training sessions generally, also counselling, customer service, selling etc and relationships overall.

APE

Attention, Peripheral, Empathic. The three main types of listening. Empathic listening of understanding meaning and motive in another's words, a considerably powerful ability.

BEER

Behaviour, Effect, Expectation, Results. The headings by which to assess performance of anything, particularly a new initiative. A great discipline when working with a team.

BID

Break it down. When training anything to anybody, never teach the whole thing at once. Break it down into digestible parts.

BOGOFF

Buy One Get One For Free. Marketing speak, but also great for emphasising the need for creative thinking to achieve cost effective, high perceived value promotional selling.

BTW

By the Way. One of the most commonly used abbreviations of today.

DINKY

Double Income No Kids Yet. The only people these days who can remotely afford to buy a few bricks of and a couple of fence panels towards their first house.

EPACA

Evaluate, Plan, Action, Check, Amend. The helix of never ending improvement.

FAB

Features, Advantages, Benefits. Steps along the way to empathic selling. Don't talk about what your product is, say what it will *do* for your listener.

FEAR

Forget Everything And Run. Good acronym to describe what happens when you get in front of an 'interesting' customer.

FLA

Four Letter Acronym. Goes well with TLA.

FOC

Free Of Charge. Widely used acronym promising a good deal.

GAAFOFY

Go Away And Find Out For Yourself. What you need to do after this course.

GIGO

Garbage In, Garbage Out. Used freely for any situation that involves effort.

GOSPA

Goals, Objectives, Strategies, Plans, Activities. A simple blueprint and order of thinking for business planning of any sort.

IBM

I Blame Microsoft. Should be in all small business owners handbooks.

IDEAL

Identify, Define, Explore, Action, Lookback. Process for solving problems.

IPATTAP

Interrupt, Patronise, Argue, Threaten, Terminate, Apply Penalties. Not the way to deal with customer complaints.

KISS

Keep it Simple Stupid. Apply to any situation to deter unnecessary complication.

KAS

Knowledge, Attitude, Skills. The constituents required for people to succeed at what they do.

LAST

Listen, Advise, Solve, Thank. A good aid for complaints handling.

MUPPIE

Middle-aged Urban Professional. Another demographic social class acronym from the 1980's.

PDQ

Pretty Damn Quick. Simple and often effective acronym for prioritising tasks.

PPPP or The Four P's. The seven P's are usually abbreviated to this.

PPPPPP or The Seven P's. The essential ingredients of the marketing mix and the start of 75% of all marketing presentations (including this one on the course).

ROI

Return On Investment. Fundamental measure of business performance (i.e. why are you doing it if you don't get more money that you are putting in?)

SMART

Specific, Measurable, Agreed, Realistic, Timely. If you're setting or agreeing an objective, it must meet these criteria.

SWOT

Strengths, Weaknesses, Opportunities, Threats. Famous marketing analysis headings and a very useful framework for interpreting and explaining business situations.

TEETH

Tried Everything Else?..Try Homeopathy. Good for sales and marketing campaigns that never seem to work.

TIP

Theory Into Practice. What you'll hopefully do after this course.

TLA

Three Letter Acronym. Of course.

TNT

Thanks, but No Thanks. A useful acronym for proposals that won't benefit you.

USP

Unique Selling Point (or Proposition). You can't be very successful in business unless you have at least one USP, that is to say – you've got to be doing something that nobody else is doing.

WIIFM

What's In It For Me? If there's nothing in it for the other person, they may hear but they won't really listen and without the WIIFM factor, they'll never really commit to anything.