

## SALES & MARKETING IN DOMESTIC INFANT ADOPTION

Valerie Andrews - Adoption Experience 2012

## The Sales Cycle



## Prospecting

### What is prospecting?

Prospecting is finding prospective customers for your product in your Target Market

## Prospecting in Adoption

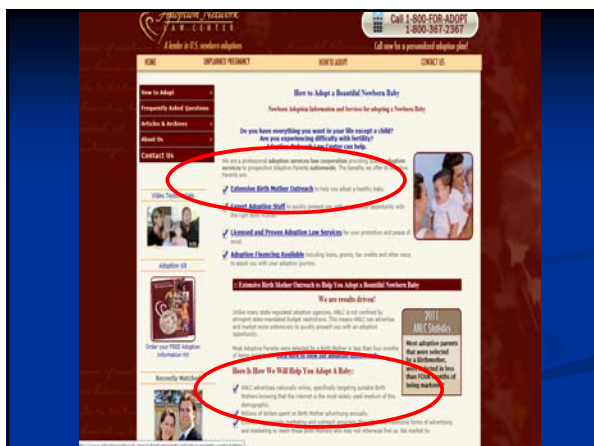
- ❑ The target market in Adoption is young vulnerable pregnant women, constructed as the “Not Ready to Parent Market”
- ❑ How does the Adoption Industry Do This?
- ❑ To attract potential Adopters, Adoption Agencies promote aggressive “Birthmother Outreach Programs”

## “Birthmother Outreach”

- ❑ Adoption Recruiters posing as professional counsellors
- ❑ Millions of Dollars spent in advertising annually
- ❑ Using and re-victimizing “birthmothers” as advocates
- ❑ Planned targeted marketing

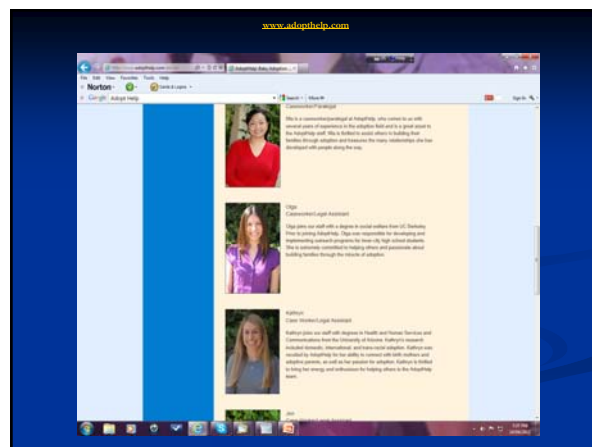
## “Birthmother Outreach”

- ❑ “As an adoption facilitator, we are able to do nationwide “birthmother” outreach...through our nationwide Yellow Pages campaign, extensive internet outreach, and by sending Lifetime brochures to clinics, hospitals, and other locations where a “birthmother” is likely to be”
- ❑ [www.lifetimeadoption.com](http://www.lifetimeadoption.com)
- ❑ “As Minority Outreach Co-ordinator, Allana visits churches, hospitals, clinics, and doctors to describe our agency and services. She also coordinates peer support by sharing her story and offering support pre and post partum counselling for new “birthmothers”
- ❑ [www.adoption-supportcenter.com](http://www.adoption-supportcenter.com)



## Adoption Recruiters or Professional Counsellors?

- ❑ Free no obligation “crisis pregnancy” counselling
- ❑ All expenses paid
- ❑ Come in and get our Free “Unplanned Pregnancy Kit”
- ❑ Adoption part of God’s plan – creating a baby for someone else
- ❑ Talk to us to “Consider your choices”



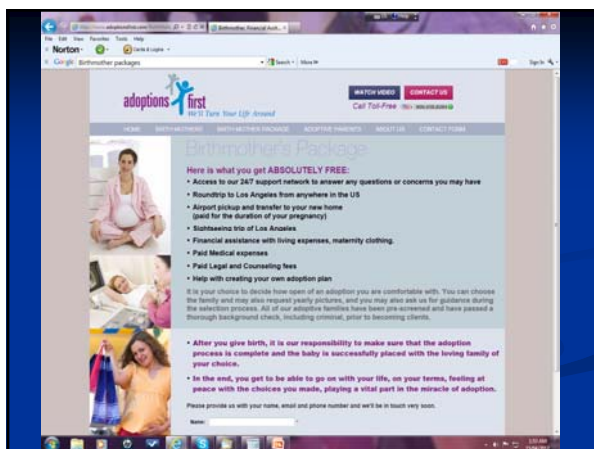
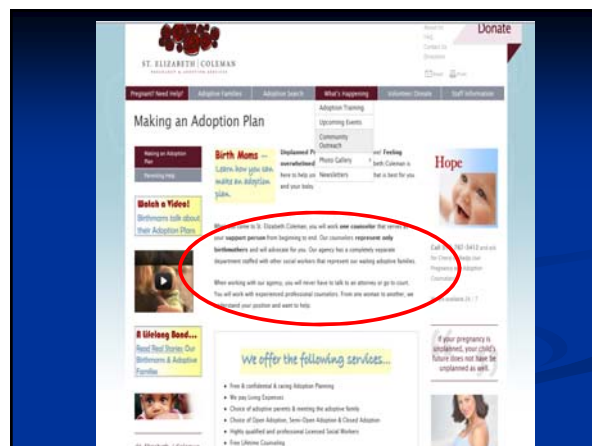
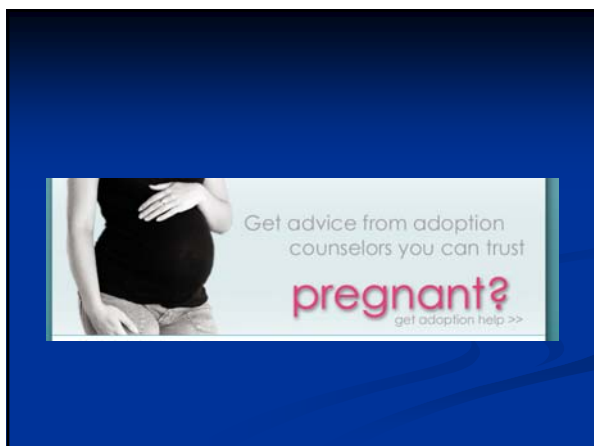
## Approach

The Approach will usually be the first - and most important contact with the prospect with a goal to obtain further contact to complete the sales cycle.

In the first minutes of any approach, the customer will form an impression of the “Counsellor” and the Agency that will not easily be changed - good or bad.

## Approach Techniques in Adoption

- ❑ Personnel who can develop trust quickly
- ❑ Compassionate, “counsellor” approach
- ❑ It’s all about “Choice”
- ❑ Come in and talk over your options : we understand what you are going through
- ❑ God sent you to us
- ❑ Offers of financial, emotional and medical support



## Quality

### What is qualifying?

Qualifying is finding out more about your prospective customer to determine if they are “qualified” for your product or service.

## Qualifying in Adoption

- ❑ Has Your pregnancy been confirmed?
- ❑ How far along are you?
- ❑ Is the father of your baby still involved?
- ❑ Have you thought about your options?
- ❑ Is your family supportive – Decision Maker
- ❑ Do you have financial support?
- ❑ What are your current living arrangements?
- ❑ Are you receiving Medical Care?

## Presentation

### What is the Presentation?

The salesperson makes a presentation to highlight the features and benefits of their goods and services.

## Presenting Adoption

- Adoption presented as the selfless, brave, noble “choice” – not like it used to be....
- Mothering is undermined - mothers given “checklists” geared to confirm their inability to parent
- Mothers given Prospective Adoptive Parent Profiles to take home and “look over”
- Open Adoption mis-represented

## Trial Close

### What is a Trial Close?

A Trial Close is attempting to gain commitment part way through the sales cycle usually after the initial Presentation

## Trial Close

- Usually 3 Prospective Adoptive Parent profiles are given to the expectant mother (who is now being called a “birthmother”) to take home and think about (Alternate Choice Close)
- As soon as she “chooses” one of them...she is in the grips of adoption – A Successful Trial Close

## Profiles and “Dear Birthmother” Letters



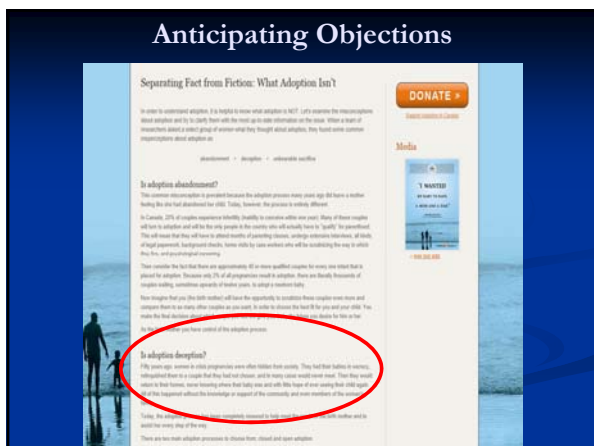
## Handling Objections

### What is an Objection?

An Objection is a barrier to continuing the sales Cycle and must be overcome in order to move the cycle forward

## Objection Handling in Adoption

- Confirm the objection
- Re-state the objection
- Qualify the objection
- Answer the objection



## Closing the Deal

### What is a Closing?

Closing is finalizing the sale by obtaining final commitment and signatures

## Closing Techniques

- Professional Sales Executives use various “closes” to obtain sales agreements
- There are literally hundreds of “closes”....
- Alternate Choice Close
- Assumptive Close
- Ben Franklin Close (Balance Sheet)
- Compliment Close
- Call Back Close
- Calendar Close

## Marketing Adoption

- Adoption as a Brand - Perception
- Target Market
- Product – Distribution Channels
- Marketing Strategy – Positioning, Pricing, Promotion, Advertising

- Brand Awareness – Positive Perception
- Target Market -“Not Ready to Parent”
- Product - Human Baby – Domestic supply
- Pricing - Agency Fees, Legal Fees, Medical Expenses, Pre-Natal expenses for mother
- Promotion – Internet, Popular Culture



## Women as "Gestational Carriers"

## How Adoption is Marketed

- As a "Choice"
- Adoption reality and facts obscured
- As an "easy fix" with no long term effects
- Mothers as brave, noble, unselfish, doing "God's work", giving a gift.
- Best interest of the child - giving a good home that \*you\* cannot provide
- Joining a great club

## Joining a Great Club

## Adoption "Situations"

<p><b>Available</b></p> <p>Angie baby appears to be a boy due 11-28-11 published 9-3-11</p>	<p>or a single parent Heterosexual only \$27,800 + medical + finalization, etc.</p>	<p><b>Updated Situations</b></p> <p>African American baby gender unknown, due in TN in mid-June, 19K plus 4.5K legal</p>
<p><b>Available</b></p> <p>Angie baby appears to be a boy due 9-21-11 Cesarean about 9-14-11 published 7-26-11</p>	<p>Mother will consider a married couple, single woman, gay or lesbian couple 0-1 children age 45 maximum \$20,000 + medical + finalization</p>	<p>Caucasian baby gender unknown, due late-July in UT 60.5K plus 5-7K medical</p>
<p><b>Available</b></p> <p>1/2 Anglo, 1/2 Black (Lamarca) baby appears to be a girl due 9-5-11 published 7-21-11</p>	<p>Mother wants a married couple Heterosexual only \$35,000 + medical + finalization</p>	<p>African American/Caucasian baby girl, due late August in UT 25K plus 5-7K medical</p>
<p><b>Available</b></p> <p>Angie gender unknown due 2-19-12 published 2-23-11</p>	<p>Mother wants a married couple Heterosexual only \$35,000 + medical including finalization</p>	<p>African American/Caucasian baby boy, due late July/early August 23K plus 11-14K in legal/living</p>
		<p>African American/Caucasian baby gender unknown, due mid-August 23K plus 11-14K legal/living</p>
		<p>African American baby boy BORN in VA on Feb 2011 11.5K plus 1.5-2K (agency travel, living, legal) - 5K for DCPC if you're out of state</p>
		<p>African American/Caucasian baby due in Florida in October 43K plus 1.4K legal/living 1.5K for DCPC if you're out of state</p>
		<p>Caucasian baby gender unknown, due October in AZ 23K plus 1.5K legal/living, 1.5K for DCPC if you're out of state</p>

# Event Marketing in Adoption

Examples:

- Entrustment/Placement Ceremony
- “Birthmother’s Day”
- “Birthmother’s” Retreat and Other Activities

# Entrustment Ceremony



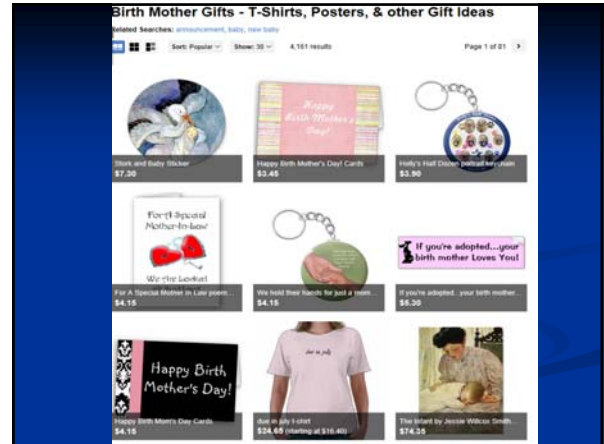
# “Birthmother’s” Day



# Promotional Products & Services







## Summary

- Professional Sales and Marketing techniques are used extensively in the adoption industry to bring human infants to the domestic market.

Questions?