

**How to Create**

**'Devoted'**

**Customers**



**BREAKING NEWS**

United States sales experts says "forget 'delighted' customers, start thinking **Devoted** customers"

LIVE 12:51 ET

MSNBC

NAS ▲ 22.40

OM: STAY CURRENT ON POLITICAL NE

**'devoted' customers?**

**not 'satisfied' customers**

**not even 'delighted' customers**

**why?**

86

% of customers express **satisfaction** with the previous supplier

SO

**forget**

**'satisfaction'**

**think**

**'devotion'**



**some customers have**

**high expectations**

**some customers have**

**low expectations**

**all customers either have**

**a 'great'  
experience**

**or**

**a 'poor'  
experience**

**look at it**

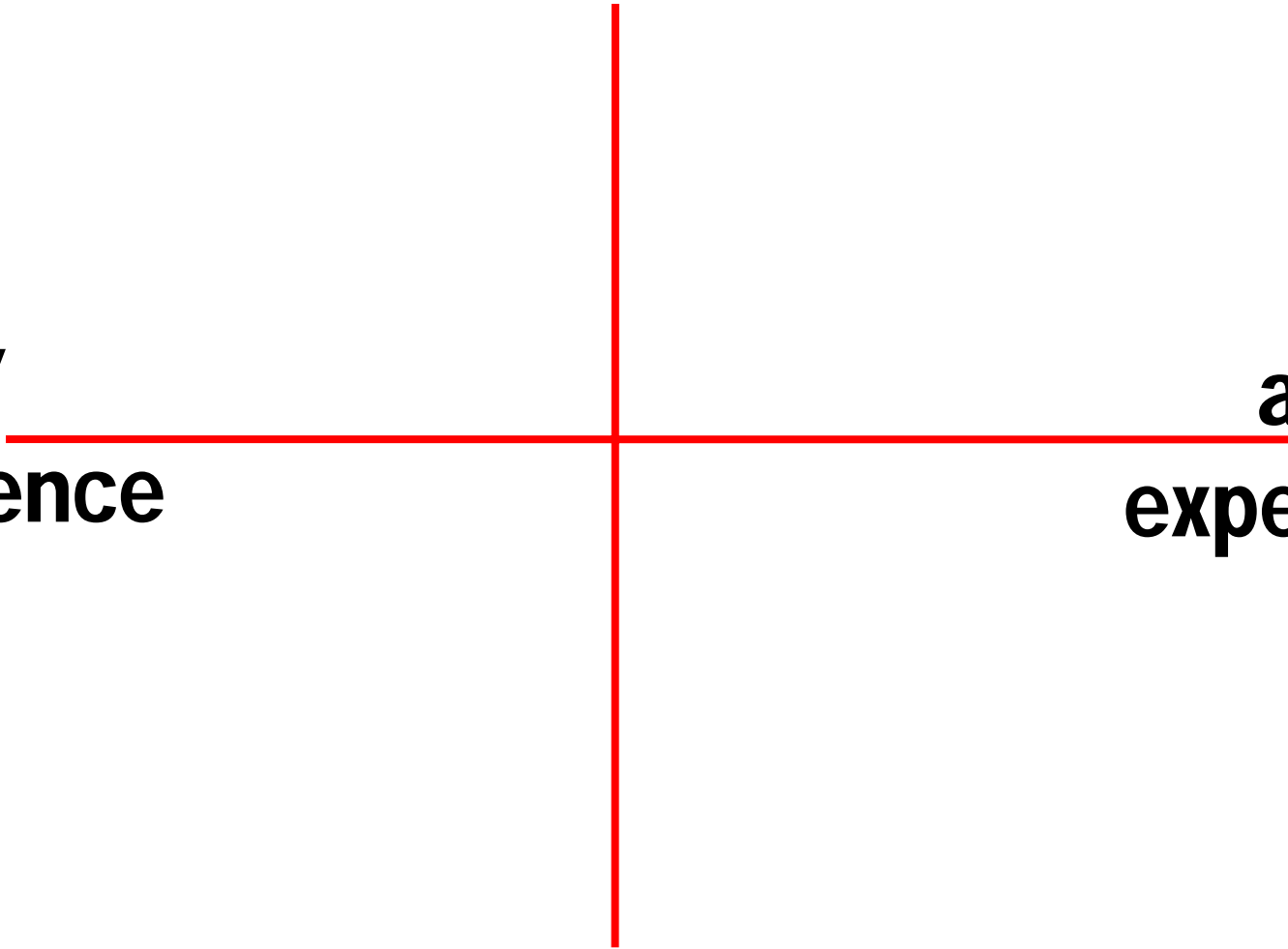
**like this**

**high expectations**

**a 'poor'  
experience**

**a 'great'  
experience**

**low expectations**



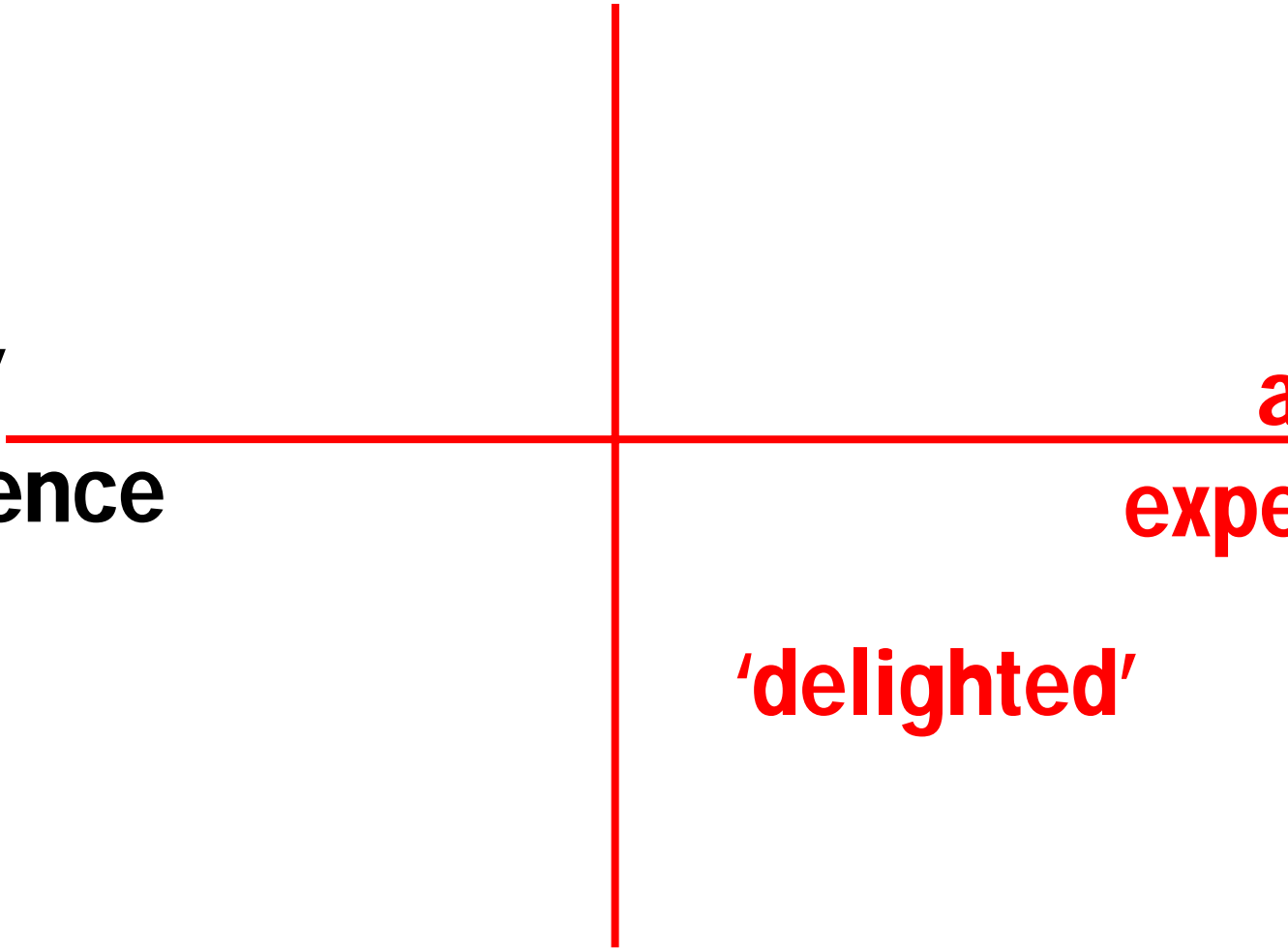
**high expectations**

**a 'poor'  
experience**

**a 'great'  
experience**

**'delighted'**

**low expectations**



**'delighted' customers**

**are surprised by the level of service you provide**

**are surprised by the level of service you provide  
( positively surprised please!)**

SO

**'delighting'  
customers**



**is 'a good start'**

**but**

**with time**

**expectations will rise**

**(which is a  
good thing)**

**the challenge is to consistently deliver**

**a 'great'  
experience**

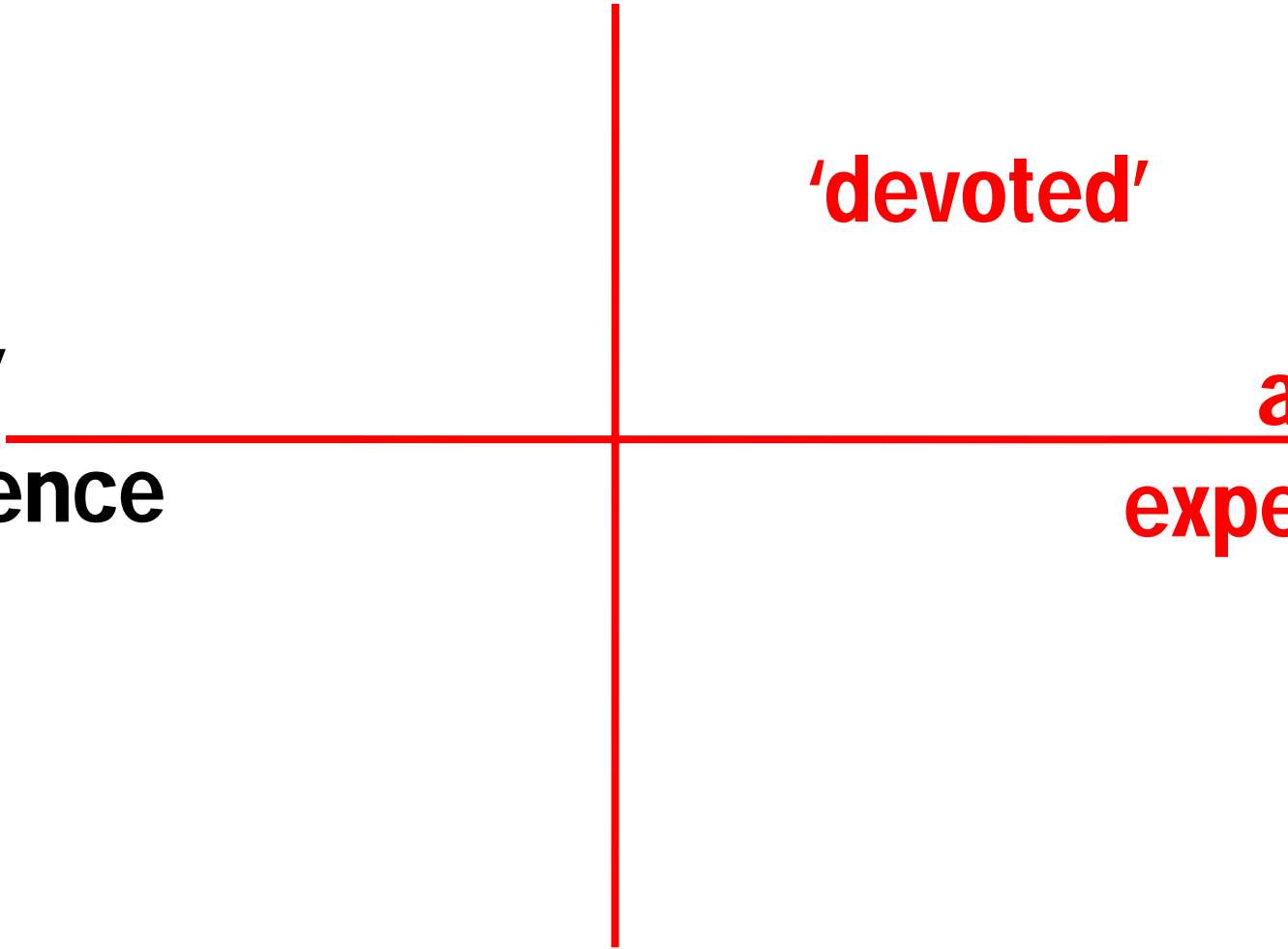
**high expectations**

**'devoted'**

**a 'poor'  
experience**

**a 'great'  
experience**

**low expectations**



**why?**

**'devoted' customers**



**stick with you**



**spend more**



**shout  
about  
you to  
others**

**the goal therefore is to create**

**'devoted' customers**

**how?**



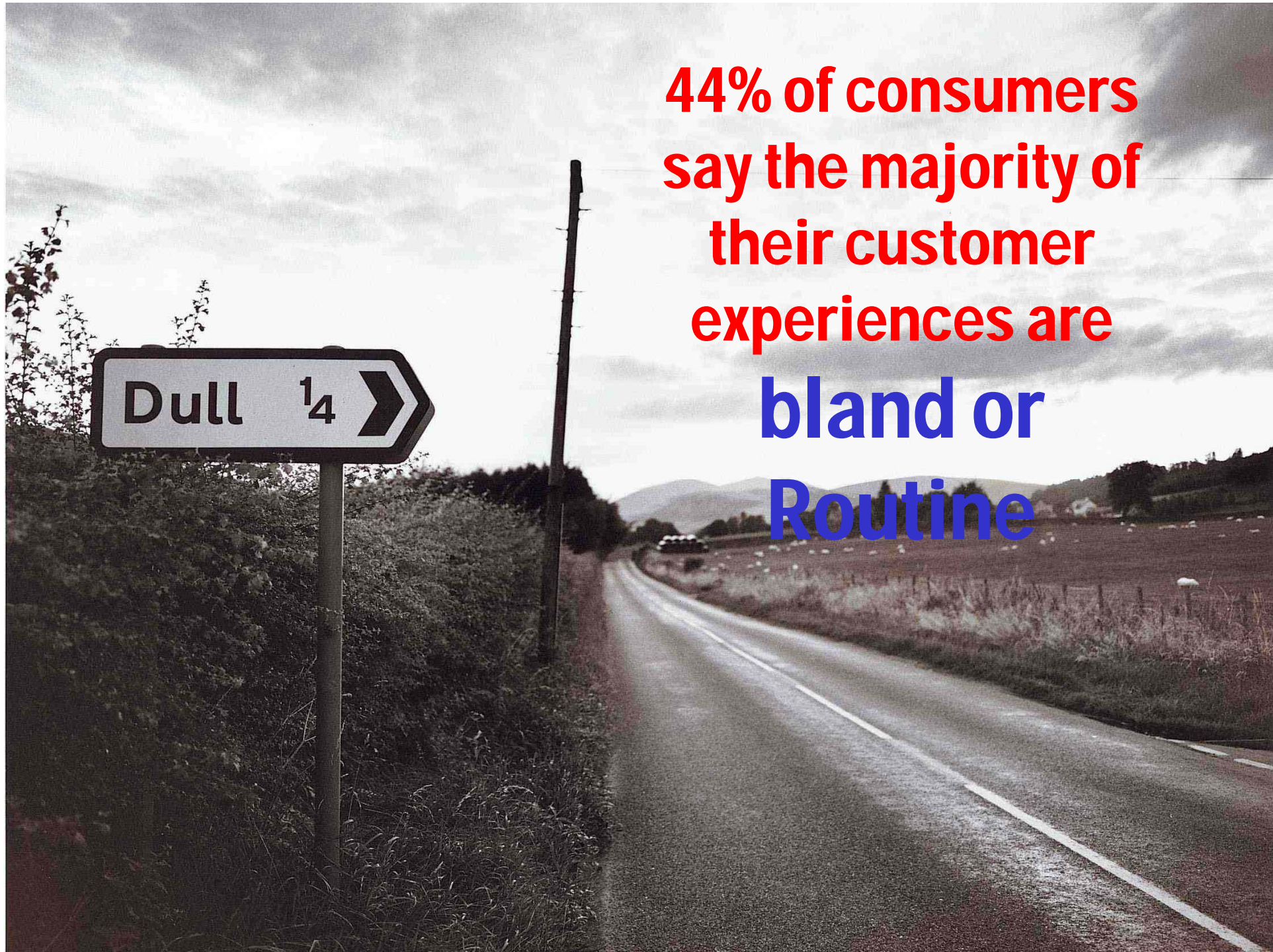
**“ the more you engage with customers the clearer things become and the easier it is to determine what you should be doing”**

**John Russell, President, Harley-Davidson Europe**

SO

**give your  
customers 'a  
damn good  
listening to'**





**44% of consumers  
say the majority of  
their customer  
experiences are  
bland or  
Routine**

SO



**stand on your own  
platform**

**identify  
your  
Weaknesses  
to giving  
a great  
experience**



**“in every single  
industry  
there is now  
overcapacity  
of production and  
lack of capacity  
in terms of people”**

-Allan Mulally Chief Executive Officer  
Ford Motor Company



SO



**think 3D**

**be**



**dramatically and**

**discernibly**

**different**

**it's an ongoing process**



**be an**

**‘enemy of**

**the status quo’**

**aim**

**for**

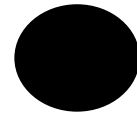
**this**

**high expectations**

**a 'poor'  
experience**

**a 'great'  
experience**

**low expectations**



**high expectations**



**a 'poor'  
experience**

**a 'great'  
experience**

**low expectations**

SO



**raise the bar**



**“stand out” and  
deliver consistently**

**it's not easy**

**occasionally customers will have**

**a 'poor'  
experience**

**high expectations**

**'disappointed'**

**a 'poor'  
experience**

**a 'great'  
experience**

**low expectations**

SO



# DISAPPOINTMENT

SOME DAYS, IT'S JUST BETTER TO SET YOUR EXPECTATIONS  
LOW. TODAY IS ONE OF THOSE DAYS

**spot 'disappointment'**

**ask**

**were you**  
**completely** happy  
**with our service?**

and

act

**get**

**back**

to

**THIS**

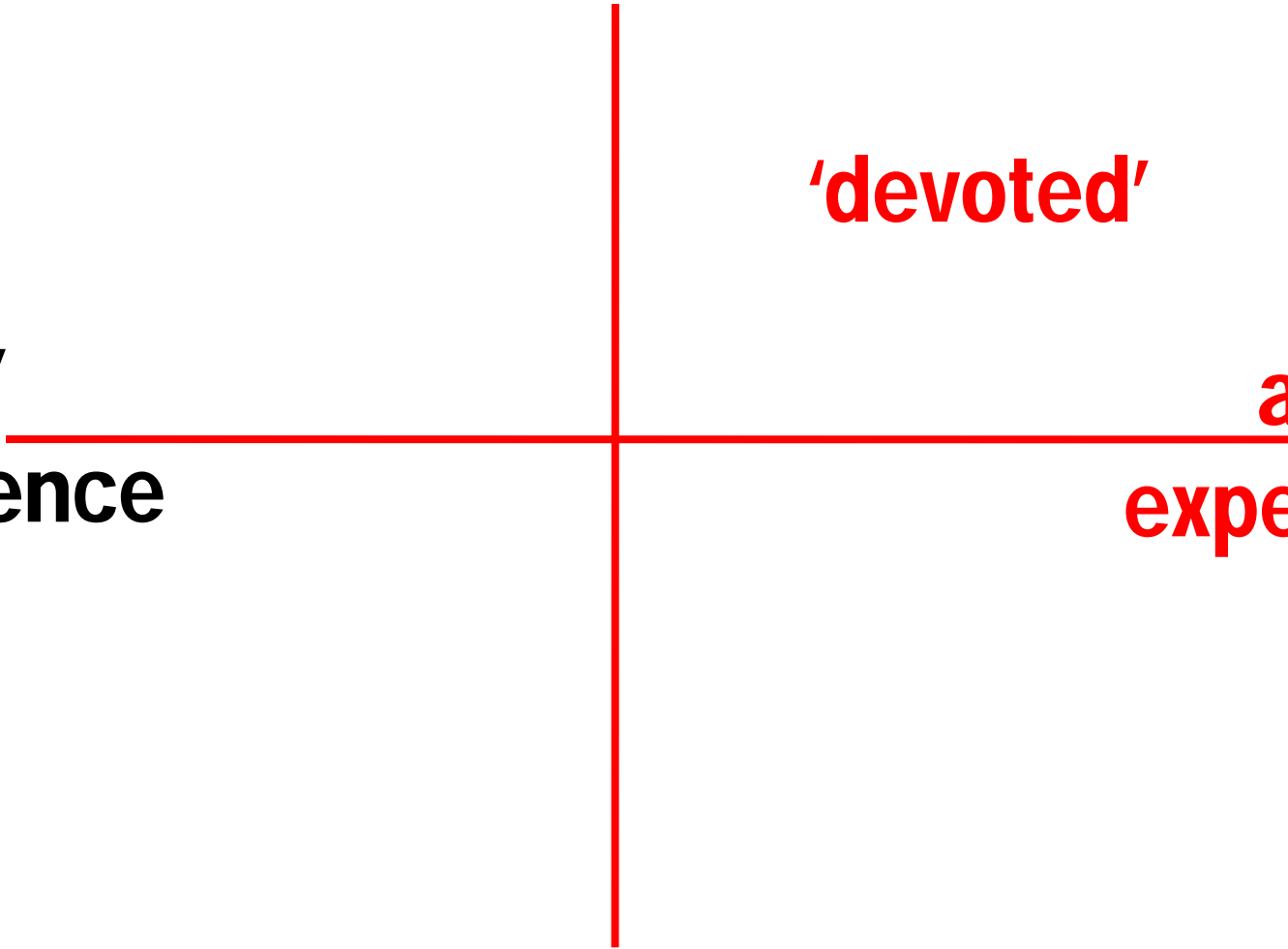
**high expectations**

**'devoted'**

**a 'poor'  
experience**

**a 'great'  
experience**

**low expectations**



not

**this**

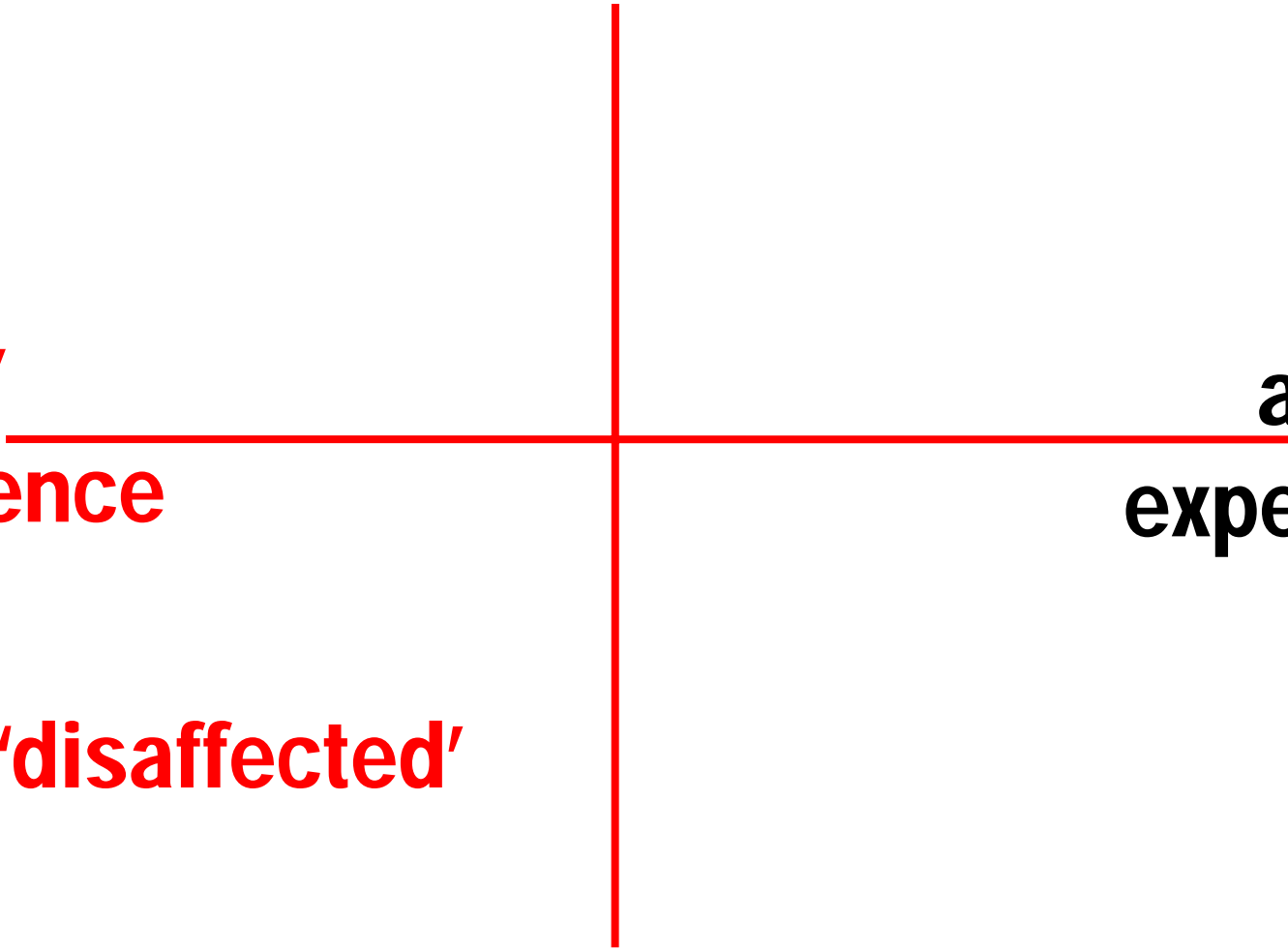
**high expectations**

**a 'poor'  
experience**

**a 'great'  
experience**

**'disaffected'**

**low expectations**



**“executives say that the way  
their organizations interact  
with customers will be the  
greatest challenge in their  
operations between  
now and 2010”**

**Economist Intelligence Unit – Business 2010**

SO

**go** for 'delighted'

**aim** for 'devoted'

**spot** 'disappointed'

**avoid** 'disaffected'



**creating  
‘devoted’  
customers**



**means  
taking  
action,  
not notes**

SO



**don't just stand  
there.... do  
something!**

**-Al Sackmann**

**I know what you are thinking...**

**“Great Idea.....but how do we do this?”**

**First you have to know....**

# YOURSELF!!!!

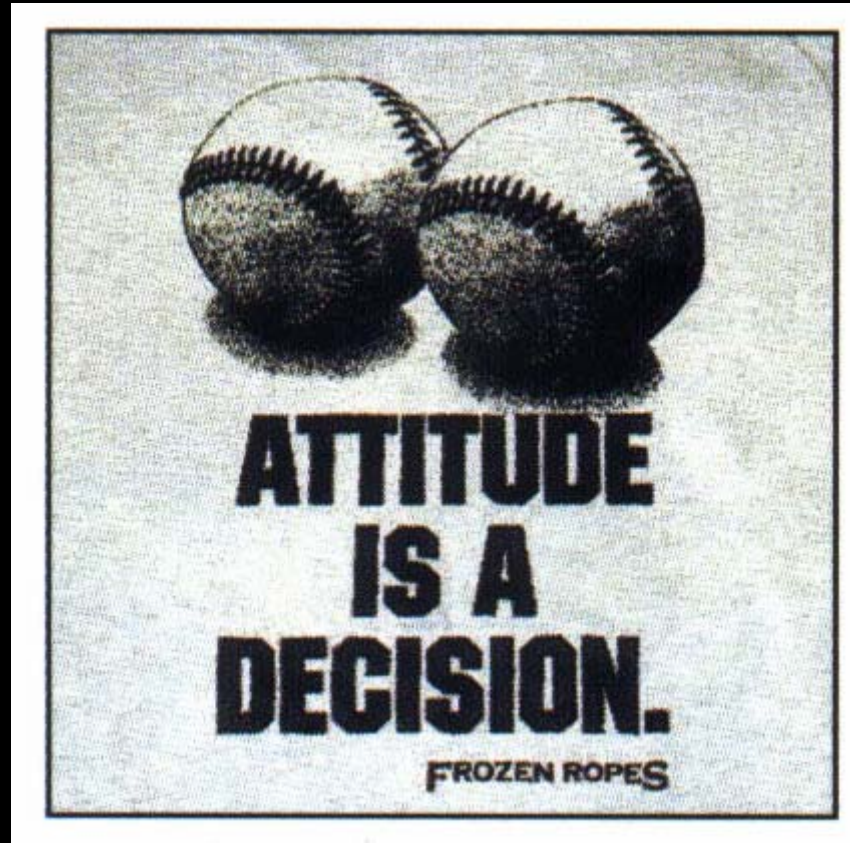


# Where do you fall?

- If you have 12 years of selling experience you have not sold in tough economic times
  - In the US we have enjoyed good economic times from 1995 through 2007
- As a veteran we may have forgotten what it's like to sell under adverse conditions
- Some sales statistics
  - In a down economy...
    - One out of four sales people will fail and leave sales for a different career
    - Approximately 60% will struggle through this period with less than stellar results
    - About 15% will over achieve!

The Next thing you need.....

# Attitude!!!



# You need the Proper Attitude

- Control what we can Control
  - We can't control the fact that we will...
    - Be in more aggressive sales cycles
    - Meet more hostile purchasing agents
    - Our competitors will be coming after our accounts with a vengeance
  - We can control our "MINDS" and our attitudes
- Tune out the ALL the "crash & burn" naysayers from your life
  - TV news & Media
  - Negative water cooler talk
  - Nervous management
- Remove all the negative influences from your life

Now you need to know.....

# Your Customers!



# Your Customer in Tough Times

- Avoid taking risks!
  - At the end of the day your deal will come down to how comfortable your customer is with you and your company
  - The true Pros who have built a “Trusted Advisor” relationship with their customers will succeed.
  - The customer will even PAY MORE money if they truly believe you wont let them fail.
- The Need to Save Money is acute
  - All solutions will need to save money first
    - Do business cheaper better faster
  - Second is increase revenue

# In Tough Times Your Customer will

- Take a bit longer to decide on a purchase
  - So start earlier!
  - Build the additional time in your sales plan
    - Adjust your average sales cycle
- Need to justify a purchase with “Hard Rs”
  - Real dollar returns vs Soft Rs
- Need shorter ROI timeframe
  - In good times you could justify a purchase with a return on investment over multiple years
  - In tough times you may need a pay back of less than a year

# In Tough Times Your Customer will

- Need to have a purchase budgeted
  - And then it may need to get reapproved
  - Unbudgeted purchases must be a “No Brainer”
    - Save 2 to 3 times the investment in the current year
- Ask you for longer payment terms
  - 30 days could go to 90 days
  - May need longer term financing
    - Should be in every proposal
    - The cost of money is cheap
- Demanding More for Less
- Be asked by management to get more quotes
  - A trusted advisor relationship is key here

And Now.....

Do your Homework....



# Your Job.....

- Preparation is key
  - You will beat 80% of the sales people
  - The top 20% do this in good and bad times
  - Researching Your customer / prospect
    - Market share
    - Competitors
    - Employee Organization chart
    - Corporate challenges
    - Annual report
  - Know your customer's business
    - They will look to you as an expert

# Grow Your Existing Customers

- The least expensive and shortest sales cycle
- Segment your customers by your relationship
  - Vendor
    - The relationship is weak. It represents a traditional adversarial type of buyer/seller relationship.
  - Valued Partner
    - The relationship has moved to one of mutual commitment and trust.
  - Trusted Advisor
    - The relationship has reached a level where both firms jointly develop strategies. Both firm's confidential information flows freely.

# Grow Your Existing Customers

- Use the Pareto's Principle or the 80-20
  - Focus on the top 20% of the customers that give you 80% of your business
  - Be creative in helping them
    - Reduce cost
    - Increase revenue
    - Get in the trenches with your best customers
    - Help them meet their business objectives
  - NEVER lose a top customer
    - Don't get out sold

# True Pros will do fine!

- True professional sales people - the top 20%
  - Will continue to sell with a sales best practice methodology
    - The bottom 80% will not survive unless they deploy the habits of the 20%
  - Understand your customer's needs and make it your personal objective to help your customer succeed.
  - Don't cut corners
    - In the good times the bottom 80% do just enough to get by and lets face it... it can work
    - In the 90's if you fogged the mirror you could sell
    - Only the best will survive in tough times
  - Increase your activity by 25 percent
    - Most salespeople reduce sales activity in tough times
    - Companies cut back marketing and sales budgets

# True Pros will do fine!

- Stand out with your customers
  - Don't squabble about how bad things are
  - Be positive! You are there to help your client
  - Your customer must feel your confidence in meeting their objective.
- Most sales organizations cut back
  - Less advertising
  - Less PR services
  - Fewer Trade shows
  - Restrictions on Travel

# Acquire New Customers

- In tough times your competitors will fail their customers in some way
  - Exploit their vulnerability
- Determine which competitors are failing and target their customers
- Work smarter than your competition
- Develop aggressive and creative proposals
- Follow-up with your customers daily
- Make your customers truly **DEVOTED** to you!

# Great Research Books and Sites used for this presentation.....

- [Salesroundup.com](http://Salesroundup.com)
- *Selling the Invisible* by Harry Beckwith
- *Power Promoting* by Tom Shay
- *Little Red Book of Selling* by Jeffrey Gitomer
- *Selling 101* by Zig Ziglar
- *How to Become a Rainmaker* by Jeffrey J Fox
- [Highprobsell.com](http://Highprobsell.com)
- [Selling-Techniques.com](http://Selling-Techniques.com)
- Numerous articles from: ProSales, LBM, BuilderNews