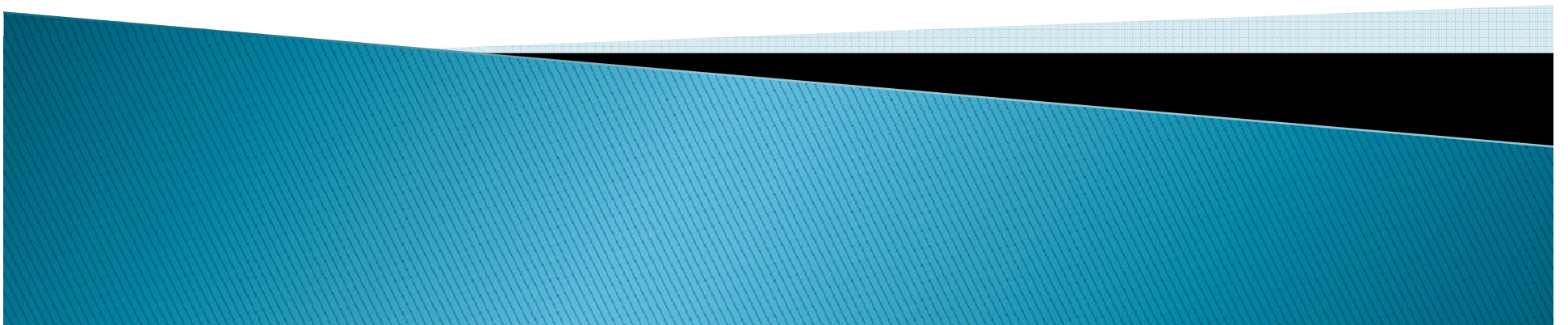


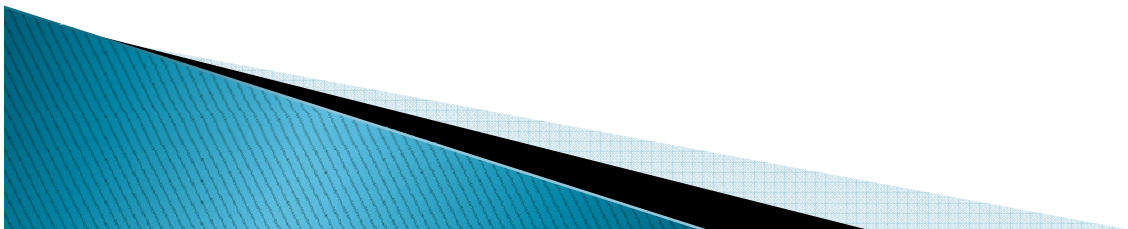
Winning More Sales

Through Customer Loyalty



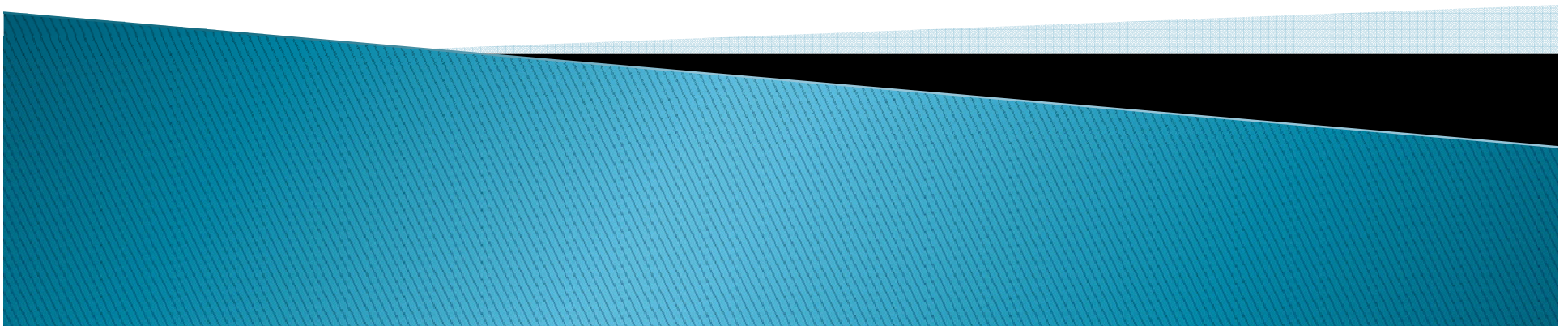
Overview

- ▶ Increase new sales
- ▶ Build loyal relationships
- ▶ Maintain loyal relationships



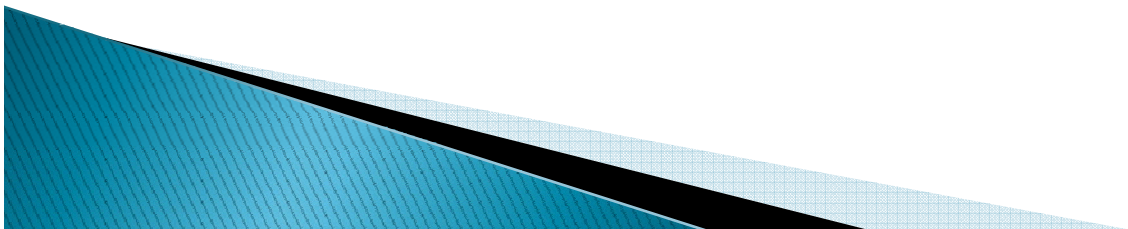
Increase New Sales

Blue Ocean Approach



Red Ocean Market

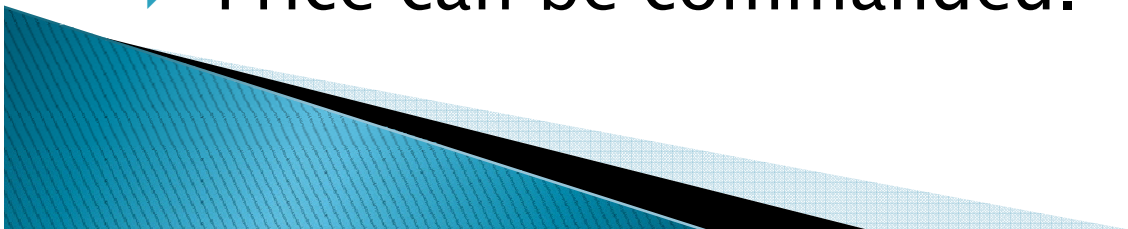
- ▶ Crowded market space (lots of competition).
- ▶ Prospects for growth and profits are limited.
- ▶ Fighting over a greater share of existing demand.
- ▶ Products and services get reduced to commodities.
- ▶ Price is the only leverage.



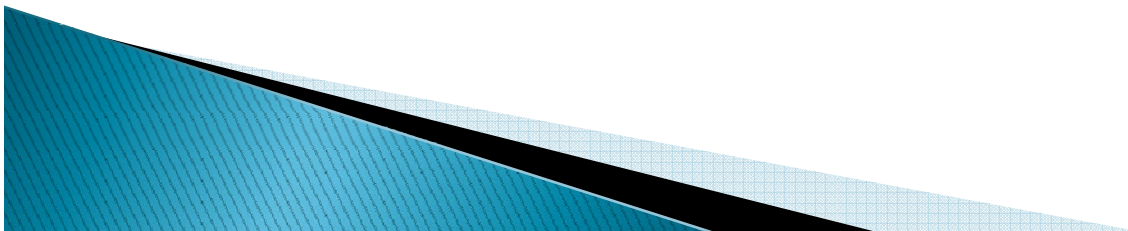
Blue Ocean Market

Companies focus on providing greater value than expected.

- ▶ Look at the customer (not the competition) to create a unique position in the marketplace.
- ▶ Create new demand.
- ▶ Wide-open market space (reduced competition).
- ▶ Potential for growth and profits are greatly increased.
- ▶ Price can be commanded.



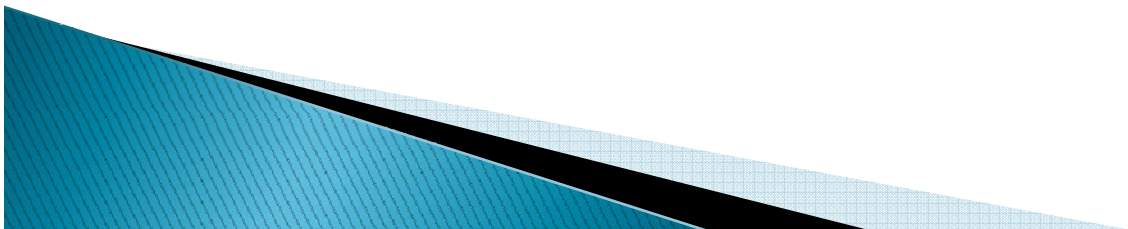
Whether you're in a **Red Ocean**
or not...
you can always CREATE
a **Blue Ocean**.



How Do You Create a **Blue Ocean**?

Change your strategic focus.

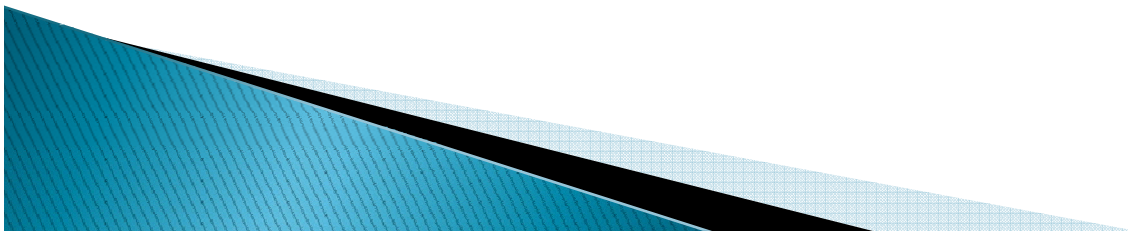
- ▶ Instead of putting your energy into “beating the competition,” focus on selling and delivering value to the customer.



How Do You Create a **Blue Ocean**?

Create uncontested ways to make the competition irrelevant.

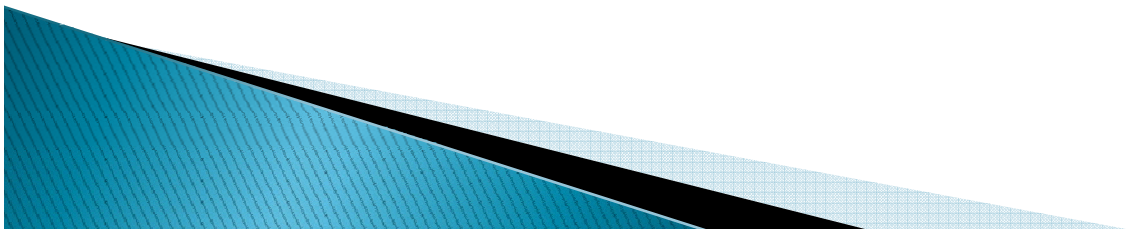
- ▶ Commit to giving your customers something they can't get anywhere else.



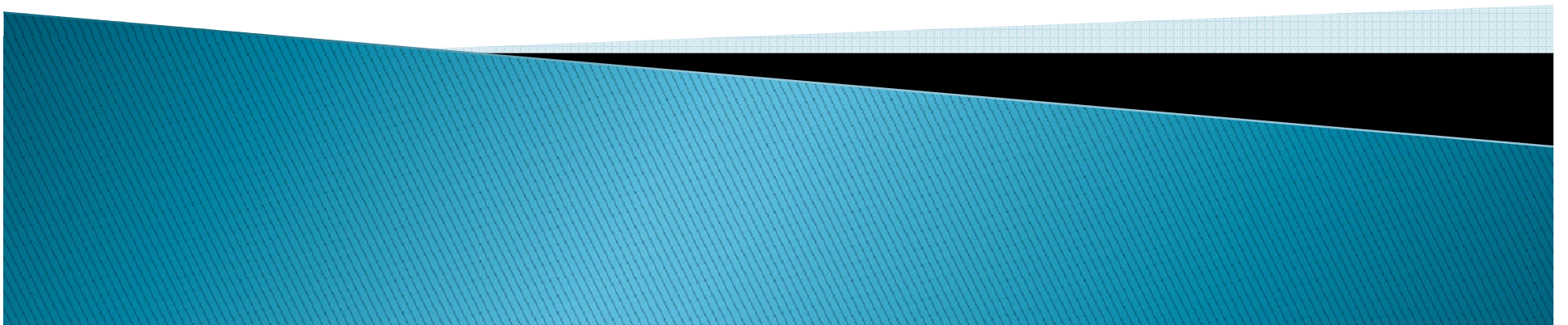
How Do You Create a **Blue Ocean**?

Incorporate your value differentiation statement into your company's brand story.

- ▶ Tell your story over and over **AND OVER** again to create awareness about your difference.
- ▶ Educate customers and prospects about the things that set you apart and why they are valuable.
- ▶ Market to your strengths.

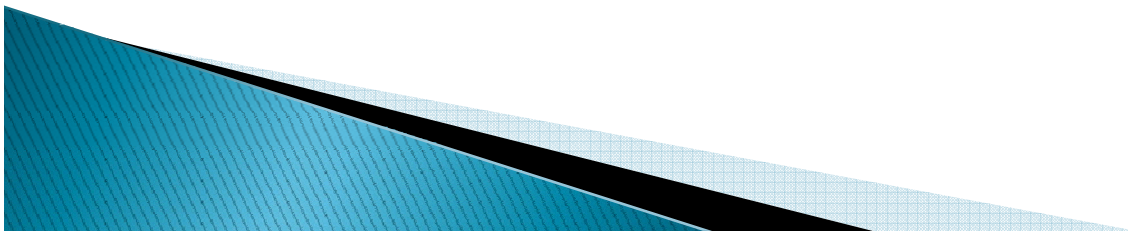


Building Loyal Relationships

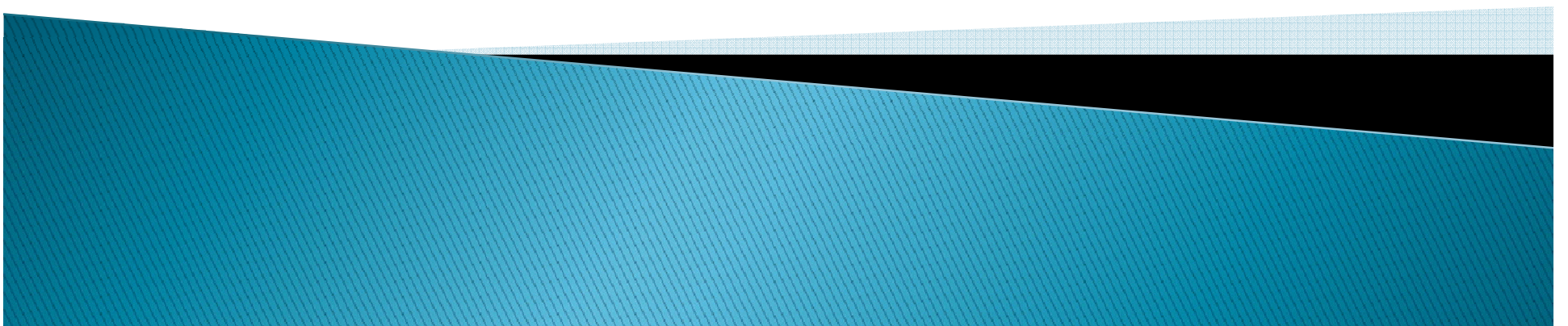


Relationship-Building Tips

- ▶ Ask questions...and listen to the answers.
- ▶ Identify the ultimate need of your customer.
- ▶ Deliver what your customer needs.
- ▶ Overpromise, over-deliver.

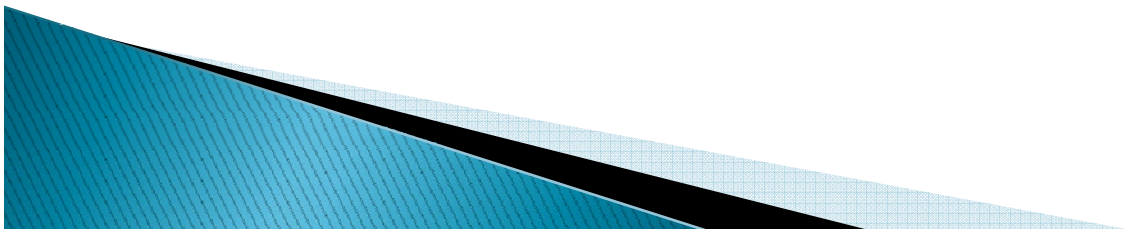


Maintaining Loyal Relationships



Maintaining Relationships

- ▶ Have frequent face-to-face meetings.
- ▶ Extend your specials and discounts to existing customers – not just your new ones.
- ▶ Don't let credit issues fester.
- ▶ Call to check in...even when you don't think they need anything.



Thank You

