

CHAMBERS PIVOT INDUSTRIES

←Presents→



UNLOCK

HIDDEN VALUE

IN YOUR CUSTOMER DATABASE



IDEAS THAT CREATE BUSINESS

**"THE BEST SOURCE
OF BUSINESS IS YOUR
EXISTING CUSTOMERS"**



STOP ME IF YOU THINK
THAT YOU'VE HEARD THIS ONE BEFORE.

YOU'VE HEARD THE STATS (*SIX TIMES CHEAPER, 3 TIMES EASIER*)
YOU'VE READ THE TIPS AND TRICKS (*10 WAYS TO GET MORE SALES
FROM EXISTING CUSTOMERS, HOW TO GROW THROUGH EXISTING
CUSTOMERS*) BUT I'M HERE TO LET YOU IN ON A LITTLE SECRET.



→ **IT'S JUST NOT TRUE.**

OUR CUSTOMER BASE MAKES US FEEL BETTER ABOUT OUR BUSINESS.
HOWEVER, LET'S FACE IT,
THEY ONLY SEE US AS A VENDOR.

'JERRY, MAKE SURE YOU CHECK WITH THEM THE NEXT TIME WE NEED 'X.'

IT'S NO WONDER. YOU BARELY KEEP IN TOUCH AND WHEN YOU DO IT'S
TO *'CHECK IN'* AND *'SEE IF YOU NEED ANYTHING'*.

HECK, YOUR SALES TEAM DOESN'T KNOW ALL THAT MUCH ABOUT YOUR
CUSTOMER'S PROBLEMS. . .AND THEY DON'T REALLY CARE.
'I'M JUST DOING MY JOB.'



I KNOW, I KNOW - THAT'S NOT YOU.

THINGS ARE GREAT AND YOUR BUSINESS IS BETTER THAN EVER.
YOU'RE JUST READING THIS FOR FUN. OR FOR YOUR FRIEND, FRANK.

FRANK →



WELL, LET FRANK KNOW THAT WHILE HE'S AWESOME AT FINDING
NEW CUSTOMERS, HIS CURRENT CUSTOMERS HAVE NO REASON TO
STICK WITH HIM.

HOWEVER, TELL FRANK NOT TO DESPAIR BECAUSE HIS COMPETITORS PROBABLY
ONLY HAVE 1 OR TWO AWESOME SALESPeOPLE. . .THE ODDS OF THOSE TWO
CALLING HIS CUSTOMERS IS REMOTE AT BEST.

TO MAKE SURE FRANK GETS MORE FROM YOU THAN BAD NEWS,

WALK HIM THROUGH A FEW CONCEPTS THAT I'LL OUTLINE HERE.
SHOW HIM HOW HE CAN UNLOCK THE VALUE IN HIS CUSTOMER BASE.



YOU'LL BE THE HERO

START FRANK OFF BY REMINDING HIM ABOUT HOW DECISIONS ARE MADE.



FIRST - THERE IS SOME RECOGNITION OF A PROBLEM. *'I NEED SOME RELIABLE TRANSPORTATION BECAUSE I CAN'T RIDE MY BICYCLE ALL WINTER'*

SECOND - THERE IS SOME ATTEMPT TO GATHER INFORMATION. *'I'LL CHECK THE INTERNET AND THAT GUY IN THE WAREHOUSE THAT KNOWS A LOT ABOUT CARS.'*

THIRD - OPTIONS ARE EVALUATED. *'BUDGET? VALUE? IMAGE? FUTURE CONSIDERATIONS?'*

FORTH - GET THE BEST DEAL. *'THE HONDA ACCORD IS FOR ME. WHAT'S MY BEST PRICE?'*

THE GOOD NEWS FOR FRANK IS THAT WHEN HIS CUSTOMERS GET TO THE 3RD STAGE OF MAKING DECISIONS, THERE'S A GOOD CHANCE THAT HIS COMPANY WILL BE INCLUDED. AFTER ALL, HE SOLVED THEIR LAST PROBLEM.

AS A MATTER OF FACT, THERE'S ALSO A GOOD CHANCE HIS COMPANY IS AROUND FOR THE LAST STAGE. AT LEAST HE HAS THAT GOING FOR HIM.



AFTER REMINDING HIM ABOUT HOW DECISIONS ARE MADE, HE MAY ASK,
'SO WHAT CAN I DO TO GET MORE VALUE FROM MY CUSTOMER BASE?'

Good Question.

HERE'S A QUICK START GUIDE TO GET MORE VALUE OUT OF HIS DATABASE.

{ SOME WARNINGS FOR FRANK: THIS PROCESS IS SIMPLE, BUT IT'S NOT EASY. IT TAKES JUST AS MUCH EFFORT TO SELL MORE TO EXISTING CUSTOMERS AS IT DOES TO FIND NEW CUSTOMERS. }

{ AT MULTIPLE TIMES DURING THIS PROCESS, HE WILL LOOK AT HIS CUSTOMER LIST AND WANT TO JUST PICK UP THE PHONE OR SEND AN EMAIL TO THEM. FRANK'S A MAN OF ACTION, RIGHT? }

- TELL HIM THIS APPROACH IS DIFFERENT.
- TELL HIM THE RESULTS ARE AMAZING.
- TELL HIM TO BE PATIENT.
- TELL HIM HE NEEDS TO START WITH THIS:

MEASURE
'1' '2' '3' '4' '5' '6'

Step 1.

MEASURE

HOW MUCH BUSINESS COMES FROM EXISTING CUSTOMERS TODAY? WHERE IS THAT MEASURED? HOW DIFFICULT WOULD IT BE TO GET THAT MEASUREMENT ON A MONTHLY/WEEKLY BASIS?

IF FRANK NEEDS SOME TIME TO GET THAT MEASUREMENT TOGETHER, TELL HIM NOT TO BE DISTRACTED. IT'S EASY TO LOOK AT FAMILIAR CUSTOMERS AND THINK 'DID THEY CALL IN OR DID WE CALL THEM?' OR 'WERE WE IN COMPETITION FOR THAT BIZ OR WERE WE THE ONLY BIDDER?' AND 'WHAT HAPPENED TO XYZ COMPANY? WHEN DID THEY STOP BUYING? I NEED TO CALL JANE AND FIX THIS.'

HE NEEDS TO SIMPLY SEE WHERE THINGS ARE TODAY. TAKE A SNAPSHOT.

ONCE HE HAS THAT SNAPSHOT, FRANK CAN FIGURE OUT WHERE HE WANTS TO BE TOMORROW AND CAN PUT A VALUE TO THE DIFFERENCE.

ALL TASKS BECOME CLEARER WHEN FRANK TAKES THE TIME TO QUANTIFY WHAT A '20% INCREASE IN ORDERS FROM EXISTING CUSTOMERS' REALLY LOOKS LIKE. IT HELPS WITH A FEW OTHER THINGS TOO:

IT ESTABLISHES AN IMPACT ON REVENUE AND NET INCOME.
HELPS IDENTIFY ANY RETURN ON INVESTMENT.
(BECAUSE FRANK KNOWS THERE WILL BE AN INVESTMENT)
MOST IMPORTANT, IT TELLS FRANK WHAT SUCCESS LOOKS LIKE WHEN HE TRIPS OVER IT.

FRANK WILL APPRECIATE YOUR HELP. HE'LL KNOW WHERE HE'S AT, HE'LL KNOW WHERE HE WANTS TO BE AND HE'LL KNOW THE VALUE OF THE DIFFERENCE BETWEEN THOSE TWO PLACES



Step 2.

A MARKETING DATABASE

ONCE FRANK HAS HIS MEASUREMENTS IN MIND, HE NEEDS TO TURN HIS CUSTOMER DATABASE INTO A CUSTOMER MARKETING DATABASE.

I KNOW WHAT YOU'RE THINKING,
"WHAT'S THE DIFFERENCE?"

MOST COMPANIES STICK THEIR CUSTOMERS INTO A SYSTEM THAT IS SET UP TO HELP WITH OPERATIONS - YOU KNOW, BILLING, RECEIVABLES, ORDER FULFILLMENT - ALL THOSE ACTIVITIES THAT MAKE A CUSTOMER HAPPY BECAUSE THE SYSTEM EFFICIENTLY DELIVERS WHAT WAS ORDERED.

I'M NOT TALKING ABOUT THAT SYSTEM

SOME QUESTIONS YOU CAN ASK FRANK: IS HE USING A CRM? WHAT INFORMATION DOES HE HAVE ON HIS CUSTOMERS? DOES HIS CURRENT CUSTOMER SYSTEM ALLOW EXPORTING? DOES HE HAVE ANYONE WHO KNOWS WHAT A PIVOT TABLE IS?

FRANK NEEDS TO KNOW WHICH CUSTOMERS TO APPROACH AND WHAT TO APPROACH THEM WITH. THE GOOD NEWS IS THAT, IN GENERAL, THE ANSWERS TO THOSE QUESTIONS ARE RIGHT IN FRONT OF HIM - IN HIS OPERATIONS DATABASE.

SO LET'S GET IT OUT. LET'S FIGURE OUT WHO IS BUYING WHAT AND WHEN THEY'RE BUYING IT. LET'S COMPARE THOSE RESULTS TO FRANK'S BEST CUSTOMERS.

THAT WILL LEAD FRANK TO STEP 3

3. *Step.* **APPLY A MODEL**



SETTING UP A CUSTOMER MODELING SYSTEM.

HE NEEDS TO SEGMENT HIS CUSTOMERS AS BEST HE CAN.

How exactly should he segment them?

IT DEPENDS.

{ IF HE HASN'T BEEN DOING THIS KIND OF CUSTOMER DATABASE
MARKETING ACTIVITY, FRANK SIMPLY NEEDS TO START
SOMEWHERE . . . THEN CHANGE WHEN BETTER INFORMATION
COMES ALONG. }

←YES, IT'S A LOT OF WORK. YES, IT'S WORTH IT.→



THEN WE TAKE A **Snapshot** OF WHERE EVERYONE IS TODAY.

REPEAT THAT AGAIN IN A MONTH. WHO CHANGED?
WHO WENT FROM B,C,A TO A HIGHER R, F OR M?
WHO WENT TO A LOWER GRID SPOT?

I BET FRANK GETS EXCITED AT THIS.



ONCE HE KNOWS WHO IS MOVING

FROM GRID TO GRID

IN HIS CUSTOMER MODELING SYSTEM,

HE CAN START TO ASK BETTER QUESTIONS.

BETTER QUESTIONS = BETTER ANSWERS.

FRANK WILL HAVE MORE KNOWLEDGE ABOUT HIS CUSTOMERS AND A BETTER UNDERSTANDING OF HOW THEY ENGAGE WITH HIM. FRANK LOVES THIS BECAUSE HE CAN LOOK BACK AT WHERE HE WANTS THE NEEDLE TO PIVOT TO (STEP 2) AND DESIGN A PLAN TO GET THERE.

Can you see why I say that it takes an investment? It takes an investment of time and energy.

THE RESULTS ARE WORTH IT.

IN A 9 MONTH PERIOD...

FRANK WILL START TO FORM A PICTURE OF HOW HE WILL IMPACT HIS CUSTOMER'S REVENUE. HE'LL KNOW WHAT PROGRAMS WORK AND HE MAY EVEN SEE SOME NEW IDEAS COMING OUT OF HIS ACCOUNT EXECUTIVES. IDEAS THAT LEAD TO INNOVATIVE NEW PRODUCTS/SERVICES AND CUSTOMER RELATIONSHIPS.

THAT'S THE KIND OF STUFF THAT WILL GET FRANK'S CUSTOMERS TALKING TO ONE ANOTHER BECAUSE,

➔ **LET'S FACE IT...**

IT'S SIMPLE BUT IT'S NOT EASY.

FRANK WILL BE ONE OF THE ONLY COMPANIES DOING THIS.

*Frank will
love you*



CONCLUSION

SO, CAN YOU DO THAT FOR ME? CAN YOU GET FRANK ON BOARD? GIVE HIM A SYSTEM THAT WILL BRING THE OLD AXIOM TO LIFE?

**"THE BEST SOURCE OF BUSINESS
IS YOUR EXISTING CUSTOMERS"**

Frank is counting on you.



{ IF YOU NEED HELP OR IF YOU WANT TO TAKE ME ALONG TO
VISIT FRANKIE, GIVE ME A RING AT 402-709-9962 OR SEND
AN EMAIL TO: GREG@CHAMBERSPIVOT.COM. }



I'd love to help.

{GOOD STUFF.}