



Sales Academy 3

Maximise Your Customer Touchpoints

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&

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This Is NOT A Customer Service Workshop

This Session Saved a Recent Client £20,000+ Directly as a Result of the Process!

The Objective Is....



To Attract, Keep & Grow
The Customers That You Want

The Power of Customer Engagement Excellence

People will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou



Let's Start The Journey

Customer Journey

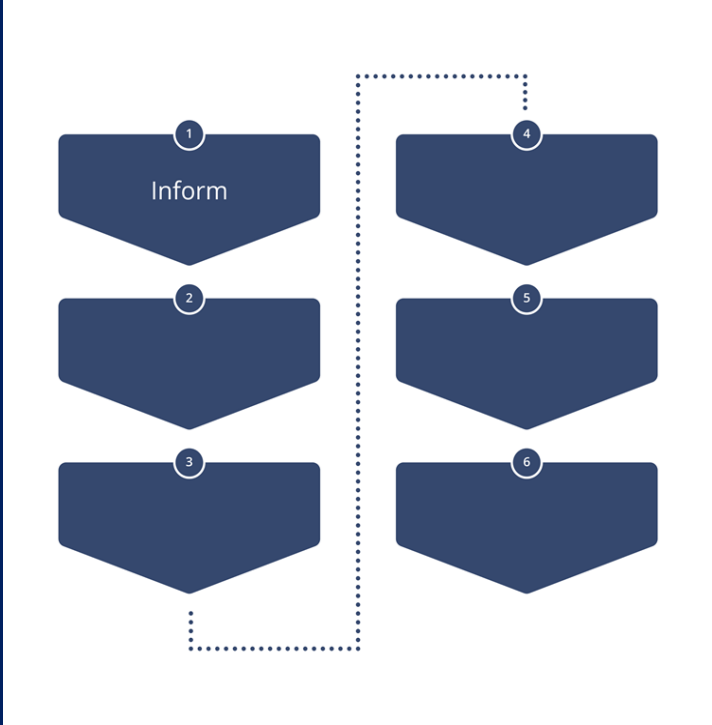
Awareness
Consideration
Trial
Purchase
Retention
Advocacy



Step 1

Awareness

Be where your prospects are looking
when they need products or services like yours.



Where Might I Come Across Your Business?



Key Considerations - Awareness

Where Might I Come Across Your Business?

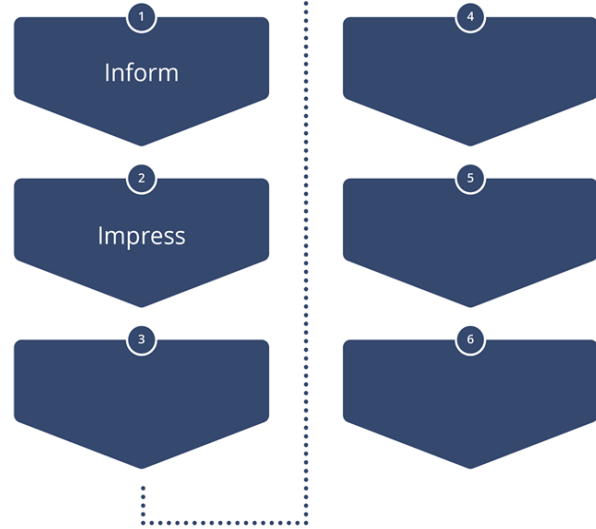
- Brand Awareness & Loyalty
- Social Media / Website
- Networking Events – Physical & Online
- Exhibitions
- Conferences
- Publications (PR)
- Literature
- Signage
- Word of Mouth / Referral / Recommendation – Cover Later



Step 2

Consideration

Make the right first impression
with evidence to show you are better than the competition.



Where Might I Look For Further Validation?

Key Considerations – Consideration

Where Might I Look For Further Validation?

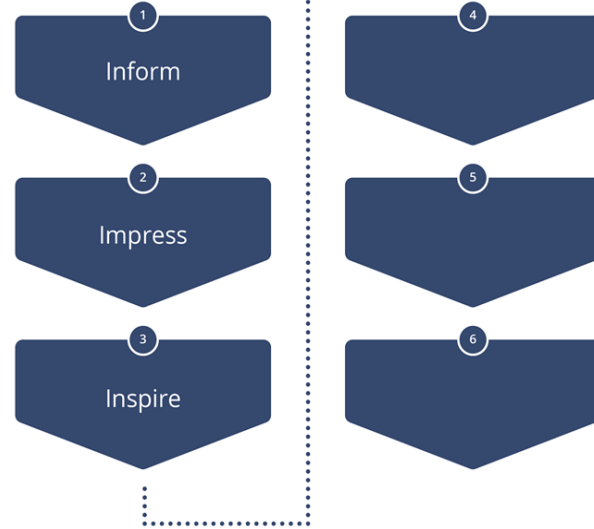
- Blog / Vlog
- Website Content – Quality & Relevance
- Social Media – Content / Tone / Relevance
- Podcast / YouTube
- Sector Publications / Articles
- Printed & Digital Adverts
- Premises / Windows / Vehicles
- Exhibition & Trade Show - Presence & Clarity
- SEO / PPC – Can They Find You?



Step 3

Trial

Have stepping stones in place for people to try what you do with incentives to make the decision easy.



How Easy Are You To Potentially Do Business With or Try You Out?

Key Considerations - Trial

How Easy Are You To Potentially Do Business With or Try You Out?

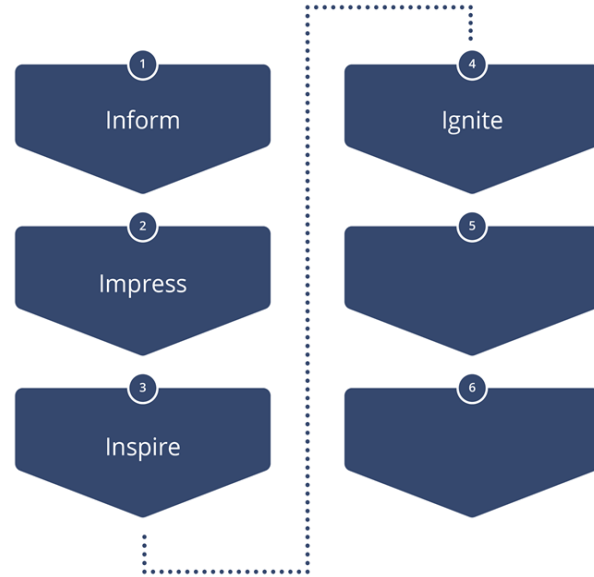
- Handling The Enquiry Process – Contact Info
- Inbound Call Handling / Website Contact Us Form
- Request for Technical Information / Pricing / Proposal / Help
- FAQ / Help Guides / White Papers
- Setting Up a Call / Meeting / Zoom
- Chatbot on Website
- LinkedIn Connection Request – How You Respond
- Webinar / Workshop / Public Speaking
- Promo Materials or Free Taster of Some Sort



Step 4

Purchase

Ensure a warm welcome with tactics and processes to wow the customer from day one as they get to know your team.



How Easy Is It For a Customer To Buy From You & Do You Exceed Expectations?

Key Considerations - Purchase

How Easy Is It For a Customer To Buy From You & Do You Exceed Expectations?

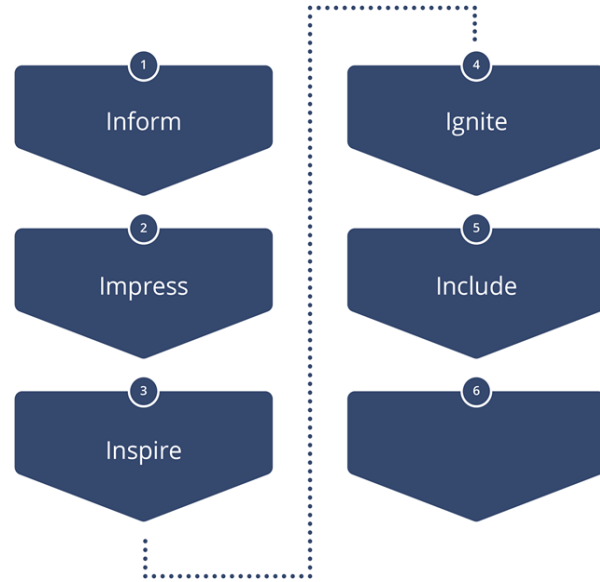
- Opening a New Customer Account
- Buying Without an Account
- Welcome Pack – Email / Letter / Other
- Onboarding Process
- T&C's
- Packaging & Delivery
- Invoicing Process & Back Office
- CRM & Customer Data Management
- Account Management Clarity – What Happens Next?



Step 5

Retention

Build relationships and smart communications with customers, so they remain happy and loyal to the people that look after them.



How Do You Invest in the Relationship to Love & Keep You Customers?



Key Considerations - Retention

How Do You Invest in the Relationship to Love & Keep You Customers?

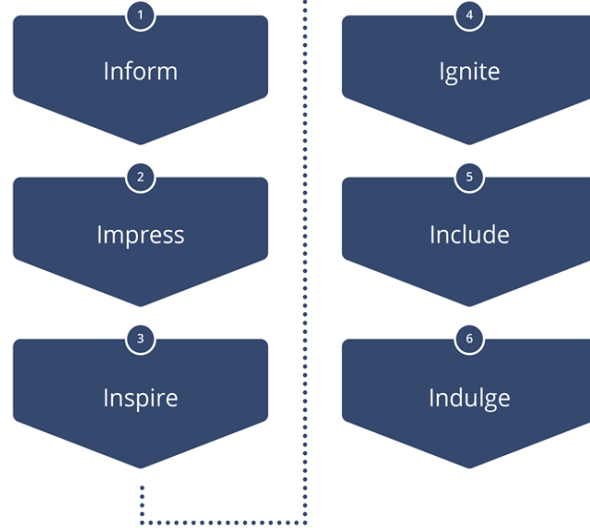
- Allocation of Specific Support – Internal or Key Account Manager
- Communications
- Review Meetings
- Help Guides / Videos
- Help Workshops / Seminars / Zoom Calls
- Social Media Engagements / Mentions / Recognition
- Hospitality – Your Plus 1 or Sharing Key Information
- Exhibition / Trade Show Guests
- Personal Engagement / Banter Etc



Step 6

Advocacy

Enhance the customer experience so recommendations and referrals become a natural extension to how you gain business.



Are You Creating an Army of Your Champions?



Key Considerations - Advocacy

Are You Creating an Army of Your Champions?

- Overall Customer Experience at Each Stage
- Word of Mouth
- Formal Testimonials & Formal Case Studies – Joint PR Potential
- Feedback Forms
- LinkedIn Recommendations – Two Way
- Trust Pilot / Google Reviews / Trade Feedback Portals
- Partnerships / Collaboration Potential
- Community / Charity Engagement / Joint Events
- Lead Sharing or Lead Generation
- Industry Expert / Thought Leader
- **You Need a Process & Some Triggers**



The Journey is Complete

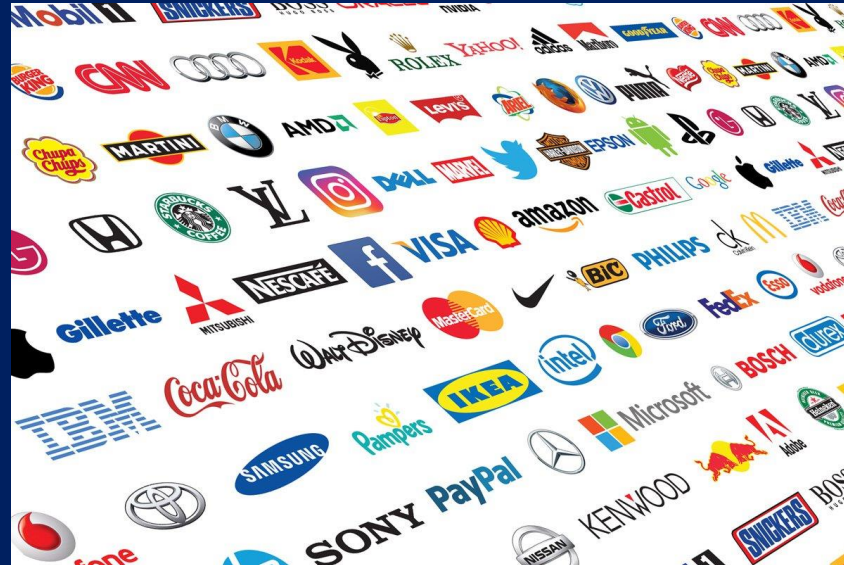
Customer Journey

Awareness
Consideration
Trial
Purchase
Retention
Advocacy

Every Step Is Inter-Connected



Remember The Quick Question



Your Favourite Brands or Shopping Experience?
How Do They Do Across 6 Touchpoints?

The End Game



Do More of What Customer Love
Eradicate Things They Hate

It's a Team Effort



Front Line Staff Know Your Challenges
Talk To & Engage Them

Now Turn Up That Dial to 11.....



Make EVERY Interaction Count

Close Your Gaps

Invest In The Right Areas



Recommended Listen or Watch.....

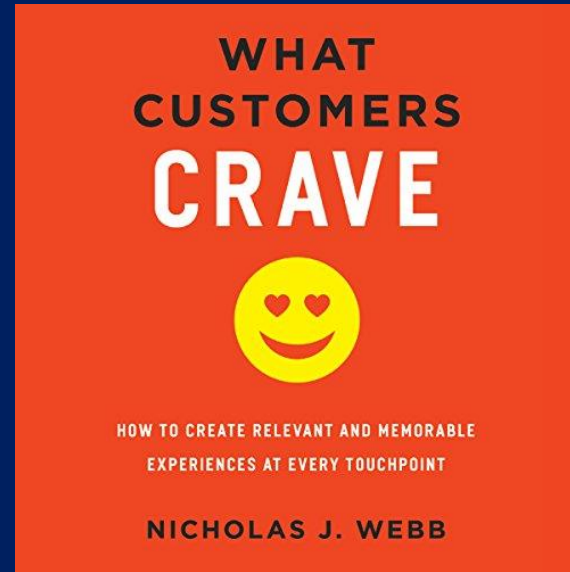
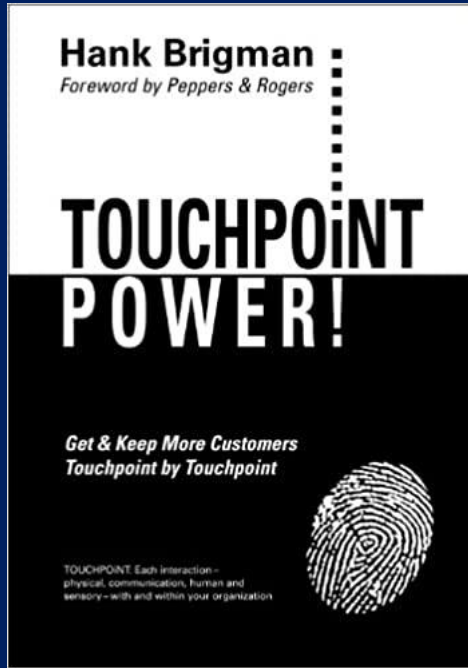


**Check Out Two Related Podcasts
Here**

(Podcasts No.1 & No.20)



Some Other Recommendations



A Great Report to Read – Gary Cokins.....

"Measuring and Managing Customer Profitability" for the *Strategic Finance* magazine published by the Institute of Management Accountants. The article's message is this:

Customers are the source of financial value to increase shareholder and owners' economic value and wealth. But today customers view suppliers' products and standard service-lines as commodities. Therefore suppliers must provide differentiated services to different customer segments. The sales volume of high demanding customers is not proportional to their profit level because they cause extra expenses from their suppliers.

What this means is that reporting should be below the product and standard service-line gross profit margin line. It should calculate and report the expenses for distribution channels, marketing, selling, and customer services. The result should be a profit and loss statement for *each* customer.

Sadly, most CFOs do not bother to report this. Further, the incentive compensation for the salesforce is typically exclusively based on 100% sales volume. It should be a blend of both sales volume and customer profit (e.g., 60% sales, 40% profit). This then aligns the salesforce with shareholder and owner financial value wealth creation.

<http://sfmagazine.com/wp-content/uploads/sfarchive/2015/02/Measuring-and-Managing-Customer-Profitability.pdf>



Your Potential Action Plan

- Team Meeting
- Review Your Full Journey as a Road Map
- Identify The Gaps
- Identify The Quick & Easy Wins
- Look at Process & People
- Create Some Structure & Procedures
- Create Some Templates
- Do SOMETHING – Doing Nothing Is Not an Option



What's Next?

The 3,3,2 Formation



ONLINE

SALES ACADEMY

 1 Hour high impact

What's involved?

- Creating an Impactful Sales Action Plan
- Running an Effective Sales Campaign
- Maximising Your Customer Touchpoints
- Creating Inspiring Content
- Pitching Your Business
- Pitching Via Zoom
- Negotiating & Closing
- Key Account Development

[Click Here](#)



Nick Bramley & IMPACTUS Group Connecting & Resources

- If you want to connect via LinkedIn, I would be delighted to accept a connection request;
- [Click Here](#)
- To join the exclusive IMPACTUS Group Online Sales Academy Group on LinkedIn – Members Only;
- [Click Here](#)
- If you want to access a host of supporting content, podcasts, top tips, video etc, check out Nick's website – IMPACTUS GROUP
- [Click Here](#)



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Sales Academy 4

Creating Inspiring Content

Nick Bramley
CEO, IMPACTUS Group

&

Host of The Impact Sessions Podcast
Plus Guests, Josh Gudgeon & Katie Thompson



Wednesday 20th May 2020