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Build and Run Your Customer Acquisition System

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How to Find New Customers

Focus on your best customer's buying process
Forget your sales process, it's holding you back
Have a relevant conversation with shoppers to get on their short list
The number one reason why a shopper chooses a vendor...confidence!

Traditional Customer Acquisition Tactics

Advertising
Cold calling
Unsolicited emails
Junk snail mail
Internet leads of unknown origin
Sales person's contact list.

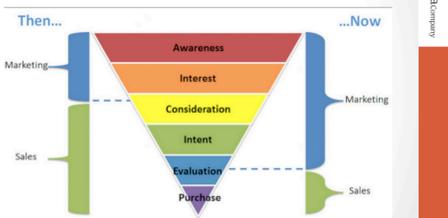
Problems with Traditional Tactics

Expensive, time consuming, and inefficient
Repetitive and boring
Burns out good people
Have to continuously deal with rejection
Degrades your brand equity.

What are You Doing to Find New Customers?

What's Changing About How People Buy

What's Changing About How People Buy



What to Sell: Probability of Immediate Need

1. Services
2. Security
3. Storage
4. Network
5. Servers
6. Applications.

IT System Lifecycle and Probability of an Opportunity

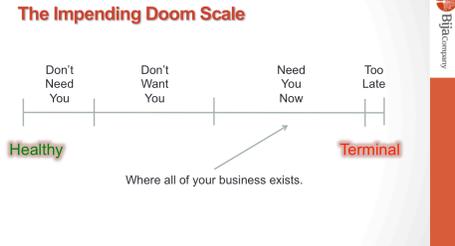
IT System Lifecycle and Probability of an Opportunity



Focus on Critical Situations

Identify a blood-spurting problem (BSP)
Dire personal or professional consequences if not solved immediately
It has a natural, unstoppable built-in deadline
Could be rapidly increasing cost, rapidly decreasing business, or increased competitive pressure
If they're aware of it and know you can solve it, they call you.

The Impending Doom Scale



Diagnose the Problem with Assessments

Deliver a terminal diagnosis to who cares most
"I have serious concerns. I've identified a situation that if it continues, is a massive risk that could put you out of business. Who is most impacted by this situation?"
"We will assess the situation to understand the impact and identify the options. I suggest that we start right away."

Align your Unique Solution Proposition (USP) to their Blood-Spurting Problem (BSP)

"The good news is I have an action plan that can fix this fast and it will be much less expensive than the alternative."

Business Acceleration Formula

Prove your USP
Solves their BSP
and they buy ASAP!

Fundamental Customer Acquisition Strategies

- 1) Expand current account relationships
Celebrate
Elevate
Educate
Innovate
- 2) Create a specific target customer list
Contact marketing
- 3) Create a Customer Acquisition System
New customers, new markets.

The Customer Acquisition System

1. Define who you want as customers
2. Describe their searchable attributes
3. Identify where you can find lots of them
4. Grab their attention with relevance
5. Make them an offer they can't refuse
6. Teach them how to buy what you sell
7. Create confidence, build trust
8. Your sales team facilitates the transaction.

Define Your Ideal Customer

Who is your ideal buyer?
Why?
Who do you want fewer of?
Why?
How many can you find?
How many do you want?
Don't let success kill you.

Describe Your Ideal Customer

Industry
Title
Education level
Responsibility
Key Performance Indicators
Geographic location.

Where to Find Ideal Customers

Facebook
LinkedIn
Google
YouTube
Association meetings
Charitable events.

Consider a Co-marketing Partner

Who knows who you want to meet?
Who sells to customers you sell to?
Who can add value?
Win, win, win.

Customer Acquisition Fundamentals

It takes an average of seven impressions to move a shopper from apathy to purchase readiness
People ignore 2/3's of what they see
Repetition, repetition, repetition
Everywhere at once-ness
Re-targeting
Exception 1: A powerful emotional hook
Exception 2: A urgent, unfulfilled need.

Using Buying Triggers

Identify behavior-based buying triggers
When your prospects trigger a buying cycle, what do they do?
What questions do they ask Google?
Where will you be when they do?

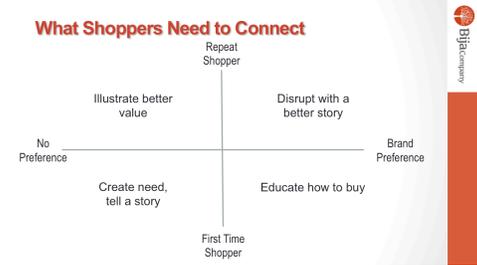
The Four Questions You Must Answer Immediately

Why are you bothering me?
Who cares?
Why should I believe you?
Why should I do anything?

How Shoppers Find a Vendor

Search
Google
YouTube
Call a known vendor
Outreach
Classic marketing
Baader-Meinhof phenomenon
Word of Mouth
What do your advocates say about you?

What Shoppers Need to Connect



Customer Acquisition Fundamentals

Customers choose the vendor that best matches their identity

“Identity always beats analogy; analogy always beats reason; reason always beats definition.”
Scott Adams

Change a shoppers identity association from the competitor to you and you win – every time
Stories form identity.

How to Grab and Hold Their Attention

Define the problem in your customer’s words
“I wish I could...”

Define the outcome in your customer’s words
“Now I can...”

Tell a relevant story

Problem

Solution

Outcome

Why you’re the best choice

“How” is the last thing you discuss.

The Customer Acquisition System

Define who you want as customers

Describe their searchable attributes

Identify where you can find lots of them

Grab their attention with relevance

Make them an offer they can’t refuse

Grab the Attention of People Who Can do

Business with You

Shopper magnets: something that brings value to their purchase experience

Report

Book

Analysis tool

Webinar

Seminar

Assessment or consulting

Critical for Gov/Ed business expansion.

Educate...

Teach customers how to solve their problems

Education has the highest value, the least sales resistance, and builds trust fastest

“The most dangerous thing to your competitor is a customer who’s educated.”

The more complex the solution, the more education required

Good: YouTube video, blog, articles

Better: Webinar

Best: In-person seminars

Webinars and seminars attract people at all stages of the buying cycle.

Never make it a sales pitch

That happens in person after they trust you

Exception: when they can make a decision now

Make a limited-time, soft offer at the end

“If this is interesting and valuable to you and you want a further conversation, let’s talk. Just remember I only have three assessment slots for this month.”

Trust Comes from Consistency

Create a cadence of valuable contact

Weekly email

Regular business training sessions

Regular executive roundtable events

Quarterly technology updates

“Just because we like you...” deals.

Initiating the Sales Conversation

“You’ve been engaging with our educational events.

What’s your impression?”

“What’s the most valuable thing you’ve learned?”

“What’s at the top of your list of things to accomplish?”

“How will you know which vendor to choose?”

What’s Next

What are the three best ideas from today’s event?

What are you going to do first?

Let me know how it works and I’ll invest 15 minutes with you to tune it up – MarksSchedule.com

If you liked today’s program tell others and send me your comments.

Connect with Me

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