

IT Nation 2017

PracticeBuilder Tactics:

How to deploy your breakthrough business growth strategies

Mark S A Smith

Mark.Smith@BijaCo.com

Works with leaders to find the right customers, fast.

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!

The 7 Pillars of Successful Business

1. **Products** that create unique value for the target market
2. **Marketing** that triggers relevant conversations
3. **Sales** that facilitates mutually profitable transactions
4. **Service** that earns customer loyalty
5. **Operations** that scale with economic cycles
6. **Finance** that controls cash flow and funds the future
7. **Culture** that upholds a unique customer experience.

What's Your Brand? A Customer Experience...

1. That customers **value**
2. Are willing to **pay** for
3. Want to **repeat**
4. Not **available** elsewhere
5. **Will tell others** about.

Customer Acquisition Strategies

Expand current account relationships

Create a specific target customer list
Contact marketing

Create a Customer Acquisition System
New customers, new markets.

Expand Relationships: Celebrate

Project success party

Customer of the month

Letter of validation

Case study.

Expand Relationships: Elevate

Reach higher in your customer organization

Executive to executive conversations

Executive roundtable discussions

Deliver relevant value.

Expand Relationships: Educate

Teach customers how to solve their problems
Always have a call to action

The more complex the product, the more education required

Good: YouTube video, blog, articles

Better: Webinar

Best: In-person seminars

Seminars attract people at all stages of the buying cycle.

Expand Relationships: Innovate

Create new products for your best customers

How can you add more value?

Who can add value?

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.

1. 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.

2. Describe their searchable attributes

Describe Your Ideal Customer

Industry

Title

Education level

Responsibility

Key Performance Indicators

Geographic location.

3. Identify where you can find lots of them

Where to Find Ideal Customers

Facebook, LinkedIn, Google, YouTube,

Association meetings, Charitable events.

4. Grab their attention with relevance

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.

The Four Questions You Must Answer Immediately

Why are you bothering me?

Who cares?

Why should I believe you?

Why should I do anything?

What Shoppers Need to Connect

Understanding How Customers Buy

Customers choose the vendor they identify with
"Identity always beats analogy; analogy always beats reason; reason always beats definition."
Scott Adams

Change a shopper's 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

1. Problem

2. Solution

3. Outcome

4. Why you're the best choice with proof

5. "How" is the last thing you discuss.

5. 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.

6. Teach them how to buy what you sell Educate

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."

7. Create confidence, build trust 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.

8. Your sales team facilitates the transaction.

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 30 minutes with you to tune it up –
MarksSchedule.com

Connect with Me

Let's talk about your strategic planning, marketing plans, executive coaching, and customer acquisition systems.

Email: Mark.Smith@BijaCo.com

New Book: MSPToBSP.com

Event: ExecutiveStrategySummit.com

Podcast: SellingDisruptionShow.com

LinkedIn: MarksOnLinkedIn.com

Twitter: MarksOnTwitter.com

Facebook: MarksOnFB.com

YouTube: MarksOnYouTube.com

Weekly email: MarksEzine.com

Blog: ArticlesByMark.com