



`Clients for Life`

COLIN THOMPSON



Clients for Life



Turning Customers
Into Lifetime Clients





**COMING TOGETHER IS A BEGINNING;
KEEPING TOGETHER IS PROCESS;
WORKING TOGETHER IS SUCCESS**



HENRY FORD

DigitalPrint Resources

- f Planning and executing a printer's entry and success in the digital world
 - f From electronic prepress to multi-media output
 - f Digital printing, Internet, Home Pages, CD
 - f Partnering, purchasing, pricing
 - f Training
 - f Onto the 21st Century
-



Audio/ Video/Books/Reports

- f Successful Cold Call Selling (audio and video)
- f Print Marketing Strategies for Success (audio)
- f Effectively Selling in the Competitive Print Market (audio).
- f Unleashing Print Sales Negotiation Skills (audio).



Audio/Video/Books (cont.)

- f Sales Compensation Report
- f 22 Pragmatic Marketing Practices (book)
- f Selling Print in the Desktop World (video).
- f Building the Customer Satisfaction Team (audio).
- f Making Profits on Digital Involvement (audio)



First Step: Customer Satisfaction Survey

- f Create your own.
- f Involve your team.
- f Survey your employees.
- f Survey your clients.
- f Survey your prospects.
- f Compare results.
- f Initiate change.



Customer Survey (cont.)

- f One minute survey with samples.
- f One minute survey with invoice.
- f "Quality to your satisfaction?"
- f "Communications fit your needs?"
- f Priced as you expected? Value?"
- f "What else should we do better?"
- f Postage paid, pre-addressed, checkmarks.



Customer Survey (cont.)

- f Focus group interviews.
- f "What do you like about printers?"
- f "What don't you like?"
- f "Where do we excel?"
- f "Where do printers let you down?"
- f "Improvement in estimating? estimating information? order confirmation? communications? invoice? often enough?"



Customer Survey (cont.)

- f CSR survey
- f Written "We Care" survey
- f Quarterly telephone survey
- f Annual client assessment



If the Customer Asks... the Answer is **YES!**

- f Deal with people as friends.
- f Go beyond.
- f Become vertically integrated.
- f Become horizontally integrated.
- f One-stop.
- f Partner



There is No Such Thing As After Hours

- f Customer service is 24 hours.
 - f Call us when **you want**.
 - f Night time customer service.
 - f Home phone, fax and e-mail.
 - f Quarterly communications survey.
 - f "How to best reach us."
 - f "How do we best use your communications system?"
-



Under Promise Over Deliver

- f Make ballpark estimates high
- f Make AAs estimates high.
- f Cushion delivery time.
- f Always remind when you excel.



Fire Your Inspectors

- f If someone checks your work, you won't.
- f Technicians stop feeling responsible.
- f They also lose pride.
- f Emulate Quad Graphics.
- f Track problems and cure.
- f Every employee is a customer service representative



Researching New Ways

- f What's the benefit to the customer?
 - f Will they easily understand the benefit?
 - f What impact on employees?
 - f How will it impact existing systems?
 - f Who else is doing it successfully?
 - f What could go wrong?
 - f Advantage? Cost? Make money?
 - f When should we re-evaluate it?
-



When Something Goes Wrong!

- f First apologize.
- f Make sure there is sincerity.
- f Make a big deal out of the solution.
- f Make it easy to complain.
- f When bad, letter from the President.



Good Is Never Enough!

- f Competitors will soon copy you.
 - f Raise the stakes.
 - f Open earlier and work later.
 - f Consistently set higher standards
 - f Shop the competition and yourself.
 - f Examine a part of company each month.
 - f Process Improvement Teams.
 - f Yearly independent audit.
-



Train Clients to Get the Best Service

- f Help them understand work flow.
 - f Learn from them what went wrong.
 - f Get better information up front (CREF).
 - f Yearly interview on their new needs.
 - f Satisfaction with current situations.
 - f Technology advisory committee.
 - f Customized profile.
 - f Train in estimating procedure.
-



Training Customers (cont.)

- f Train in order entry procedure.
 - f Train in shipping procedure.
 - f Meet all plant employees.
 - f Train in DTP, paper, ink, print, finishing.
 - f Call and thank.
 - f Write and thank. Frequent buyers news.
 - f Send a special gift.
 - f Annual party.
-



Have the Best People

- f Can't run an average business with average people. Need 10s.
- f Extensive interviewing and testing.
- f People who have performed well in the past perform well in the future.
- f Must talk to 25 people.
- f Must search for versus waiting for,
- f People of exceptional performance are friends of similar types.



Best People (cont.)

- f If equal, bright people will do better.
- f Watch for people who fidget.
- f Check unsolicited references.
- f Interview as many people as possible.
- f Don't be afraid to fire.



Selling Should be a Theater

- f Look and act the part.
- f Your business should reflect your values.
- f Use designers to decorate your place.
- f Welcome to my home.
- f People image. Promotional image.
- f Office image. Signage image.
- f Wall of Fame.



Borrow! Borrow! Borrow!

- f Shop your competitors, what like, not like.
 - f Shop yourself.
 - f Take best ideas from national companies.
 - f Read the Wall Street Journal for ideas,
 - f Industry magazines. National bestsellers.
 - f Sales and customer service read also.
 - f Note happenings at hotels & restaurants.
 - f Actively search for new ideas.
-



Moments of Truth: Which Will You Evaluate?



What Will You Do On Your Service Walk?



What Will You Do Differently With Your Best Customers?



What Will You Do Differently With Your Worst Customers?



What Will You Do For Customers Who Give Testimonials & Referrals



What Will You Do Special for Customers Who Give a 2nd Order?



How Will You Encourage Complaints?



How Will You Apologize in the Future?



Customer for Keeps Techniques

f Be easily accessible

- Toll free
- Customer convenient hours
- E-mail
- Home numbers
- Beeper numbers
- Emergency system

f Offer guarantees

- Eliminate risks to the customer



Customers For Keeps (cont.)

- f Be a helpful resource
 - Valuable source of information
 - Advise to clients
 - Keep customers informed
 - Send articles relevant to your client's industry
 - Highlight to allow quick review
- f Keep in touch
 - Make an occasional phone call
 - Easy to leave you messages after hours



Customers for Keeps (cont.,)

f Make buying fun

- Upbeat and exciting
- Energized, off-the-wall

f Be eternally grateful

- Show your appreciation
- Handwritten thank you notes
- Take for breakfast and lunch
- Send small gifts



Customers for Keeps (cont.)

- f Hold a customer appreciation day
 - Use your newsletter to thank
 - A no sales reception
 - Send gifts to far away clients
- f Make realistic promises, then deliver more
 - Build it in
 - Know what your company do more
- f Pay attention to your customer
 - Let them tell you how to serve them



Customers for Keeps (cont.)

- Keep track of needs and changes

f Customize your correspondence

- Hand written notes on letters, faxes, invoices
- User-friendly
- Highlighted information

f Surprise your customers

- Note customer birthdays and anniversaries
 - A gift and a card
 - Congratulations on special happenings
-



Customers for Keeps (cont.)

- f Make buying fast and easy
 - Process calls and requests fast and efficiently
 - Make ordering by phone efficient
- f Differentiate your business
 - UNIQUENess
- f Make some changes
 - Change regularly
 - Shakeup organization & tradition



Customers for Keeps (cont.)

f Respond promptly

- Return all calls promptly
- Answer questions quickly

f Add value

- Give more than bargained for
- Add additional paper
- Upgrade



Question and Answers

Evaluations and Book Orders



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TO THE SUCCESSFUL FUTURE

- **THANK YOU FOR THE OPPORTUNITY**
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OTHER BUSINESS MODELS PUBLISHED

- **MANAGING FOR CUSTOMER CARE**
- **INTERPRETING ACCOUNTS AND FINANCE**
- **THE MARGIN HUNTER**
- **BE PAID ON TIME `MasterClass`**
- **BUSINESS BUDGETS AND PLANS**
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