



Creating Climate for Growth:

**The Business Case for One-to-One
Relationship Marketing**

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Find, keep & grow your customer

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Revenue is the primary energy source that drives all businesses. As business owners, increasing revenue is our mandate. It's not enough to just survive. Our employees and customers expect us to build a growth ecosystem--one that's sustainable to enhance careers and expand offerings to serve customers better. In the process, we build owner equity, but ONLY if we increase revenue.

The Environment is Changing...Faster.

If you have lived on this earth long enough to have business development responsibilities in the 70's, 80's and 90's, you know what it took to be a successful rain-maker changed with each passing decade. The rate of change continues to multiply. Your sales and marketing approach that inspired success in the past will not be the enabler in the future. Business development practices must evolve.

Let's examine today's sales and marketing environment. Here is a short-list of external factors, increasingly negative conditions beyond the control of your sales team:

- Longer sales cycles, multiple decision-makers
- The noise around decision-makers is excruciating
- More informed customers and prospects, more competitive alternatives
- More purchase decisions based on price

In contrast, here's a short list of internal factors you can control to create a positive buying environment

- Know your customer, know your competition, know what's makes you different
- Your company is a brand--What is your brand promise to customer?
- Adopt Unified Messaging so your story is told consistently among all storytellers.
- Cut through the clutter with communication that's personal, relevant and compelling allowing your sales people to sell and customer service team to serve.

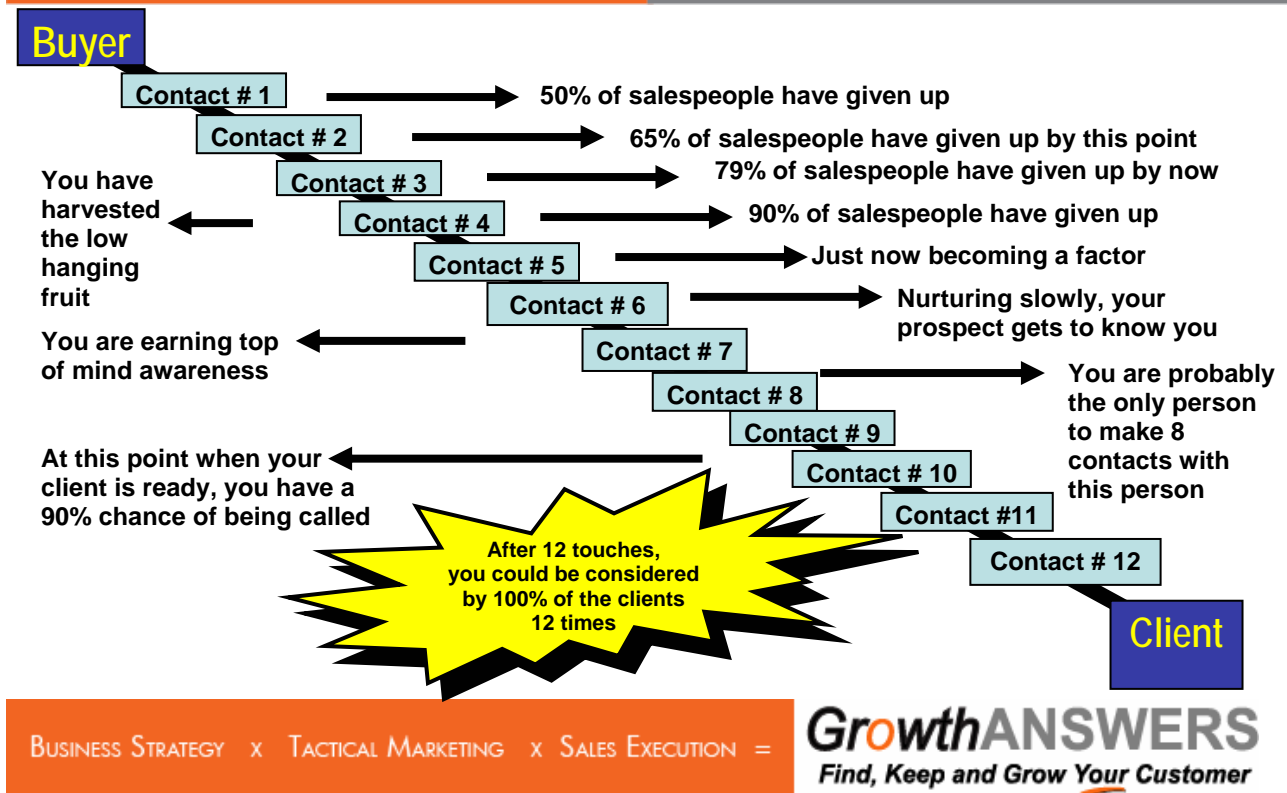
Control the things you can, influence what you can not. Since you can control the internal atmosphere of your company, do it now. Adjusting your growth strategy, tactics and sales execution systems will make you a more competitive enterprise. This is your best safeguard against turbulent times.

Creating an Environment of Trust

We're all familiar with the progressive steps of *Know, Like and Trust*. How long does it take to build a trusted advisor relationship with a prospective client? Depending on the complexity of the sale, it can take up to 2 years. Even more basic, how many contacts does it take to get to know a prospect?

Here's a revealing graphic that tells the true story:

Make it easy to choose you



The challenge is now obvious to you. By the 5th contact, you're just becoming relevant. The good news, this may not be so obvious to your competition. So the real challenge becomes, how do you put in place a system that ensures the volume of customer touch-points with relevant communication that builds rapport and trust? .

A Growth Ecosystem Provides a Climate for Buying

One-to-One Relationship Marketing is a business strategy that emphasizes personalized interaction with customers. One-to-One executes relationship-building tactics with a systematic approach to increasing revenue, one customer at a time.

Over the last decade, companies like Bank of America, Dell and Victoria's Secret have perfected the principles of One-to-One, but the advantages are no longer limited to the very large. Growth companies like yours with 1 to 10 person sales teams can now leverage inexpensive technology, industry-specific best practices and the power of process to build your own Customer Acquisition and Retention Machine.

First and foremost, One-to-One Relationship Marketing is a system. It customizes multi-media messaging and carefully sequenced, pre-defined customer touch points which drive

your marketing and sales processes. You now have control of the business development fundamentals you expect of your sales team. The system executes exactly the same way to deliver the perfect customer buying experience every time. Because it's repeatable, your business is now predictable.

The Nature of Nurture

Inside rapport, all things are possible. Rapport is earned by communicating in a way that understands the human spirit and why people buy from whom. Here are the keys to the kingdom--They buy from sales people because of their character, they buy from companies because of their culture. How you communicate these qualities is NOT accomplished through selling, but through nurturing.

Nurturing is a philosophy. Nurturing is how you build a bedrock foundation of trust. Therefore, nurturing is a growth strategy and best achieved through One-to-One Relationship Marketing.

There's art and science involved in a One-to-One nurturing system. It should be built to be simple, fun and easy to use, yet do the heavy lifting of mass customization and delivery of communications so your sales people don't have to. Your prospects and customers migrate through multiple stages of relationship. Your Sales Action Plan should support the entire customer lifecycle. Here's one example:

- Introductory Sequence--eliminates cold calling, connects you with decision-maker
- Qualification & Appointment--builds interest and desire to explore and know more
- Pipeline Nurturing--3 to 12 month pre-defined communications to build preference
- Proposal/Quotation--Confirms opportunity, drives recommendations and follow-up
- Closing Actions--aligns all decision makers to a single conclusion
- Customer Satisfaction--Thank you, you made the right decision (reinforce)
- Customer Maintenance--Cross-sell, up-sell, repeat sell and referral processes
- Client for Life-- Express your gratitude. Rejoice in a relationship that never ends.

In total, you'll have an entire suite of communications, carefully sequenced sales events and personal action items preprogrammed and automated to more efficiently find, keep and grow your customer.

This is your Growth EcoSystem.

Your sales team can now effectively manage 10x the number of relationships and invest time with those who want to buy now, while the system nurtures prospects and builds preference with those who will buy later. With One-to-One Relationship Marketing, no prospects will ever fall through the cracks again-- they remain in the system until you choose to remove them.

And no customer will ever leave your company because of a feeling of indifference. You'll consistently express your gratitude, make additional recommendations and remind them of the value they receive from your company.

The forecast looks Bright

Over the last 3 years, here's what we've learned. It typically takes 1-3 months to go-live with a system and clients are realizing 100% payback on their investment in 6 months. The following 6 months and every year thereafter, you'll wonder why you didn't do this earlier.