

Customer Attraction Program Workshop

Intellectual Capital Growth series

Adaptable seminar contents

Concept

Creating value for customers / clients

Fulfilling client's needs and an offer he can't refuse

The workshop concept is a variable one. An introduction is needed to understand the process. Ideally there should be a regular event, at least once per month. The approach can be workshop style and tailored to the needs and objectives. A large organization may use it as a client generator and making it a regular 2 - hours event for its clients / departments. This tailor made value creation for customers can be done in numerous ways and need not be expensive. It will definitely produce more than promising whatever in company image advertising. Initial duration 1-3 days, to be agreed.

Objective Philosophy

Loyal customers

They rather pay more than losing superb service

Marketing is dead. Client / customer farming is in. Grow your customers.

Intellectual capital

Lost by stupid downsizing ? Regain, preserve, grow company value.

Money is a result of brain work, with a time delay.

Vision, perception. Chance and risk detection, guts, intuition

Ignoring customer's needs = automatic downsizing.

If you don't give the customer what he needs you will earn less than is possible. Your advertising will be ignored. Your promises will not convince. Your customer won't care for you and what you offer, because his experience tells him you didn't care for him so far. All you wanted was the customer's money. Like a robber.

There is no long term future for this behavior in a truly competitive and global market. Customer care is needed. Else you are losing 3 : 1: Your advertising may bring in one new customer per day, and your

customer treatment means losing three. Good service is an investment into customer attraction.

If you care about your customer and become number one source, your customer will recognize his interest in your well-being. After all if you are the main resource, the customer would lose if you lose.

Never underestimate a customer's intelligence.

Customer retention costs you a fraction of gaining and keeping a new customer. Traditional marketing and advertising addresses the

competitor's customer. Mouth to mouth recommendation is a slow process, mouth to mouth warning of potential victims is three times more efficient.

Marketing

Traditional marketing often disregards customer satisfaction - paying lip service. Marketing isn't free of customer disrespect either. An overexposure of potential benefits are listed in product descriptions. The weary customer may only need 20% - which makes him feel like paying 500% for what he needs. The same marketing people fail to include proper product specification and a listing of features in a honest way. The customer is left at the merci of a sales person. This is inefficient. The point of sale needs additional training, has unnecessary work and experiences more returns because of mismatch of customer's expectations with the real product. What is more the customer may actually have an application marketing and designers never thought about. Lack of spec's kills the sale.

The service factor

Excellent service performed by friendly people - who have reason to believe in their employer - produces the strongest force of customer attraction. If a customer can't get service, he'll need to look for lowest price.

Trust speeds up good ways and attracts customers.

Too many organizations are busy with themselves. Customers are an uncomfortable distraction from daily chores. Unless management is showing how to care about customers (people), employees tend to give up fighting between customers and managers. They work to rule, to the dot, following manager's instructions, even if this behavior blows customers into the ditch. Any report about a customer will first of all guard own activity, and possible other employees. The customer is treated as liar and idiot. The manager is frustrated with the hopelessly poor quality of today's employees, and in a last effort before final breakdown, he produces yet another set of rules.

Company value tends to be confused with shareholder value. Holders of public shares are the least dependable resource of a company. They move in the global market more often and much faster than any company can move and react. The real value of a company is its ability to feed those most concerned with its well-being and its investment into sustaining employees, community, etc., and future needs by its customers.

Down-valuing a company happens in minutes, faster than down sizing personnel. Reducing cost by downsizing service and capital intelligence will momentarily inflate company value in the stock market. If overdone the inflated company will loose its strength of supporting its people and customers, consequently loose the support of the stock market.

New subject:

Recognizing chances is difficult enough in itself. Uncovering new, hidden chances needs special know-how. This know-how is not usually taught in universities and business schools. Tests are passed best if they reflect the specific prof's thinking. Where this special know-how is touched, it tends to be so theoretical that Doers (rainmakers) will discard it and revert to "guts" and intuition. Unfortunately this approach costs lots of "write up to experience".

Guts and intuition

are valuable resources. If guts is taken as a source for risk assessment, that is ok. Only, gut feelings and inspirational thoughts should be checked for hidden errors before they are converted into action. While gut feeling is an all time present resource, inspiration tends to hide when it is most needed. There is a high probability that both sources (guts and inspiration) can be made into highly valid approaches to uncover the real and optimized solution, even without the extra power (and cost) of a team.

Rainmakers, Doers

(sometimes university drop-outs of highest caliber) will perform better and safer if they learn the principles of some systematic approaches in their guts and intuition approach.

One example is delegation, what to delegate, what to keep monitoring, what no to delegate, and to know why.

The other is uncovering hidden chances and risks. A highly valuable ability. Creating fear in competitors who don't have this ability is an acceptable approach. Many tend not to know how this is done, and often don't even recognize their lack of know-how.

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