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Maximizing Value From Current Customers

Dave Fellman

David Fellman & Associates

MAS - 1.5 pts

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PPAI EXPO

Maximizing Value From Current Customers

David M. Fellman
DF/A Cary, NC
800-325-9634
dmf@davefellman.com
www.davefellman.com

Starting Points

You only have two ways to grow your business...

- Gain new customers
- Sell more "stuff" to your current customers

Which of those is likely to be easier?

Starting Points

Within the framework of selling more "stuff" to your current customers, you have only two ways to do that

- Sell them more of what they've been buying from you
- Sell them new/different products and/or services

Which of those is likely to be easier?

The Focal Point of Today's Discussion

Every one of those current customers provides you with **three distinct levels of value**

3 Levels Of Value...

1. The value of what they're **buying from you now...**

3 Levels Of Value...

2. The value of what they **could be** buying from you...

3 Levels Of Value...

3. The value of **influence**: testimonials and referrals...

3 Levels Of Value...

1. The value of what they're **buying from you now...**

What's important about the **1st Level Of Value** is that you **protect it...**

3 Levels Of Value...

1. The value of what they're **buying from you now...**

What's important about the **1st Level Of Value** is that you **protect it...**

- Customer Service
- Customer Contact

3 Levels Of Value...

Customer Service
What exactly does that mean?

Customer Contact
How does that fit in?

3 Levels Of Value...

2. The value of what they **could be** buying from you...

What's important about the **2nd Level Of Value** is that you **maximize it**...

3 Levels Of Value...

2. The value of what they **could be** buying from you...

What's important about the **2nd Level Of Value** is that you **maximize it**...

- Building "Wallet Share"
- Customer Education

3 Levels Of Value...

Building "Wallet Share" Through Customer Education

- ◆ Face-to-Face?
- ◆ Direct Mail/Marketing?
- ◆ Internet?

3 Levels Of Value...

3. The value of **influence**: testimonials and referrals

What's important about the **3rd Level Of Value** is that you capture more of it...

3 Levels Of Value...

3. The value of **influence**: testimonials and referrals...

What's important about the **3rd Level Of Value** is that you capture more of it...

→ By Asking!

3 Levels Of Value...

By Asking

- ◆ Who?
- ◆ When?
- ◆ How?
- ◆ And then what?

Finishing Point

If you do a better job on the **Three Levels Of Value**, you'll probably...

- ◆ Increase **sales**
- ◆ Increase **profits**
- ◆ Improve your **entire business**

An Invitation...

Check out the Article Archives at

www.davefellman.com

Questions?
