



MENTURE ME

How To Easily Get A Steady Stream Of
Customers And Make All The Money You Like
With Less Stress

Customer Database Optimization

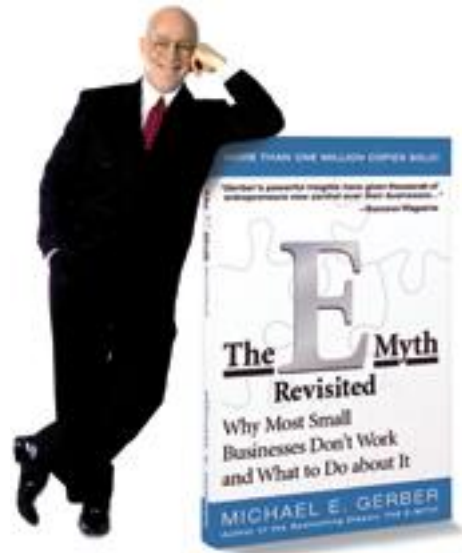
Customer Relationship Marketing

- ▶ Set-up a system for capturing and segmenting the different types of prospects/clients
- ▶ **Lead Generating System** – a) Capture, b) Educate, c) Offer, d) Close the Deal
- ▶ **Customer Loyalty System** – a) Retain, b) Referrals & c) Work the back-end
- ▶ **Customer Reactivation System** – a) Re-activate past customers



The “E” Myth

“In order for any business to work, it must become a system, so that the business works exactly the same way every time, down to the very last detail”



Michael Gerber- Consultant, author,
The “E” Myth (National Best Seller)





Marketing System Focus

“Getting the maximum return, for the least amount of expense, for the longest duration of time...on everything you are currently doing now, have done in the past...and will do in the future.”



Key Point #1

Marketing is Selling Before The Sale

- ▶ Have something good to say to the right audience.
- ▶ Say it well addressing their desire.
- ▶ Say It often and loud via multiple channels.





Key Point # 2

Profitable Selling Is A Process.

Before Phase → During Phase → After Phase





Before Phase

Lead Generation System



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Waiting...Waiting...Waiting



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“Please Give Me Business..”



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Before Phase- Acquiring Prospective Customers

15%

Within 90 Days



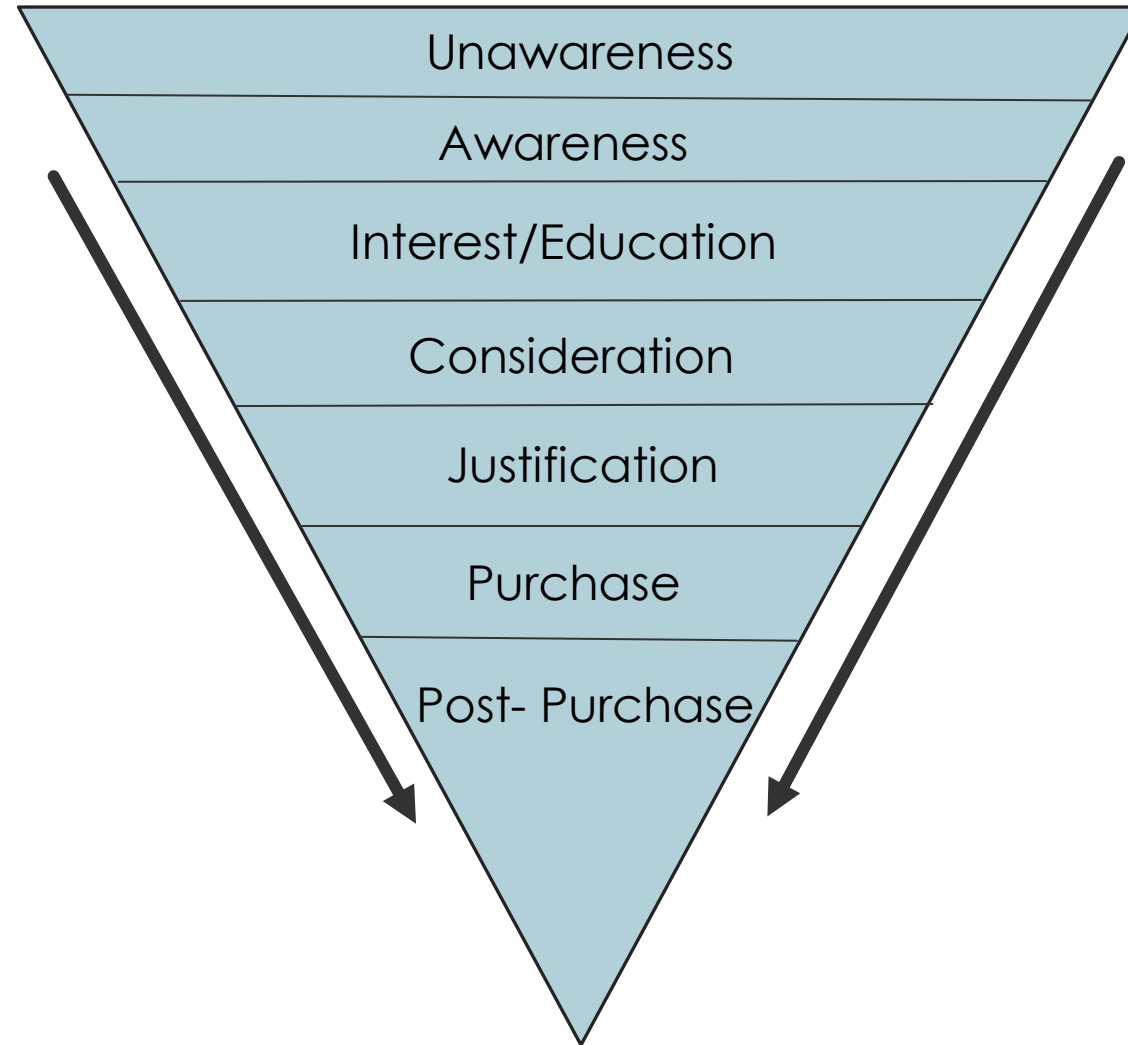
85%

Within 18 Months

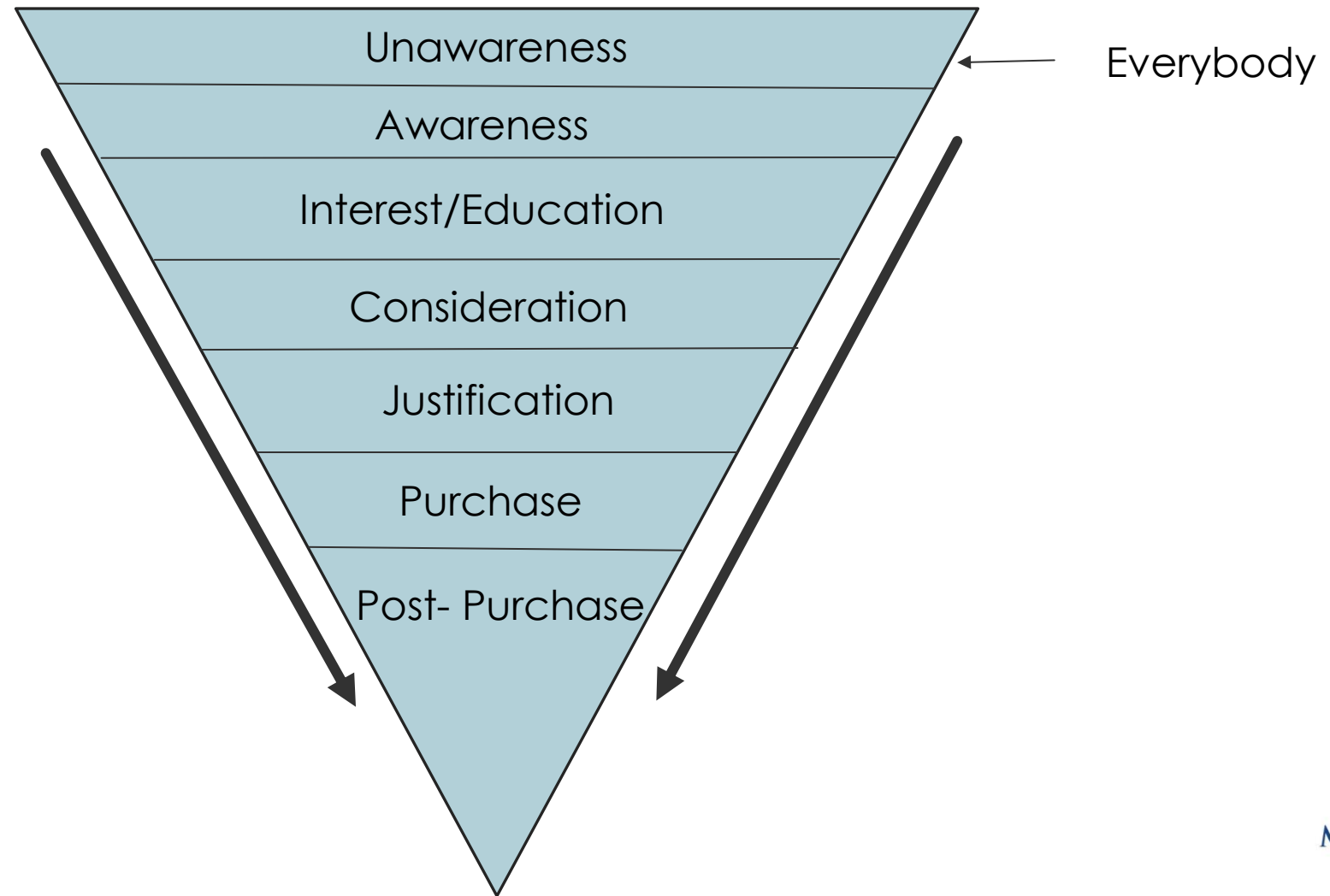


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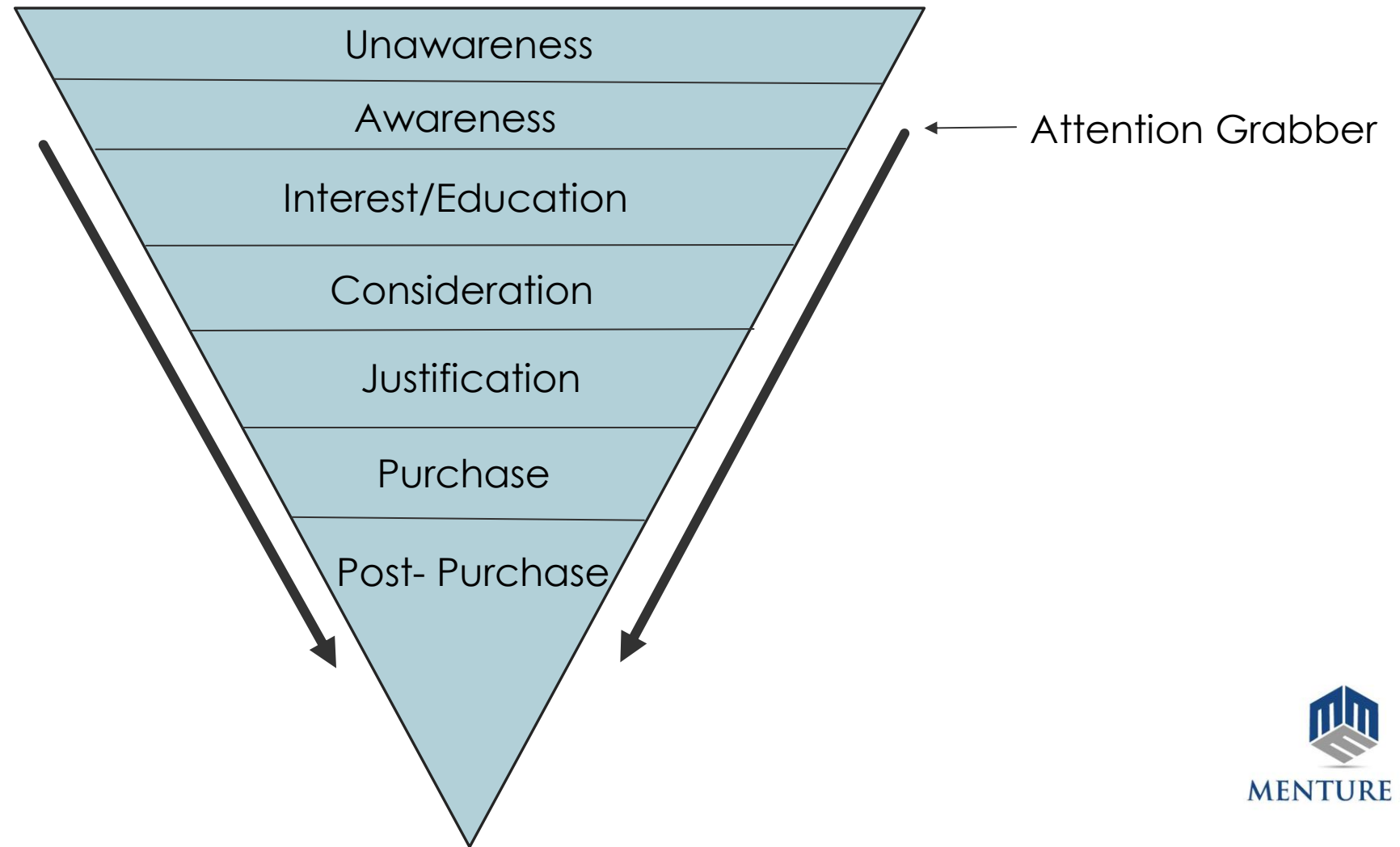
Understanding The Customer Buying Cycle



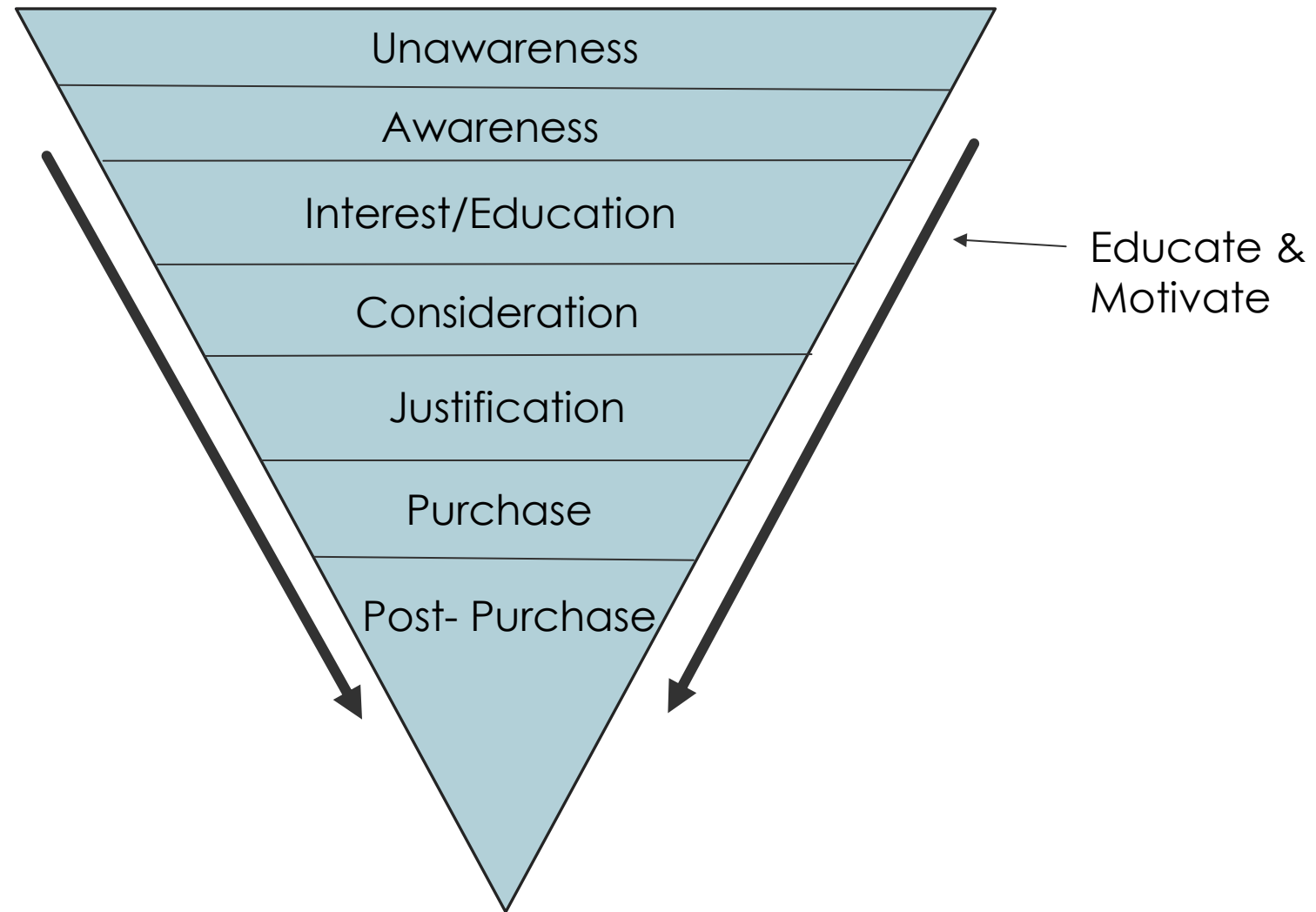
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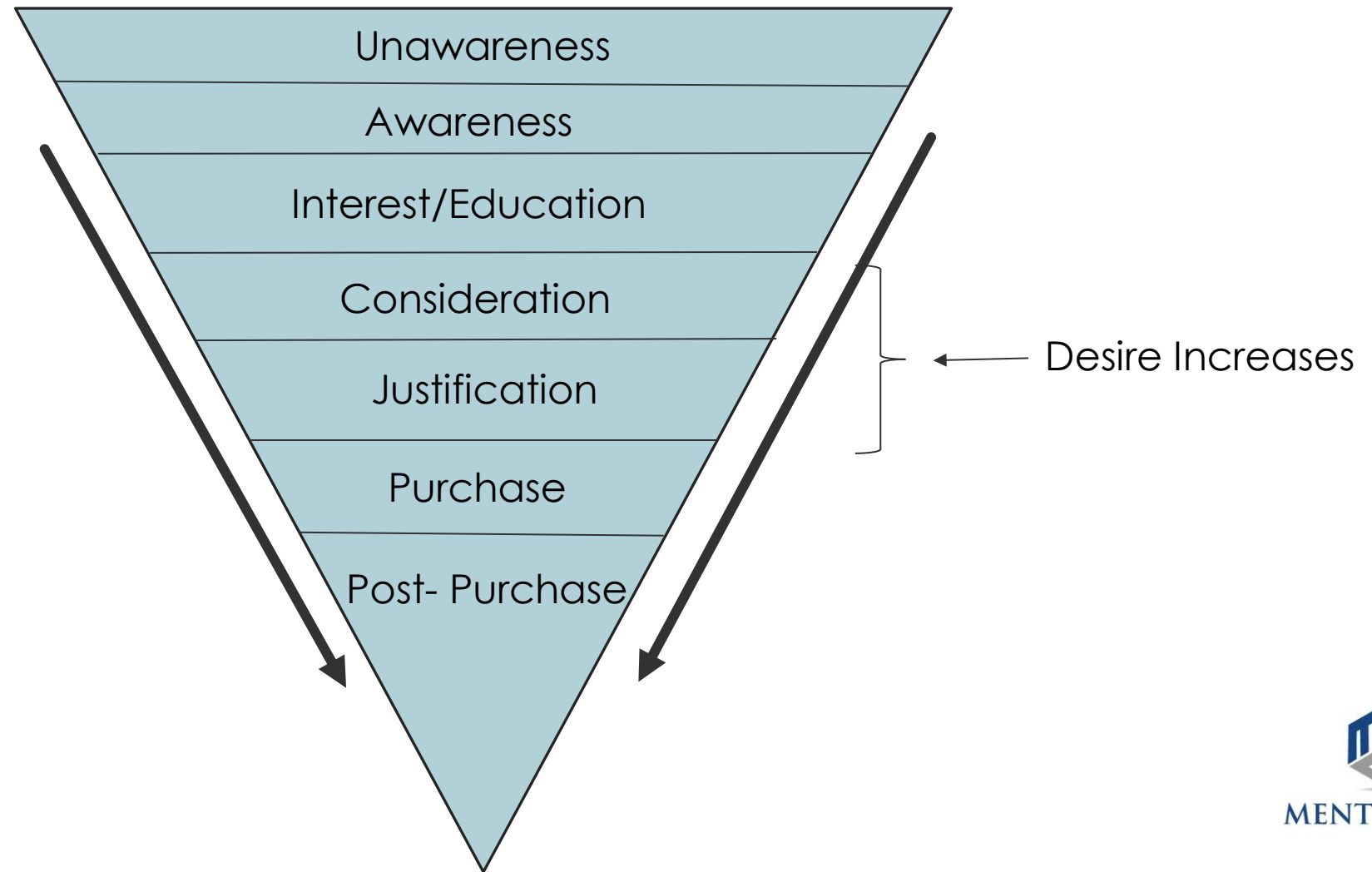
Understanding The Customer Buying Cycle



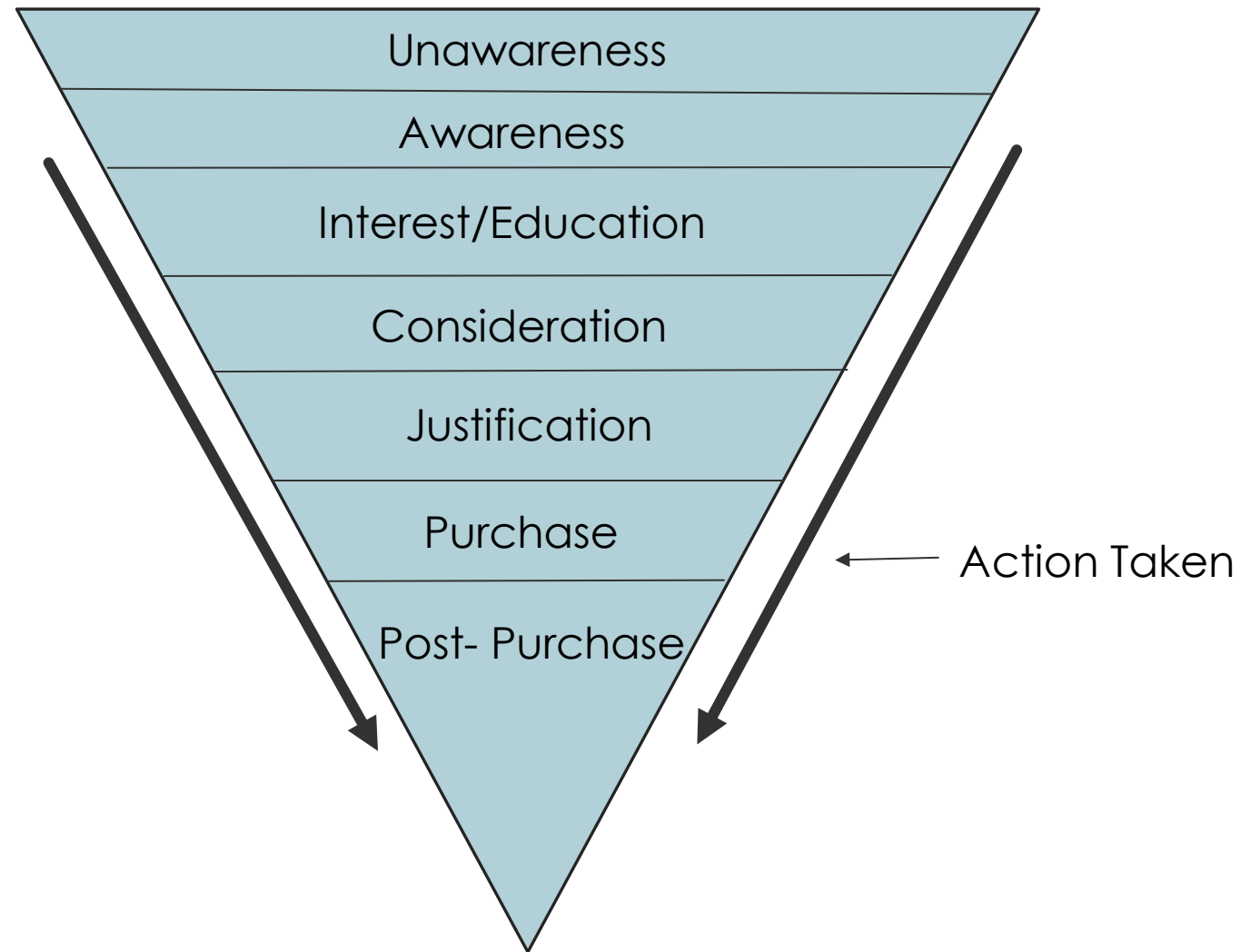
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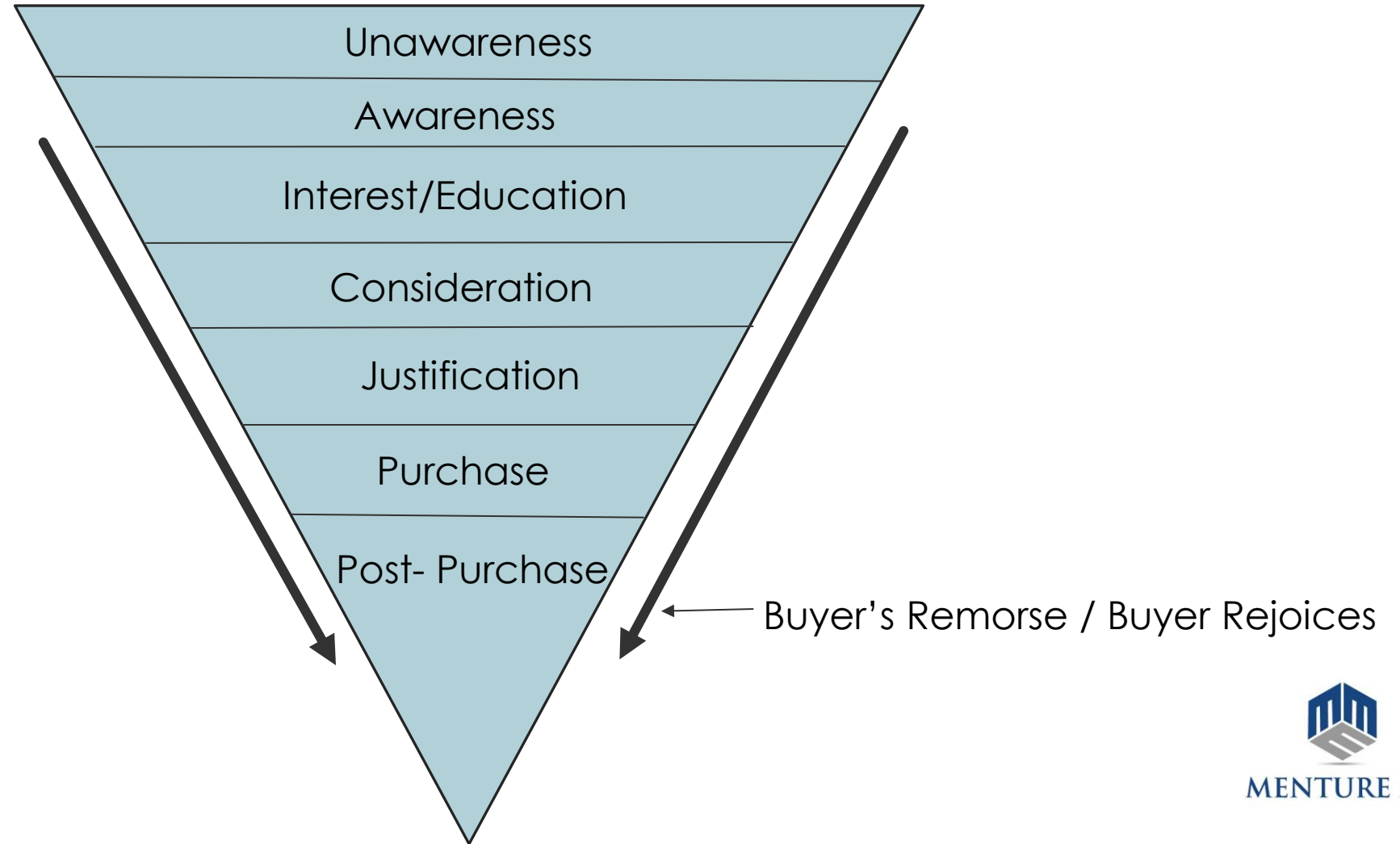
Understanding The Customer Buying Cycle



Understanding The Customer Buying Cycle



Understanding The Customer Buying Cycle



Acquiring Prospective Customers

- ▶ Step 1- Capture Prospects Attention (Lead Magnets)
- Many powerful ways to attract new prospects.
- But just acquiring only new ready to buy customers (15%) is not enough.



Examples



Ebook: 5 Marketing Strategies That Need to be Part of Your Website

Need more customers? Of course, who doesn't! Download Stratus Interactive's free eBook filled with tips, strategies, and guidelines for dramatically increasing your monthly leads.

[DOWNLOAD NOW](#)



FREE EBOOK: LEARNING LINKEDIN FROM THE EXPERTS

Learn how to build a powerful business presence on LinkedIn -- from LinkedIn experts themselves!

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Acquiring Prospective Customers

- ▶ Step 2- Educate & Motivate (Build Trust & Make Offers)
 - Systematically educate your prospects to build trust and then motivate them to contact you when ready to act on your offer (USP).
 - This can all be done automatically to deliver ready to buy customers.



Acquiring Prospective Customers

- ▶ Step 3- Close The Deal (Ask for the order)
 - Answer any objections, address any concerns and then ask for the order.
 - An effective marketing and selling process will make this step much easier to achieve with predetermined to buy prospects.



Money Left For Competitors

- ▶ Lack of a system for nurturing your hard earned prospects until they are ready to buy from you is like leaving revenue for your competitors.
- ▶ Remember - your prospects are bombarded with 3,500+ marketing messages everyday and some of those may be from your competitors.
- ▶ Stay at the top of your prospect's mind for when they are ready to buy.



Stay In Contact Forever

- Once you acquire a prospect you are to continuously educate them and make multiple and various offers to generate sales.
- You only stop when it is no longer profitable to continue contacting those prospects.





During Phase

Customer Loyalty System



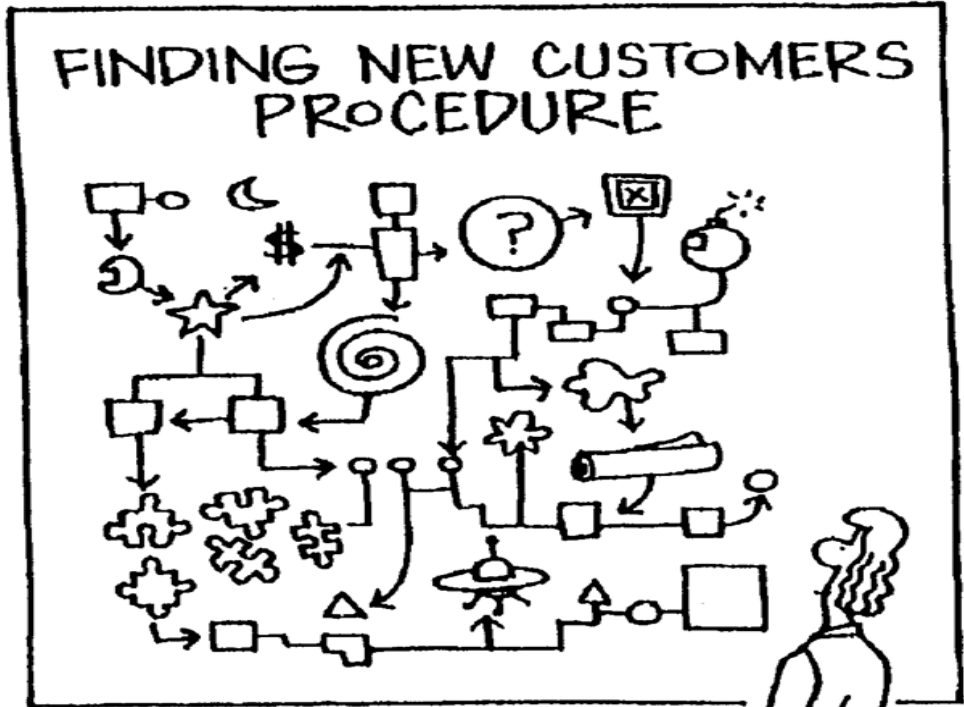
During Unit – Customer Loyalty System

► Retain

Your current customers already know, like and trust you.

- It costs 6x more to sell to a new prospect than to sell to an existing customer.
- Having a list of current customers that you can reach out to at any time is a powerful profit center for your company.





Goff

Don't Waste Marketing Dollars ...

- ▶ Your marketing dollars will go much further when used to build, nurture, and develop your existing customer relationships.
- ▶ Building strong customer relationships just means treating your customers as if they truly are your strategic partners and showing them that you truly care about them.





Maintaining Loyalty

It is essential to create a loyalty nurturing system to keep in contact with your current profitable customers.



Current Customers

- ▶ Referral System (Customers Selling For You)
 - Getting customers to recommend and encourage others to seek out your product/services.
 - Key ingredient – your customer must understand and appreciate the value & benefit they receive doing business with you..



Current Customers

- ▶ Work The Back-End (Profiting From Loyalty)
- Repeat customers spend 33% more than new customers.
- Referrals among repeat customers are 107% greater than non-customers.



Profiting From Loyalty

- ▶ Your customers don't only buy your products, they desire and do purchase other products and services that you don't currently offer.
- ▶ Great opportunity to keep them loyal to you by offering them deals on other products and services offered by other non-competing companies.
- ▶ Promote the offers of those non-competing companies to your customer list for a share of the revenue generated. It's all profit!





After Phase

Customer Reactivation System



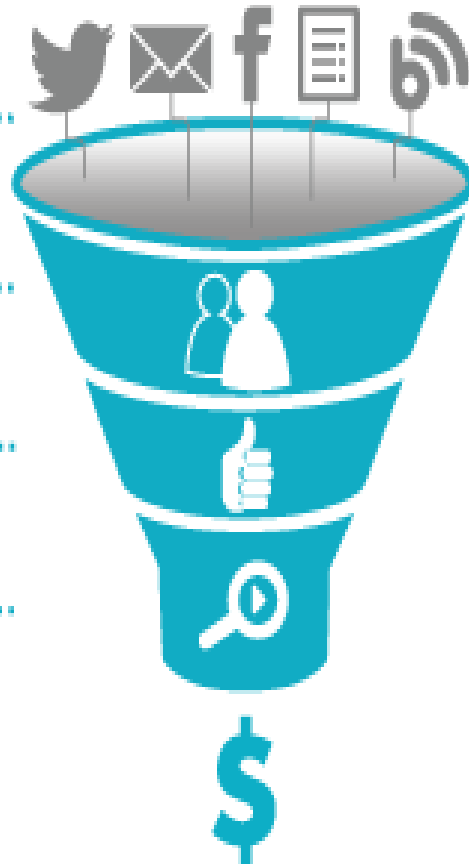
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GENERATES LEADS

CONVERT PROSPECTS

BUILD CUSTOMER LOYALTY

REACTIVATE LOST CUSTOMERS



WITH THE RIGHT MESSAGE
AND APPROACH, **50% OF
YOUR INACTIVE CUSTOMER
BASE WILL RE-ENGAGE AND
CONTINUE DOING BUSINESS
WITH YOUR COMPANY** -Focus usa



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Why Do Customers Leave?

There are many reasons a customer may leave but the ones you will hear most often are:

1. Your pricing was too high or unfair.
2. Customer had an unresolved complaint.
3. Took a competitors offer.
4. Left because they felt you didn't care.



Past Customers

- ▶ The truth of the matter is that a “past” customer becomes such because you have allowed it
- ▶ Maybe, you have ignored them and their needs outside of what you currently offer.



“Married” For Life

- Stop ignoring your past customers.
- They still have desires and the need of your attention after the “honeymoon” of the transaction.
- What could you do to re-ignite the romance with past customers to do business with you again?



Customer Reactivation Campaign

A simple, 3-step strategy that works:

1. Capture all client information, every time, no exceptions

You need a system that will capture the contact and transaction information of your customers, the initial sale and all subsequent sales.

2. Run a report every month of clients who have not bought

If your business is retail, a period of 60-90 days after their last purchase is optimal. For business consulting, the period depends upon the solutions you offer.

3. Send a personal letter designed to bring them back

Let them know they are missed and that you want to make sure they have been happy with their solutions. Make a special offer to bring them back in the fold.

Example -For retail, a certificate for something free with any purchase works well.



A Simple Reminder

- ▶ Remind them of why they enjoyed buying from you...and offer a special incentive to do so again.
- ▶ ***68% of clients who leave do so because they feel unappreciated, unimportant, and taken for granted.***
- ▶ A customer reactivation campaign is a cheap and effective way to make those clients feel appreciated and let them know you want them back.






What is The Biggest Asset In Your Business?





A complete customer base is *critical* to
your success.



- 
- It is the most valuable asset your business has, more important than cash in the bank.
 - There are unlimited ways you can monetize such a list of customers.
 - The real money is made in the “back-end” with all the additional sales of your products or other products/services that complement yours.



The Key..

- The key is to systematically build a list of your prospect's, current customer's and past customer's to stay in front of on a regular basis.
- Build and nurture a relationship on auto-pilot that can not only strengthen your company brand but also generate immense profits.





Are you ready to attract more customers
and boost sales today?

Claim Your FREE Customized
Profit Boost Plan

www.mentureme.com/getstartedtoday



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