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QCSS Embraces communication & innovation to transform human interactions into powerful & passionate customer experiences.

Q-Tips

March 2011

Spring Sales Success

5 Simple & Successful Ways to Improve Sales Now

Understand Messaging

Marketing should be meaningful, well thought out and carefully constructed to the smallest details. You don't want to waste time marketing with a message that is not in tune with your goal of attracting new business. Write messaging that makes sense to the audience and can be easily understood. Connect with them by relating your content to how it benefits them.

Emails Work

Email valuable content, suggestions and tips to your clients and prospects. It's important to stay in front of them whether it's a upsell, reactivation of an old client or a new contract- your message will hit them at the right time.

Say Hello

We are all busy and have hectic schedules, but allocating a short period each quarter to call your clients or past clients can make a big difference. A quick call to say hello and see what is new in their world can help to again keep your company within their radar. A personalized quick touch like that reminds them of the type of person that they have or currently are working with.

Offer Help

When you are emailing or calling your clients, offer a helping hand. See how their business is doing and ask them if there are any areas they are struggling in. As a business owner you have a wealth of connections and contacts that you can offer to a client or prospect who may be struggling or need help. It doesn't always have to be about you trying to sell your services, offering a helping hand can help your growth more than you know.

Focus On the Customer

Center your goals and growth around your customers. Every plan executed should be about improving the customer experience and satisfaction level. Do everything you can to build raving fans out of each client so that the longevity of your relationships surpass your greatest expectations. Referral business from happy customers is substantial.

Simple, Solutions.

For more information on how we can help you map out and execute marketing practices that will work call today **800.609.9046** or visit us on the web: www.qcssinc.com



Very Good Isn't Good Enough – Part 1

How to be excellent to ensure customer loyalty: By Dan Kreutzer

There is plenty of evidence to suggest that the selling process most companies follow is outdated – developed for a market that no longer exists. Customers' buying processes have evolved, and their expectations with regard to their suppliers have increased dramatically. They now expect salespeople to focus on solutions to their problems, not features and benefits of products. Sales organizations must adapt to this new reality in order to achieve sales excellence. And in today's rapidly changing markets, sales excellence is required in order to stand out from your competition.

Figure 1: Customer Perceptions of Sales People and Their Effect on Customer Loyalty

Customer Rating	% of Salespeople	Annual Turnover Rate
Excellent	4	<10%
Good/Very Good	80	50%
Poor	16	>90%

The chart shows the relationship between the customer's perceptions of the salesperson's effectiveness and the annual turnover rate (replacement by the competition). The first astounding point to notice is that the salespeople rated good or very good are being replaced by half of their customers each year! Apparently, just being good or very good is no longer good enough!

Upon closer analysis, perhaps this isn't so surprising. After all, when the customer decided to buy from the salesperson, they expected them to be good or very good. That was one of the reasons why they chose them. When the salesperson delivered a good or very good level of service / product, they were simply meeting the customer's expectations. The salesperson was simply fulfilling their side of the transaction.

In this environment, every interaction between the customer and the salesperson is viewed transactionally by the customer. The relationship tends to be at arm's length. Indeed, when the customers were asked to describe the salespeople in this group, they used words like "vendor" and "supplier". It's easy to replace suppliers and vendors, especially if price considerations accompany the replacement.

On the other hand, turnover for salespeople rated excellent was minimal – and when it occurred it was almost always due to external events (merger, move, management turnover, etc.) that were not related to the salesperson. When asked to describe this group of salespeople, the customers used words like: "partner", "asset", and "resource". Clearly, the customers' perceptions of this group transcended the typical customer / vendor framework. One does not often replace trusted partners or valuable resources.

Obviously, we all strive to develop trusted relationships with our clients. But this is much more difficult than one would think. Especially when you consider that in a study conducted in 2006, British sociologist David Halpern found that only 34% of Americans believe that other people can be trusted.

Next month in Part 2, we'll discuss what you can do to achieve excellence and become a trusted asset to your customers.

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