

SECTION H
MARKETING TO EXISTING CUSTOMERS

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H. 1 OUR WEALTH

Our **only** source of wealth is our customers.

Yet it's very easy to neglect that source of wealth.

This section focuses on one of the most overlooked elements of franchisees success - your communications with your **existing** customers.

The majority of our marketing efforts focus on acquiring new customers. But we rarely find a franchisee that is maximising his/hers marketing to their **existing** customers.

We would take this a step further. When we speak to a franchisee, we know, without a doubt, that they are sitting on a goldmine. This goldmine consists of the wealth that is hidden in their relationships with their existing customers.

This section has been written to help you focus on how to potentially improve your communication with your existing customers.

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H. 2 ANSWER THESE QUESTIONS

- H.2. 1 What do you have to offer your existing customers?
- H.2. 2 When did you last let them know?
- H.2. 3 What are you not offering existing customers that you could be offering them?
- H.2. 4 When did you last send a letter to your customers?
- H.2. 5 When did you last email them?
- H.2. 6 Did you measure the response?
- H.2. 7 When did you last telephone them?
- H.2. 8 What would happen if you doubled your contact with them this year?
- H.2. 9 When did you last THANK your customers for their continued business?
- H.2. 10 When you do communicate with them, what more could you be doing to clearly explain the specific benefits that they will experience?
- H.2. 11 How often do you communicate with your customers by direct mail?
- H.2. 12 Do you test and measure the response?
- H.2. 13 Do you spend at least 15 minutes each month thinking of an exclusive offer you can make to your existing customers?
- H.2. 14 Do you say 'thank you' to your customers either by letter, email or telephone?
- H.2. 15 Do you ask your customers for referrals?

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H.2. 16 As you have a limited service and product line - do you know of additional companies, products or services that your customers could benefit from? For example local window cleaner, domestic cleaners, local oven cleaner etc.



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H. 3 HOW MANY CONTACTS?

It is widely documented that before a *potential* customer becomes an existing **customer** the majority will have had 12 contacts from.

Contacts can occur in a variety of ways including (but not limited to);

1. Seeing the van
2. A card through their letterbox
3. Watching you carry out a job
4. Newspaper advertisement
5. Newspaper article
6. Recommendation by a friend (the best type of contact)
7. Direct Mail
8. Yellow Pages
9. nicenstripy Web Site
10. Magazines

It could be that the same point of contact has been made on a number of occasions, although actual response is increased if the contact points are varied.

The sales industry accepted percentages of when customer actually make a purchase is as follows:

2% of sales are made on the first contact

3% of sales are made on the second contact

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5% of sales are made on the third contact

10% of sales are made on the fourth contact

80% of sales are made on the fifth to twelfth contact

Often you don't know a point of contact has been made. A potential customer could see you drive past (which is why we should all drive our vehicles in a courteous manner) and you would never notice!

It may seem remarkable but similar percentages occur with existing customers!!!! That is why it is so important to continually be speaking AND promoting to existing customers.

We need to be continually promoting to our existing customers because they are likely to buy from our competitors if we do not make them aware, on a very **regular** basis, of all the services we are able to provide. How often have you heard a regular customer say 'I didn't know you did that!', even though you provided them with the information just a few weeks before?

Remember, your existing customer is your wealth and by improving your communication with them you can only increase the opportunities of improving your wealth.

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H. 4 WHEN TO PROMOTE

If you promote to existing customers on a continuous basis your promotional material will eventually automatically be discarded. So, we promote in short sharp bursts to keep our promotions fresh.

The timing of your promotions to existing customers should be designed to get a particular message to your customer at a specific time of year. For example;

You do not want to promote Autumn Feeds in spring, even though you still have a few leaflets left over, but you **do** want to promote spring feeds . . . but **not** every visit.

There are a range of services to promote to existing customers from August though to December. Do not worry about 'bombarding' your customer every two weeks (each time you cut their lawn) . . . the very high majority will not feel bombarded (yes there will be exceptions but so very few).

Follow the winter marketing campaign each fortnight AND STICK TO IT! Do not break the plan . . . for you do so at your peril and will certainly NOT reach your maximum potential. For example if you follow the winter marketing campaign you would not carry out a decking job when the campaign is promoting hedge-cutting services!

Whilst in the first year or two maintaining the discipline of following the plan is very difficult (particularly when you have no other work) BUT if you can your business will continually grow year on year.

The other very important point to make is . . . what you really want is work that can be repeated every year or so.

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Yes, it's great to have a patio or some decking to lay in January February when other work is quiet and please do take advantage of that, BUT to do so in November restricts your business potential for you should either be carrying garden tidy-ups or marketing your business if you have time to spare. Doing a good job on a garden tidy will result in an additional customer next year or certainly the year after and who know what other work you might pick up for the rest of the year.

Fencing, Decking and Patio's tend to be one off jobs and whilst they usually take longer and produce a greater lump of cash they tend to be less profitable in the long term as it is rare that a customer requires more patios laid they following year, whereas people will want you back to tidy their garden!



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