Sales Managers Forum
Session 3

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Session 3

o Table 3 presents to the group

o General feedback on lunchtime interviews.

o Who found the best sales person?
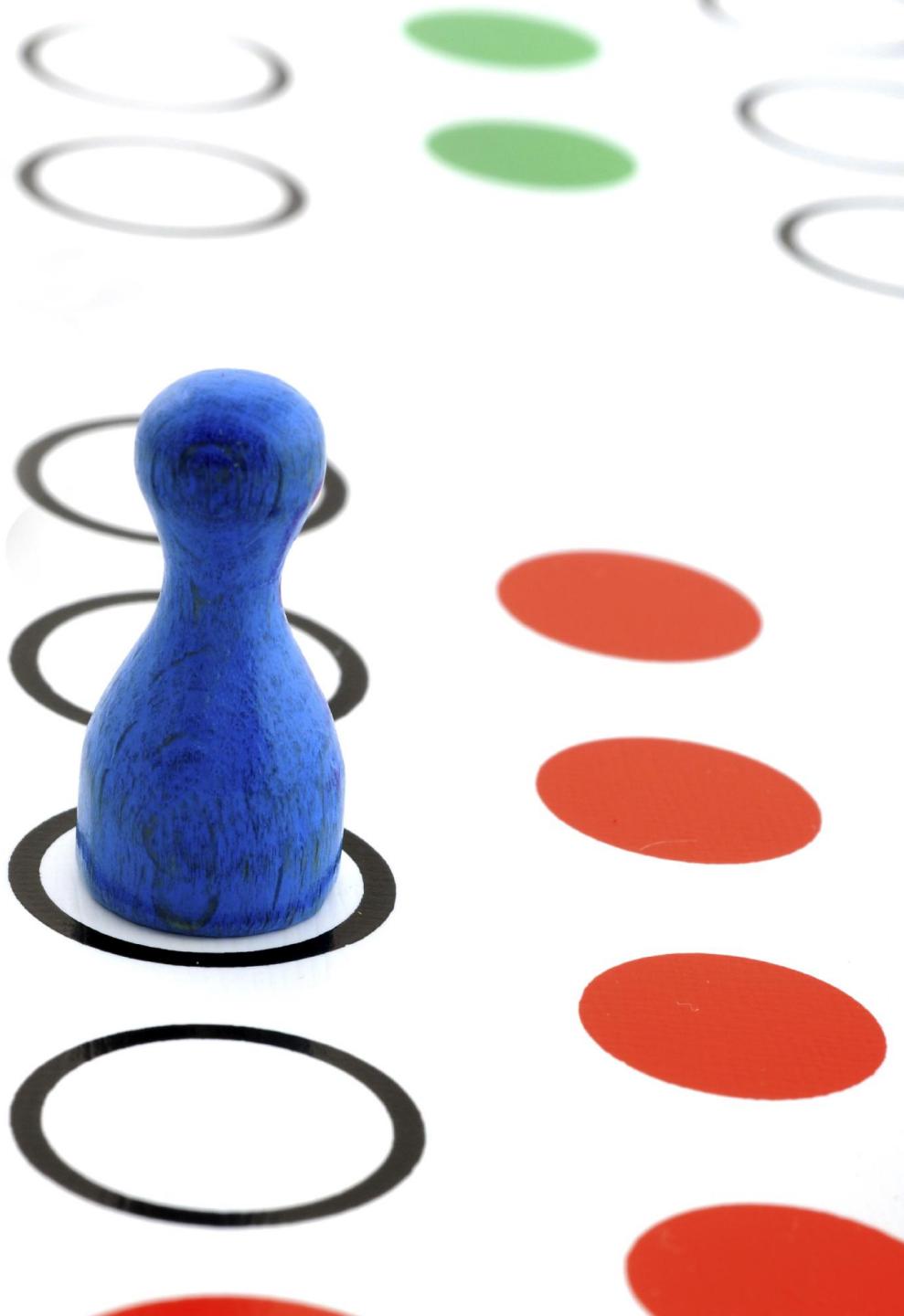
The Customer

❑ Who is your ideal customer?

❑ Who is your best customer?

❑ Who is your most profitable customer?

❑ How did you get your best customer?

What Do You Need To Know

o How do you identify your ideal customer?

o What questions should you ask?

o What does the customer need to know?
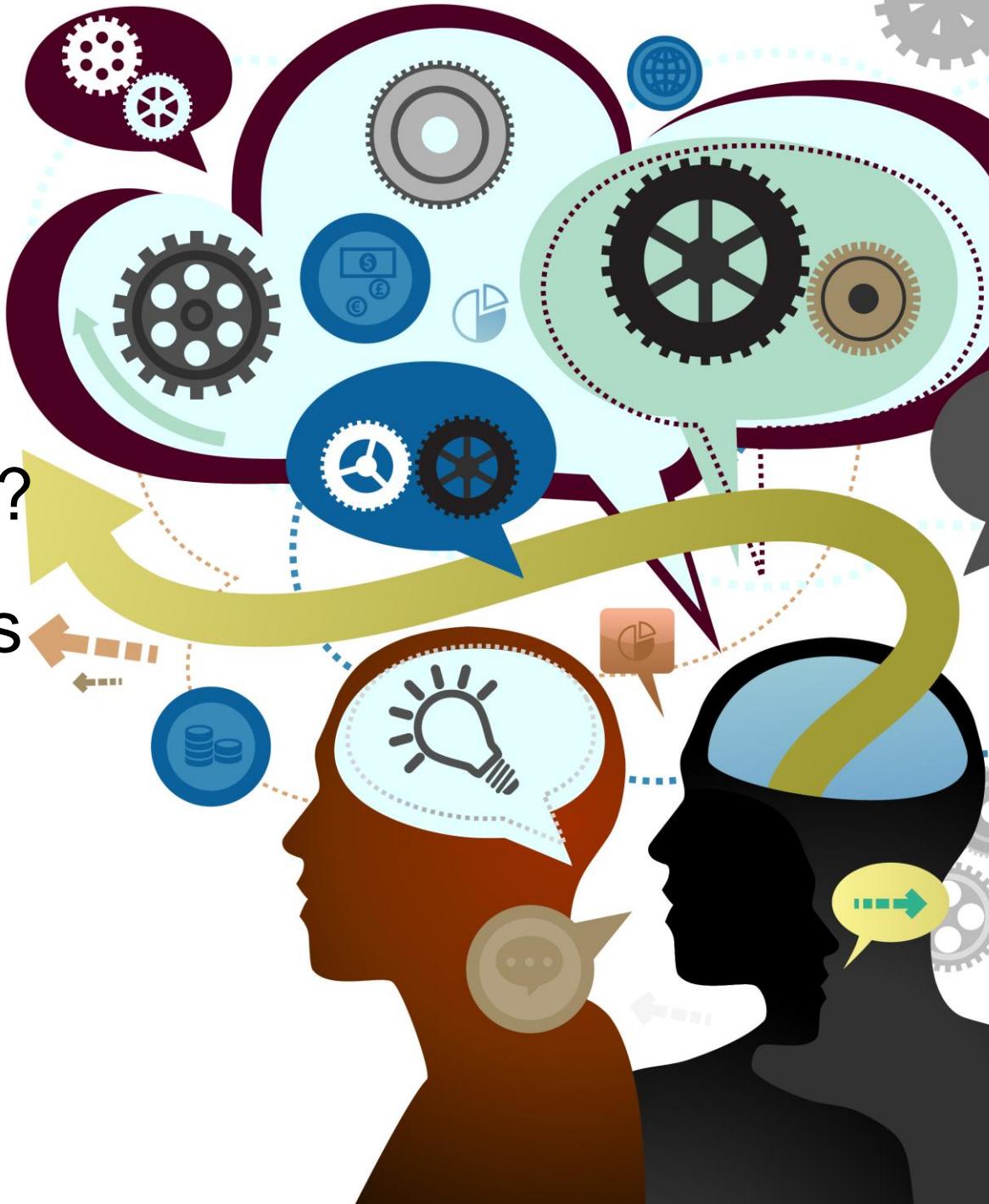
Keep Them Happy

- ✓ Do you think your best customers are Happy?

- ✓ Have you lost a large customer recently?

- ✓ Why did you lose them?

- ✓ What could you or your team done differently?

- ✓ Can you get them back?

- ✓ How?

Group Task

o Create 4 customer profiles

o Explain 5 – 10 attributes of each profile.

o What questions would you ask to identify these different profiles
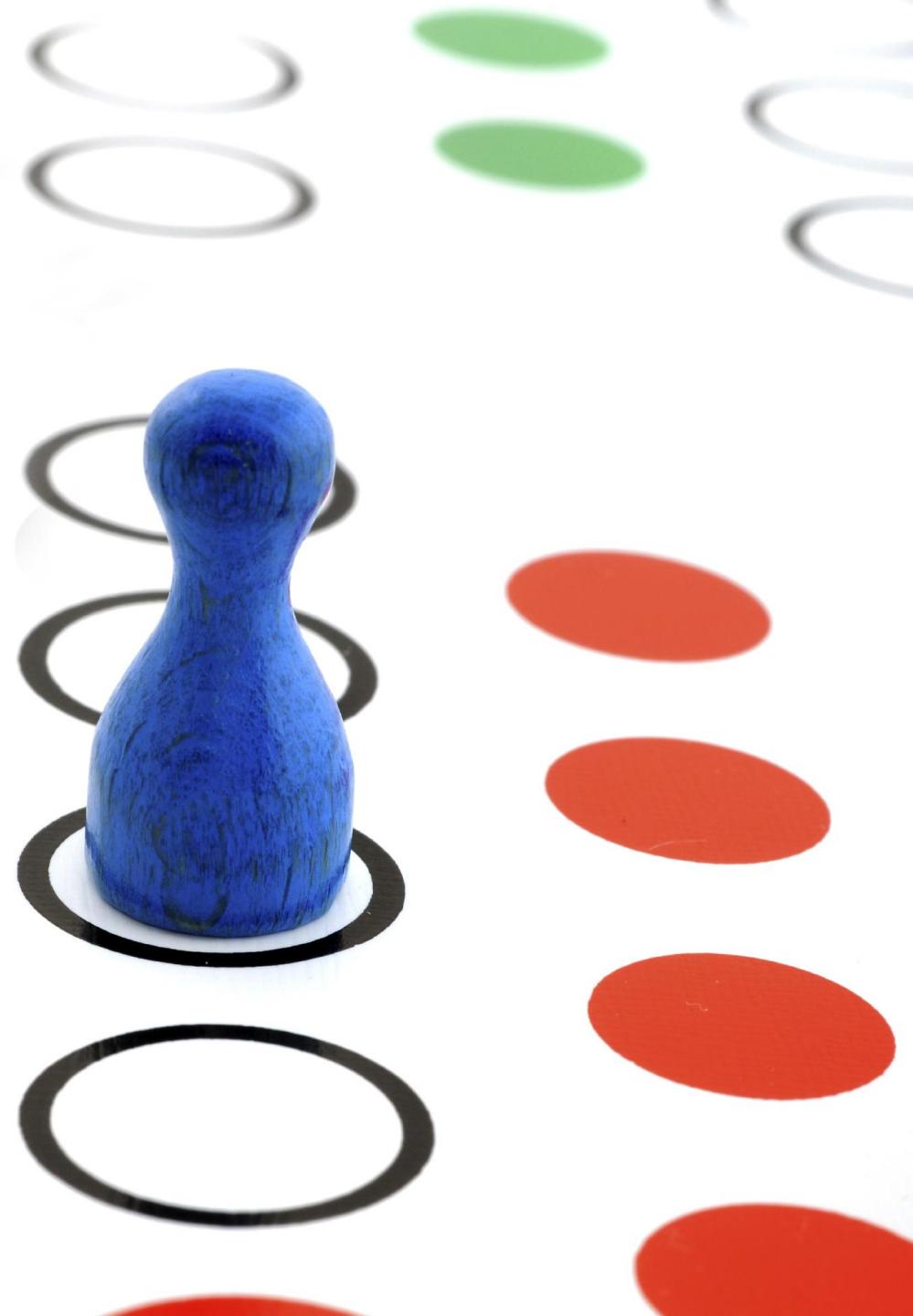
Profile #1

Hello my name is

- No site
- Family run
- Limited training
- No-Tech
- Single location
- Regular

- Customers
- Hyper Local
- Entrepreneurial
- Does it all
- Kid's know tech
- Word of mouth

Profile #2

Hello
my name is

- Some web savvy
- Old website
- Heard of site
- Old technology
- Some advertising – print/ radio/ directories
- Some employees

- Manager
- Local advertising
- Web skeptic
- Local customer base
- Fear factor
- Trust???
- Community loyalty

Profile #3

Hello my name is

- Descent Site – maybe outsourced
- Spend money to make money
- Franchise, multi location
- Some web advertising
- Regional customers
- Brick and Mortar
- Owner/manager/tech person
- Have customer profile
- Have marketing plan
- Consistent branding
- Sneaky big

Profile #4

Hello
my name is

- Agency/ Marketing department
- Small/Med./Large
- Stats Savvy
- Cutting Edge
- Very specific or very broad
- Business professional

- Site profile
- Savvy- Ego
- Want their cut
- Long-term loyalty
- Large buys
- Slow to act.
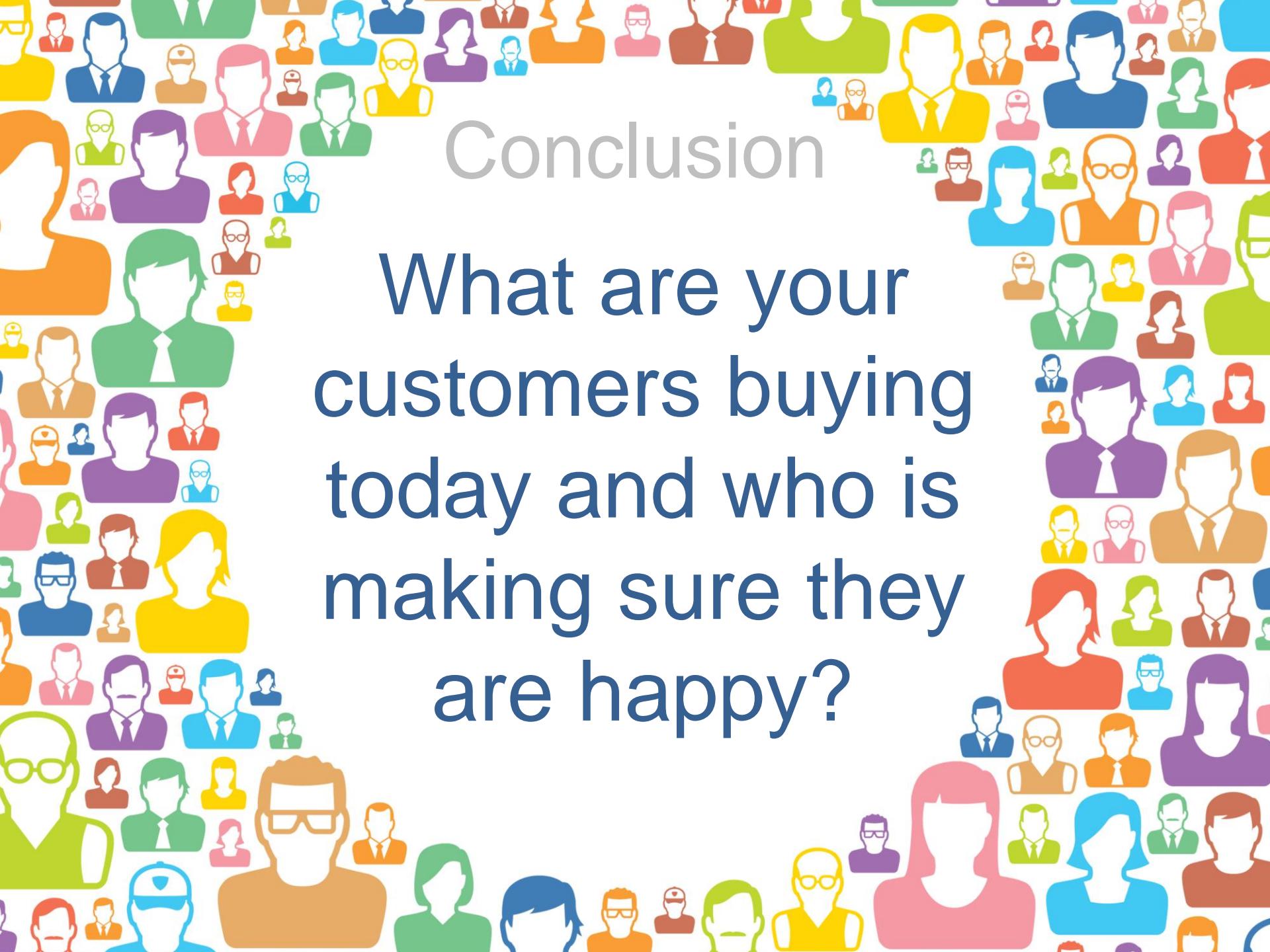
Conclusion

What are your customers buying today and who is making sure they are happy?