



Sales Managers Forum

Session 3

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Session 3

- Table 3 presents to the group
- General feedback on lunchtime interviews.
- 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

- How do you identify your ideal customer?
- What questions should you ask?
- What does the customer need to know?



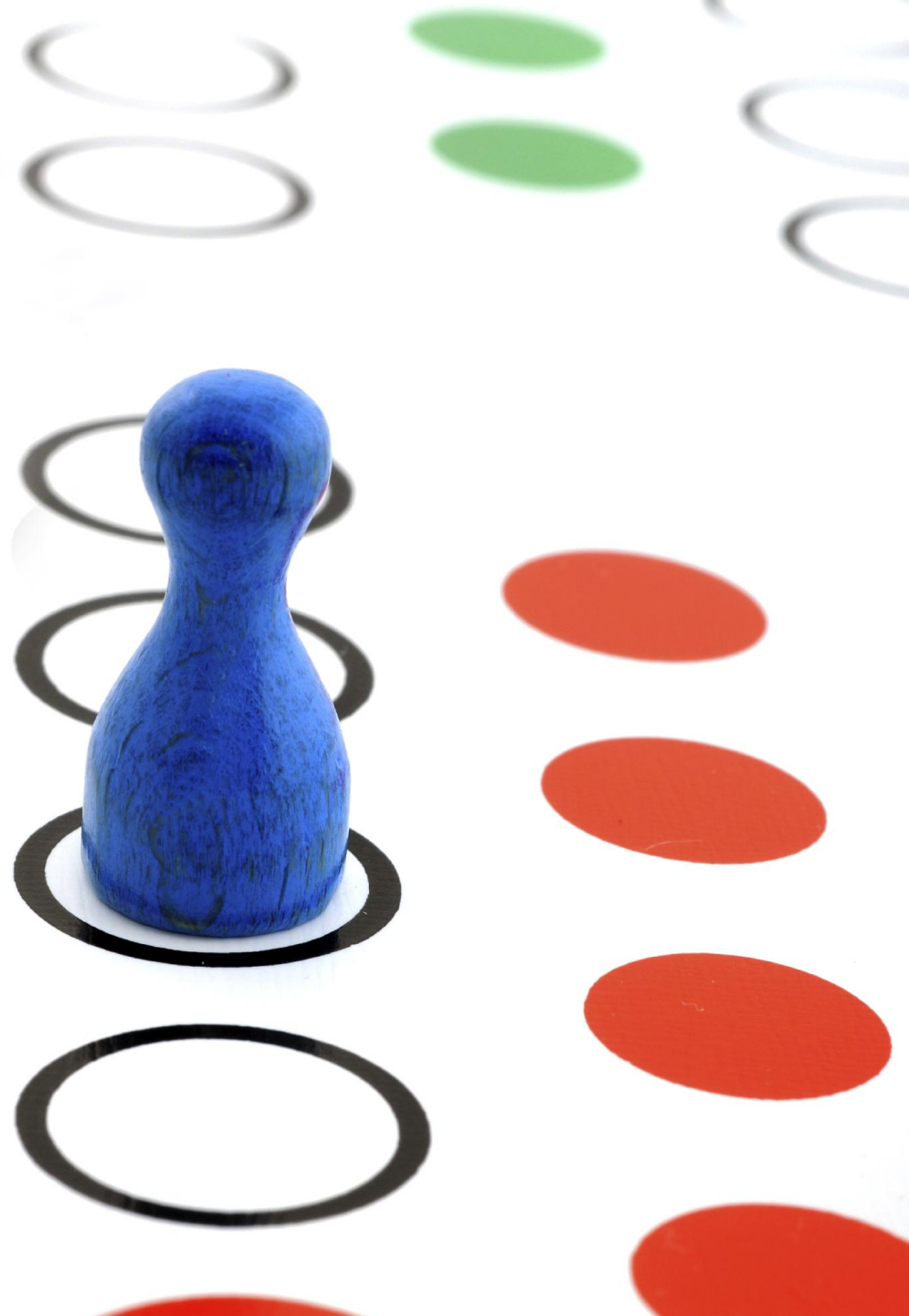
Keep Them Happy

- ✓ 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

- Create 4 customer profiles
- Explain 5 – 10 attributes of each profile.
- 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.

The background of the slide is a dense, repeating pattern of stylized human icons. These icons are rendered in various colors including blue, green, yellow, orange, red, and purple. Each icon is a simplified silhouette of a person's head and shoulders, with some icons featuring additional details like glasses or a uniform. The icons are arranged in a way that they appear to be floating or scattered across the slide, creating a vibrant and diverse visual texture.

Conclusion

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