

10

TOP TIPS

To protect your customer relationships and secure your long term revenue.

enquir3.com

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REVIEW • RETAIN • REALIGN

Introduction (updated April 2020)

How has your business been impacted by Covid-19?

- No real change.
- Increased demand and unable to fulfil orders.
- Moved some / all sales 'online'.
- Temporary closure of some / all services.

Now, more than ever, it is essential to proactively manage customer expectations and have certainty in your revenue projections.

Are you taking every opportunity to increase the value of your customer relationships?

The **Enquir3** team is on hand if you need help.

20%

Customers are lost by the average UK business each year.

95%

Businesses fail to engage with customers who provide feedback.

5-7x

More costly to attract a new customer than to keep a current one.

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- 1 Maintain **contact**.
- 2 Clearly solve a **problem**.
- 3 Demonstrate **authority**.
- 4 Evidence **capability**.
- 5 Be **responsive**.
- 6 Be the '**guide**'.
- 7 Look for **gaps**.
- 8 Establish '**Social Proof**'.
- 9 Request **referrals**.
- 10 Create '**partnerships**'.

PLUS
BONUS
TIPS

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Top Tip

1

Contact: Create and maintain an irresistible relationship

Do you have a structured process for collecting customer feedback? When did you last speak to your most important customers? Do you feel you have great customer insight?

The average client attrition in the UK is 19.8%. You need to keep hold of your existing clients for as long as possible and maximise the value of the relationships you have already developed.

Top Tip

2

Problem Solver: Understand the real reason customers buy.

What motivates your customers to buy from you rather than another supplier? Do you know the real problem you solve? Is this clearly articulated in your marketing communications?

Be clear about what you do and make it easy for your customers to understand. Many businesses talk too much about themselves rather than the problem they solve for their customers.

Top Tip

3

Authority figure: be seen as the 'go to' provider.

Do customers (and prospects) really believe you know what you are doing? Are you seen as the expert in your field? What evidence do you have to support this?

Demonstrate the experience you have built up and how this makes you uniquely placed to be the 'right provider' within your chosen area of expertise. Give confidence you can deliver at the highest level.

Top Tip

4

Capability: Show you can deliver to a high standard.

Do you consistently deliver to a high standard? Can you evidence great customer service? Do you have independent verification to support your claims?

Exude confidence. Customers need to be absolutely convinced you are able to deliver on your service promises. Make it easy to see this and make good use of 'guarantees' to set you apart from competitors.

Top Tip

5

Availability: be there and ready to respond.

How quickly do you follow-up enquiries? Is your website and marketing material up to date and present you in the best possible light? Do you show evidence of response times and project delivery?

Manage expectations. Your client (or prospect) must believe you can solve 'their problem'. They need to know you can deliver in a time frame which suits their needs. Otherwise they will look elsewhere.

Top Tip

6

Offer Guidance: support your customers on their journey

How do you support your customers in their decision making? Do you offer guidance? Do you provide this information in a way which meets the needs of your customers?

Make it easy to do business with you. You are the expert. Customers need to you to be the 'filter' on their decision making. What more can you be doing to remove stress points from the decision making process.

Top Tip

7

Gaps analysis: don't assume customers will remember.

Have you reviewed your customer / service gaps to identify revenue opportunities? Do you offer different tiers of product / service? How recently have you reviewed competitor offerings?

Don't assume anything. Customers need to be reminded of your 'complete offer', this ensures you maximise their spend. Identify the gaps and prioritise those who offer the greatest potential return.

Top Tip

8

Social Proof: People follow the actions of others.

Do you show customer feedback on your website and within your marketing material? Do you have case studies for each target market How do you evidence excellence within everything you do?

Take a look at your marketing (especially your website) and honestly assess the strength of the 'social proof' you are able to display. Look to your competitors to identify your strengths and weaknesses.

Top Tip

9

Referrals: the easiest way to generate new enquiries

How often are you asking for referrals? Are you receiving the right type of referrals? Do you have a referral process which is delivering results?

Referred business is an easier sale. Referrals typically buy more and maintain a longer relationship. Explore the opportunities to increase your referral request and implement a repeatable process.

Top Tip
10

Partnerships: opportunities to extend your reach.

What channels to market do you currently use? Are there product / service providers complementary to you? How could you benefit from using other routes to connect with customers?

Consider the whole purchase. A purchase from you will inevitably lead to an associated purchase. Put yourself in a position to deliver this 'extra' or benefit in some other way.

**BONUS
TIP**

Choose who to work with.

Is your business running at full capacity? Do you have customers who absorb more resources than others? Do many of your customers say you are 'great value'?

These are all potential opportunities to review the cost of servicing customers. **Know when and how to safely increase prices.**

**BONUS
TIP**

Test & Measure

Do you have the right KPI's in place? Do you have any? Are you just tracking historical performance (lag measures) or are you monitoring future potential (lead measures)?

Create a performance dashboard which works for you. What you measure needs to influence how you adjust your activity to deliver a different result.

Checklist

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How Enquir3 can support you

- **Retention:** Keeping customers longer.
- **Lead Generation:** Better quality and ready to buy.
- **Conversion:** better stories improve engagement.
- **Cross Sell / Upsell:** typically 20-30% revenue opportunity.
- **Referrals:** repeatable process to guarantee results.

Plus:

Evidence for certification / accreditation e.g. ISO 9001

Giving you **confidence to act** based on an identified customer need

How Enquir3 can help

TAKE A GRIP OF YOUR MARKETING BY KNOWING WHAT YOUR CUSTOMERS REALLY VALUE ABOUT WHAT YOU DO



Client Engagement

What do your clients really care about? Are they going to stick around and make referrals?

[More information](#)



Video Testimonials

Establish your 'social proof' and tell your story to a wider audience via Video Testimonials

[More information](#)



Case Studies

Tell stories. Create the evidence you need to secure new business in your target markets

[More information](#)



Workshops

Webinars, seminars and interactive workshops to boost your client engagement

[More information](#)



INCREASE CLIENT SPEND

Keep clients longer and sell a broader range of products / services



STOP WASTING TIME

Know what prospects really want rather than guessing what they need



MORE REFERRAL OPPORTUNITIES

Reduce your marketing spend, focus on active introductions

Protect your customer relationships and secure your long term revenue.

BOOK YOUR SUPPORT CALL NOW

Email us at support@enquir3.com

or call us on **0207 100 5180**

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