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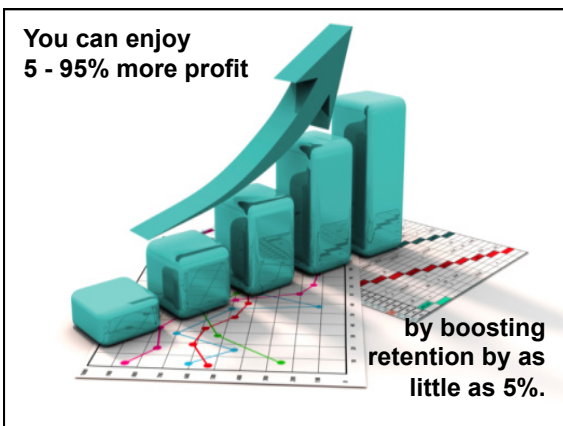
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**New customer costs**

- Cost of advertising/promotion
- Price sensitivity
- Personal selling
- Time setting up new accounts
- Time and money explaining business to new customers
- Costs dealing with the start up phase



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**Profits Generated**  
(lowered cost of acquisition)  
**from**  
**Happy Customers**

- Reduced price sensitivity
- Reduced losses to competitors
- Increased referrals
- Increased repeat business



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73% of consumer decisions are primarily influenced by word of mouth.  
McKinsey 2009

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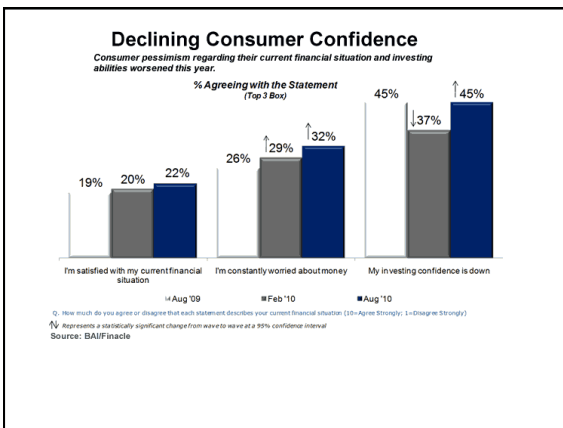
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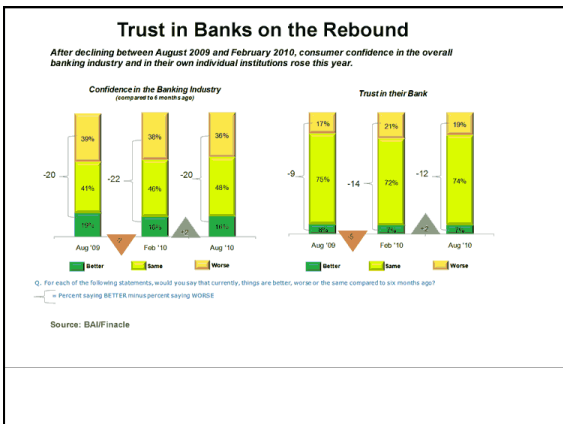
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**It's scary!**



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**In the beloved and prosperous companies:**

Leaders blend who they are as people with how they lead.

Business decisions combine purpose and passion.

Leaders give employees behaviors to model and permission to be "real."

Relationships are between people who share the same values.



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No fewer than 87% of respondents to J.D. Power's syndicated survey say they will definitely buy from USAA again, far higher than the average, which is just 36%.

Its client retention rate?

A near-perfect 97.8%.



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**3 key lessons to the art of woo**

An element of surprise... it's all about them

The more personal the better

You have to know who they are to woo well



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**An element of surprise... it's all about them**

Can't be a bait and switch

Can't be insincere

Doesn't have to be big



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**Bonus Bucks**



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**Create your own gratitude holiday**

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contact sitemap  **A 10¢ lollipop?**

**THEBESTSTORE**  
The lowest, most innovative Flash Storage Devices store on the internet.

WELCOME! [HOME](#) [ABOUT](#) [PRODUCTS](#) [CONTACT](#)

**ABOUT US**  
TheBestStore is one of the lowest priced online offering flash drives, card readers, USB flash drives, MP3 players, CD/DVD media, DDR modules, USB hubs, USB cables, Batteries/Chargers, Camera Accessories, Camera Kits, and more.

**Stylish USB Flash Drives at amazingly Low prices**

**LIVE CHAT SUPPORT**  
offline  
LEAVE A MESSAGE

**CATEGORIES**  
Flash Card  
USB Flash Drives  
MP3 Players  
Flash Card Reader  
CD/DVD Media  
DDR Modules

**COMPARE AND SAVE**

Adata 32GB 50HC Class 8 Card	Adata 16GB 50HC Class 8	Transcend 4GB 400	MaxellPower LP 68 Battery
\$69.95	\$29.75	\$13.93	\$26.75
amazon.com \$78.93	\$32.49	\$32.49	\$33.93

**VIEW CART** (empty)

**TOP SELLERS**  
Transcend USB 8GB 60 Secure Digital Cards

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**The more personal the better**

Isn't about having their name mail merged into a letter

Takes a village to pull this off

Will create staggering WOM!



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Handwritten wins the day

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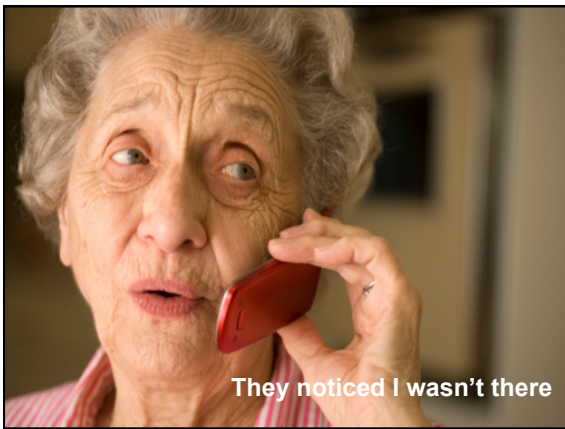
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They noticed I wasn't there

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Mandatory intro lunches... on marketing's dime

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**You have to know who they are to woo well**

It has to matter to them

It makes it a real relationship

A misstep will get noticed and talked about



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Could you help them meet their business goals?

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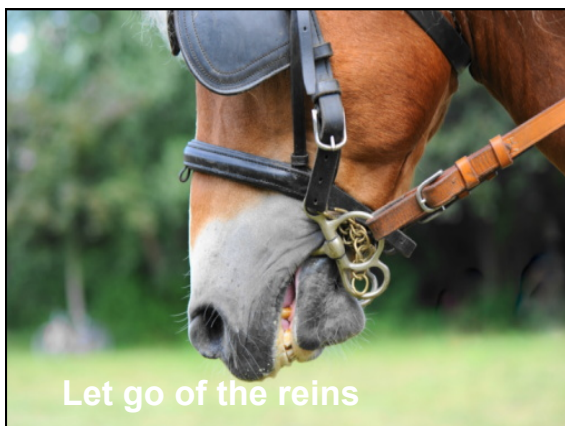
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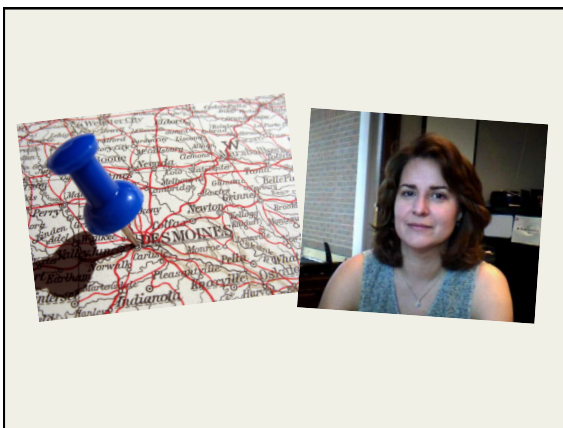
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**Drew's marketing minute** Where strategy and passion collide

[www.DrewsMarketingMinute.com/ALBanker.html](http://www.DrewsMarketingMinute.com/ALBanker.html)

**Alabama Bankers**  
 Wednesday's presentation on creating love affairs with your customers:  
[Download presentation here](#)  
 Wednesday's presentation on marketing mistakes:  
[Download presentation here](#)

**General Resources:**  
 Free reports, fact sheets, etc.  
 Marketing Lessons from Walt

**Books:**

<p><b>Recommend</b></p> <p><b>The New Rules of Marketing and PR: How to Use Social Media, Blogs, Podcasts, YouTube, etc. to Reach Customers and Grow Your Business</b>        David Newman Soc. \$13.97</p>	<p><b>Marketing Lessons from the Grateful Dead: What Every Business Can Learn from the World's Most Famous Band</b>        David Newman Soc. \$14.99</p>
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**ABOUT DREW**



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 (515) 251-8400

**Check out Drew's books**  
[Drew's Amazon Author page](#)

**IPHONE**




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**m m g**

**McLELLAN MARKETING GROUP**  
Where strategy and passion collide 

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drew@mcllellanmarketing.com

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