

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



Profits Generated
(lowered cost of acquisition)
from
Happy Customers

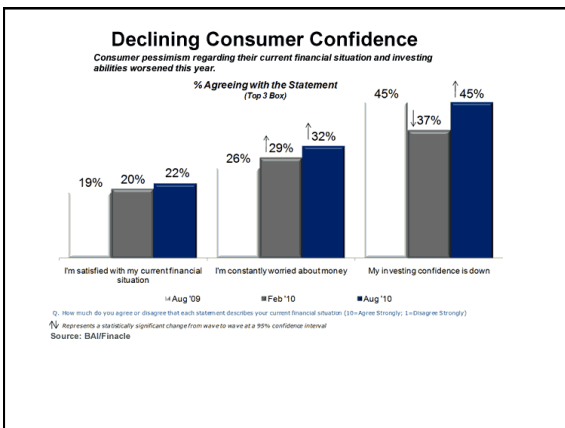
- Reduced price sensitivity
- Reduced losses to competitors
- Increased referrals
- Increased repeat business

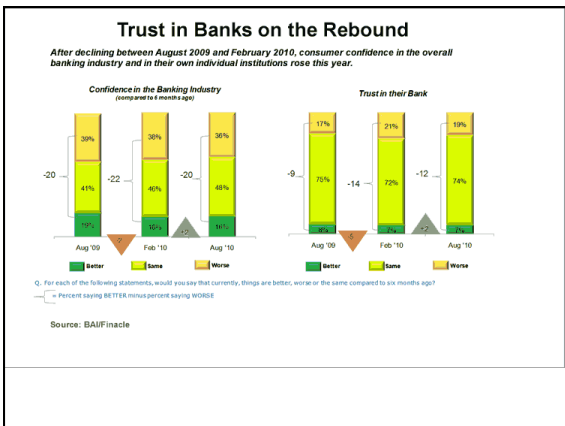




73% of consumer decisions are primarily influenced by word of mouth.
McKinsey 2009













It's scary!



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.



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%.














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




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



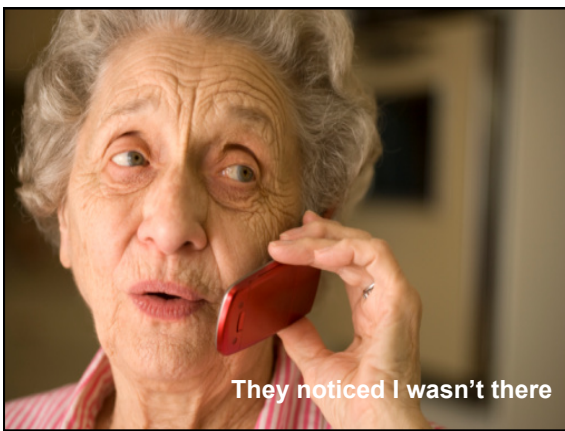
Bonus Bucks





Create your own gratitude holiday





They noticed I wasn't there



Mandatory intro lunches... on marketing's dime

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





Could you help them meet their business goals?



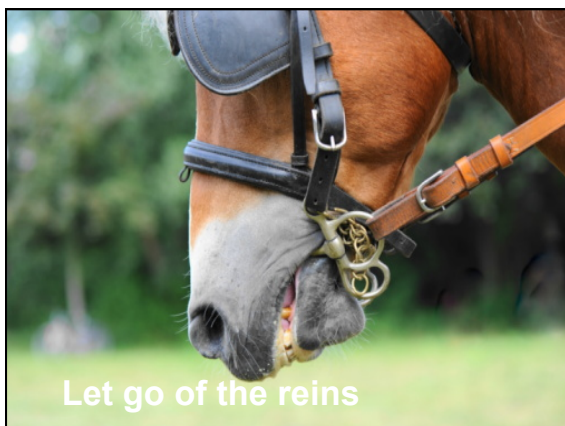












Celebrate the love



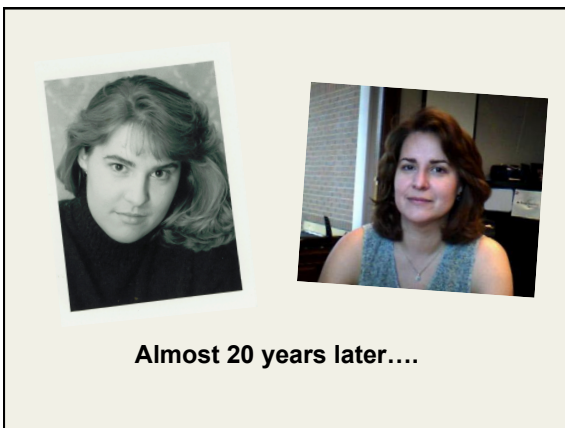


Hire lovers



Make it count





m m g
Where strategy and passion collide
DREW IS TOP DOG AT McLELLAN MARKETING GROUP

www.DrewsMarketingMinute.com/NEBanker.html

Nebraska Bankers

Thursday's presentation on creating love affairs with your customers:
[Download presentation here](#)

Thursday's presentation on marketing mistakes:
[Download presentation here](#)

General Resources:
[Free reports, fact sheets, etc.](#)
[Marketing Lessons from Walt](#)

Books:

Recommend

**Why Loyalty Matters: The Groundbreaking Approach to Re...
 Timothy Amburgey...**
\$13.22

**Shift: How to Reinvent Your Business, Your Career, and Yo...
 Regis Arnold (Author)**
\$15.64

Speak Human: Dominate the Big Guys by Getting...

Marketing Lessons from the Greatest Deals: What Every...

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