

**Creating a
love affair
with your
employees &
customers**



**Drew McLellan
McLellan Marketing Group**

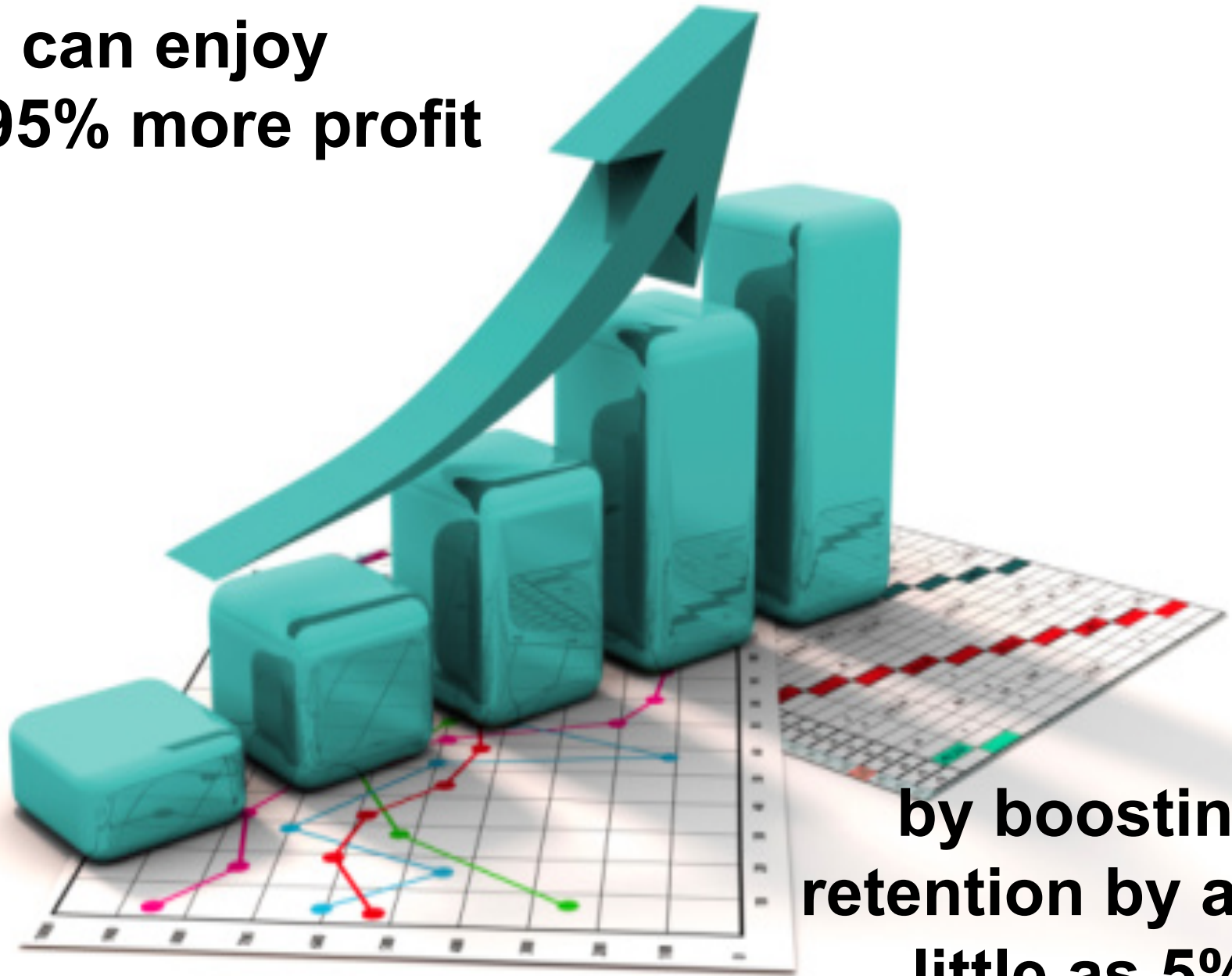
It is 6 – 7 times more costly to acquire a new customer than it is to keep an existing one.



It is 2.5 times/salary more costly to replace a new employee than it is to keep an existing one.

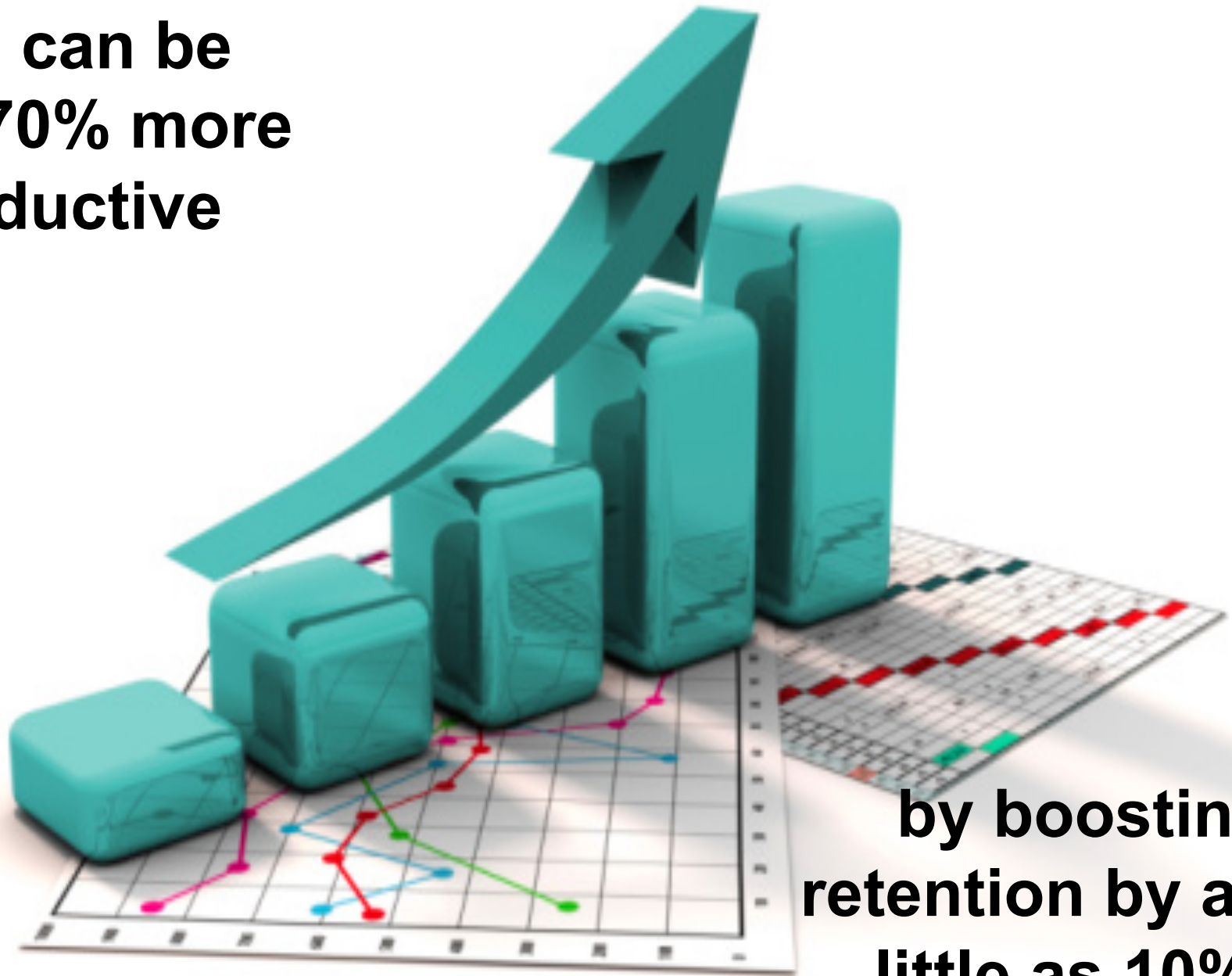


**You can enjoy
5 - 95% more profit**



**by boosting
retention by as
little as 5%.**

**You can be
50-70% more
productive**



**by boosting
retention by as
little as 10%.**



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

McKinsey 2009



90% of customers identify word of mouth as the **best, most reliable** and **trustworthy** source about ideas and information on products and services.

NOP World



**#1 reason employees leave?
They don't get enough of your time/attention.**

Satisfaction

Love





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.



3 key lessons to the art of woo

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

The more personal the better

Bragging rights matter



**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

A 10¢ lollipop?



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	\$69.95	\$29.75	\$13.93	\$26.75
	\$78.93	\$32.49	\$32.49	\$33.93

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TOP SELLERS

Transcend 1GB 80X SD Secure Digital Cards

The Disney way





From YOUR
BOSS



Expected...
Had to...

From YOUR
BOSS





TOOLBOX

Logout

Search this website ...

SEARCH

Wes

Everyday Hero?

HOME

WB HERO

WB NEWS

SALES TOOLS

TEAM TOOLS

CONNECTIONS

WB IOWA

WEST WAVES



TEAM TOOLS

EVERYDAY HERO



Emily Doonan recognized for her Superpowers!



Emily Doonan, Second Vice President
Treasury Management

Emily Doonan was recently recognized for her **CUSTOMER CENTRICITY!** She routinely goes above and beyond for West Bank customers. Emily's Customer Centricity superpower is so strong, it be felt statewide!

Emily recently helped an Eastern Iowa customer with her merchant card processing system. Her treasury management expertise helped our customer solve a financial obstacle.

Jason Dicken has this to say about Emily's **CUSTOMER CENTRICITY**, "Our customer has an in-home office and was struggling with cash flow. Emily and I worked with our customer for more than a month getting her comfortable with our merchant card processing system. Our customer loved the idea of faster availability of her funds and has tremendously helped her cash flow. Emily was a big help for our customer even though she is in Des Moines and our customer is in Iowa City. Our customer is very happy with West Bank and the service she receives."

Congratulations to Emily Doonan for being awarded the **CUSTOMER CENTRICITY** can of

ox.com/wp-admin/index.php

Marcia Pepper



First Vice President
Commercial
Banking

What is the most important thing you do in your job? The most important thing I do in my job everyday is respond to any

customer, both internal and external, in a very prompt and knowledgeable fashion every time.

What's the best compliment you can get from a customer or co-worker? I would have to say that "thank you" is the best compliment, as I know I have given the customer the best service possible and the confidence they have in me to provide that kind of service each and every time.

How do you "save the day" at West

Chuck Day!



April 13 – National Scrabble Day





- ~ How will you surprise customers/ employees?
- ~ How will you lock in your commitment?
- ~ How will you keep this surprising?



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!



Handwritten wins the day



A close-up photograph of an elderly woman with short, wavy, grey hair. She has a surprised or concerned expression on her face, with wide eyes and slightly parted lips. She is holding a bright red mobile phone to her ear with her right hand. She is wearing a pink and white striped shirt. The background is blurred, showing an indoor setting with a doorway.

They noticed I wasn't there

Mandatory intro lunches... on marketing's dime



Send a note to their spouse, kids etc.



What's their plan? What's your plan for them?





Gmail™
by Google™

- ~ How will you make it personal with employees/customers?
- ~ How will you lock in your commitment?
- ~ How will you keep this from being a one time deal?



Bragging rights matter

It should have some buzz factor

Do it in public

If they can share it... all the better





**Could you help them meet their
business goals?**

Genius bar reservations



Exclusivity is a beautiful thing!



Trip for tenure





ttta boy emails!

It doesn't always have to come from you

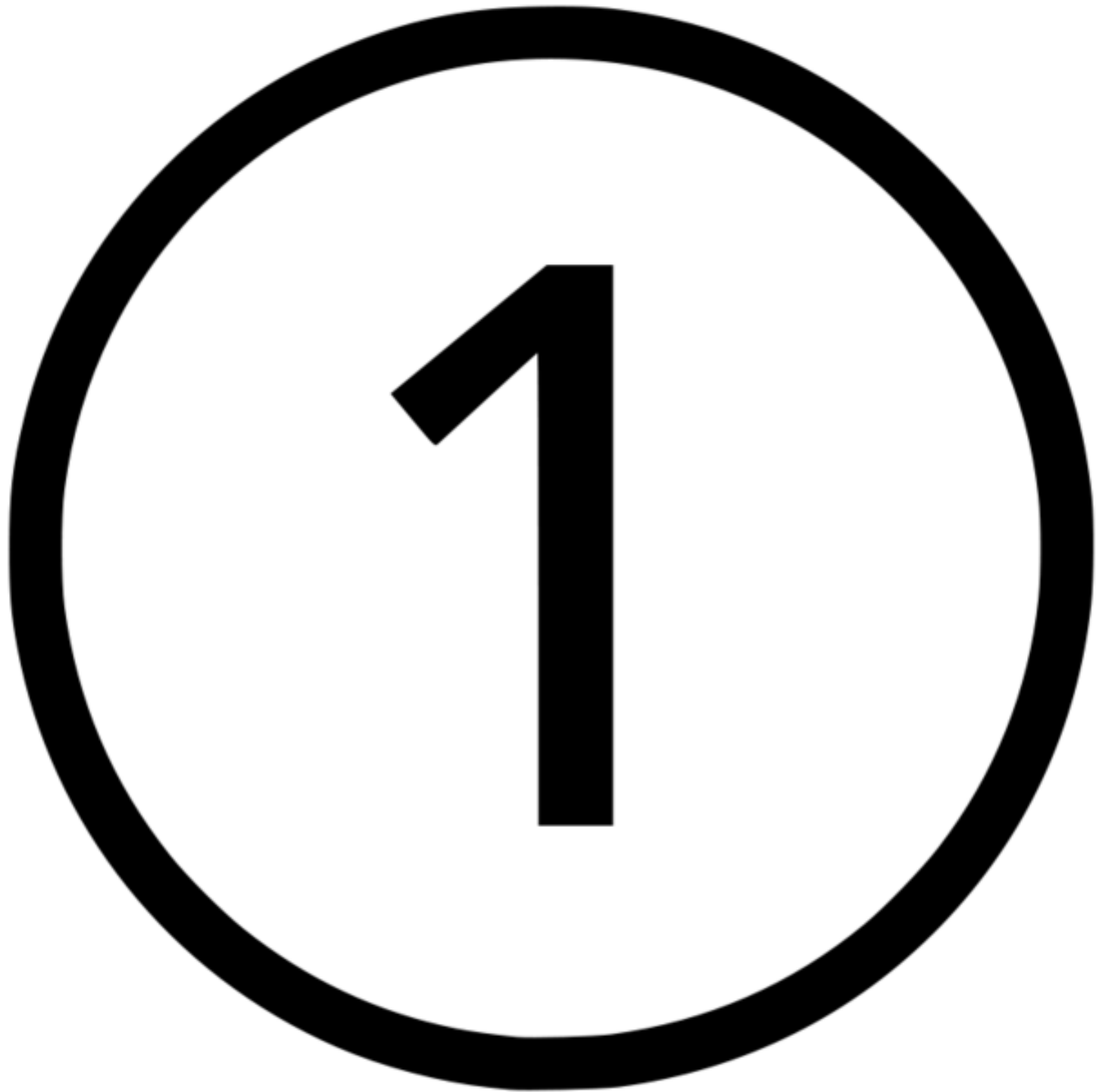


~ How will you create bragging rights for your customers/ employees?

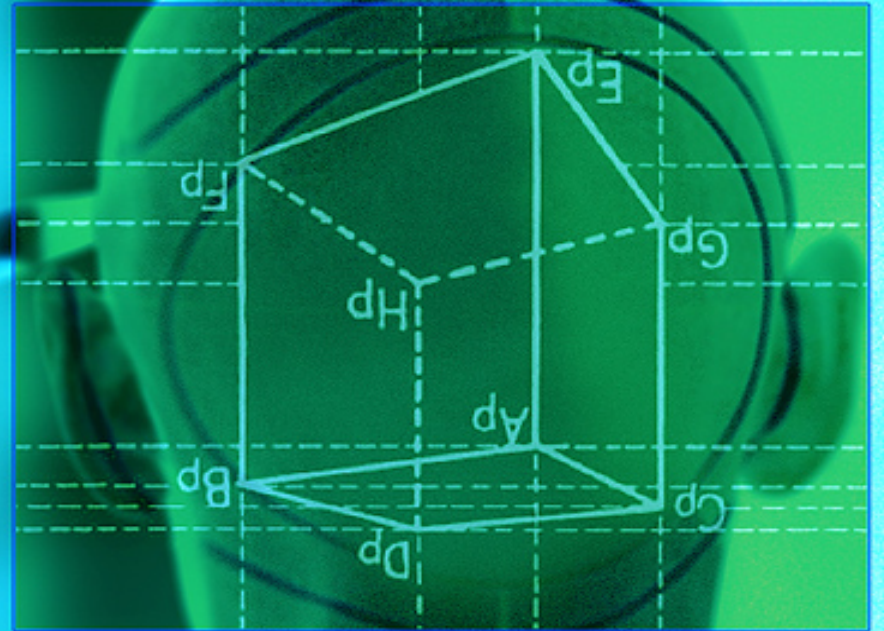
~ How will you lock in your commitment?

~ How will you sustain this?





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Where strategy and passion collide



Drew's *marketing* minute

MARKETING GROUP

www.DrewsMarketingMinute.com/MasonCity

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:

I Recommend



Why Loyalty Matters: The Groundbreaking Approach to Re...
Timothy Keiningha...

\$13.22



Shift: How to Reinvent Your Business, Your Career, and Yo...
Peter Arnell (Hardco...

\$15.64



Speak Human: Outmarket the Big Guys by Getting Beyond...



Marketing Lessons from the Grateful Dead: What Every Bu...

ABOUT DREW

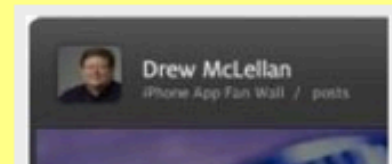


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IPHONE





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