

E-LESSON #17: The Value of One New Customer

MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE



Working out an ROI calculation is absolutely essential if you want to manage the client's expectations about results on your station. Here is way to ENHANCE the "magic number", giving the calculation even greater significance in the client's mind. Remind the client about the value of ONE NEW CUSTOMER that your station could bring to his business.

- What is *one* customer worth to the client over a long period of time?
- How long does your client keep an average customer?
- How often does that average client return to your client's business and how much does he typically spend?
- If a customer has a good experience, is he likely to recommend your client's business to other people?

The purpose of this lesson is threefold

- To impress upon your salespeople that it is always in their best interest to understand as much as possible about how their clients' businesses operate.
- By demonstrating the RETURN ON INVESTMENT strategy to a client, the salesperson is:
 1. Managing the client's expectations about results
 2. Overcoming rate resistance and added value
 3. When the client understands the ROI logic and the *value of one customer*, he might decide that instead of just ten customers, he might go for twenty or thirty and double or triple the amount of money he is spending with you.

How to effectively deliver this lesson

1. **Don't allow the ROI concept to die in your sales department. Salespeople will not use a concept they don't understand. So make certain that every salesperson understands and is using the ROI concept.**
2. If necessary, have the sales staff review E-LESSON #15 and #16: ***HOW TO CALCULATE ROI*** prior to the sales meeting.
3. Begin the session by downloading and viewing the corresponding video with your staff and giving each salesperson a copy of the

General Agenda for E-LESSON #17: ***THE VALUE OF ONE NEW CUSTOMER.***

4. Openly discuss how to explain the value of one new customer to clients.
5. Stress the potential value of one new long-term client for a broadcast salesperson.
6. Distribute the Worksheet for Salespeople for E-LESSON #17: ***THE VALUE OF ONE NEW CUSTOMER.***
7. Give salespeople 10 minutes to fill out the worksheet.
8. Collect all worksheets and keep in the sales staff's permanent individual files.
9. As usual, make sure that salespeople are calling on local direct accounts as promised.

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