



Understanding Customer Interaction . . .

Identifying, establishing and developing relationships that lead to business

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Customer Interaction

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☀ Types of Customers . . .

- Existing customers Already a known entity
- New customers Committed, but still uncertain
- Former customers Some history, good or bad
- Prospective customers No reference points to judge

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☀ Defining Your Customer Relationship . . .

- Distant Unconnected, no chemistry yet
- Developing Seeing relationship warming up
- Close Valued source, but not the only one
- Intimate Share deepest concerns; trusted

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☀ What Customers Want from Suppliers

- Reading the situation . . .
 - Undefined need or role
 - “Just another quote”
 - Immediate resource for a specific task
 - Advisor/supplier to solve ongoing issues

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☀ What Customers Want from Suppliers

● “Ask your customers” to find out . . .

- Experienced in their processes
- Can solve an immediate service requirement
- Asks the right questions and advises
- Price competitive services
- Ease-of-doing-business



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✦ Using a Process to Establish Success . . .

Step 1 - Preparation . . .

- Identify prospects
- Background research
- Profile customer's needs and issues
- Understanding the customer dynamics
- Anticipate issues, needs, and solutions
- Preplanning the customer interaction

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✦ Using a Process to Establish Success . . .

Step 2 – Contact . . .

- Facilitating the self-discovery
 - Issues and concerns
 - Historical reference
 - Current needs
- Prioritizing issues and concerns
- Developing possible solutions
- Defining the next step

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☀ Using a Process to Establish Success . . .

Step 3 – Proposal . . .

- Defining the need
- Prepare an approach to solving the need
- Understanding resources, services and costs
- Prepare written proposal
- Present to the customer
- Seek closure and commitment

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☀ Using a Process to Establish Success . . .

Step 4 – Performing . . .

- Review the deliverables with customer
- Establish customer satisfaction benchmarks
- Work your sales and marketing proposal
- Complete frequent customer reviews

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“What the Market Has Taught Hadley Associates”

★ Common Attributes

- Seek understanding
- Having a vision
- Communicate well
- Involve their people
- Decide on facts
- Work the plan

★ Formula for Success

- Focus on fundamentals
- Devote the needed effort
- Facilitate groups
- Catch early successes
- Do your homework
- Demanding, but fair

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“What the Market Has Taught Hadley Associates

★ Final Observations

- Question and listen
- Be bold and creative
- Be receptive to ideas
- Manage change
- Measure the results
- Challenge your plan