

WHO ARE YOUR CUSTOMERS



Customers are the beginning and the end of marketing. IF you're not customer-oriented in today's tight markets, you can forget it!

It's so fundamental, it's almost ridiculous to say it. Caring for customers comes naturally to all great marketers.

As a customer yourself, however, you'll recognise that many companies show their customers almost criminal neglect. They go for the one-off sale, forgetting – if indeed they ever knew – that the next sale starts as soon as the last sale was closed.

"The piranha gains a competitive edge by keeping its eye on the ball!!"

In the new world of marketing, the sale is no longer as important as the relationship. Smart marketers build a long term relationship with their customer – earning brand loyalty, creating buying habits that become part of the customer's lifestyle and foregoing a profitable relationship.

Many executives believe their product sells itself or that sending

letters to customers (like Reader's Digest) is to lower themselves.

They are men of the past. They are dinosaurs who may, with a little luck, survive to retirement...the last of a dying breed.

The men and women of the future are already talking to customers about building relationships that are the basis of solid, long-term market share. They know the value of a relationship.

A customer-neutral or customer-negative attitude spells death to the marketer.

Only the Public Service can afford to ignore its customers. Yet, so many large companies treat their customers as mere Taxpayers – shackled to them by a force of habit or brand loyalty inherited from easier, less competitive times.

This attitude was OK in the easy '50s and '60s; but the world is a cold, bitter place if you're not used to competition.

Fat and lazy companies are harried by small, piranha-like companies eating away at their market share.

Even within companies, the men of the past are being harried by the young piranha who understands "relationship" marketing.

The piranha gains a competitive edge by keeping its eye on the ball – the customer.

Australian Salesmasters knows a lot about caring for customers. We help a lot of companies care for their customers.

We help them design a customer retention program. And we do all the hard work of getting the correspondence out, day after day, on time, every time!

Our clients know that their customers are being looked after. They're being educated, they're being stimulated to purchase more and they're asked to tell all their families and friends as well.

Our clients have lots of loyal customers who come back again and again. Do you?!

David Jackson CSP – Speaker/Trainer/Author

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don't blame them... TRAIN THEM!

PROFILE

DAVID JACKSON CSP



Since forming the **Australian Salesmasters Training Company** in 1985, David has spoken professionally in eight countries of the world.

David is a motivated, enthusiastic believer in people and their natural ability to improve and enjoy more of what they now do. He has a passion for what he calls “Level 10” living.

He has shared his optimistic message with over 250,000 people at all levels and in over 20 different industries.

His message is simple – **“You are what you wish to become”**. Your people will be enriched by his words and his success game plans.

He is also committed to his profession. He is a Certified Speaking Professional with the National Speakers Association of Australia. He has produced and written over 9 Best Selling DVD Programs plus numerous ebooks.

Having been involved in sales and marketing for the past 30 years, David delivers a grass root credible message gained from personal experience.

David is sincere, humorous and energetic. He succeeds in getting audience participation in his workshop experiences and enjoying in the process, putting fun back into work. He will enhance your organisation’s prime resource – your people!

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