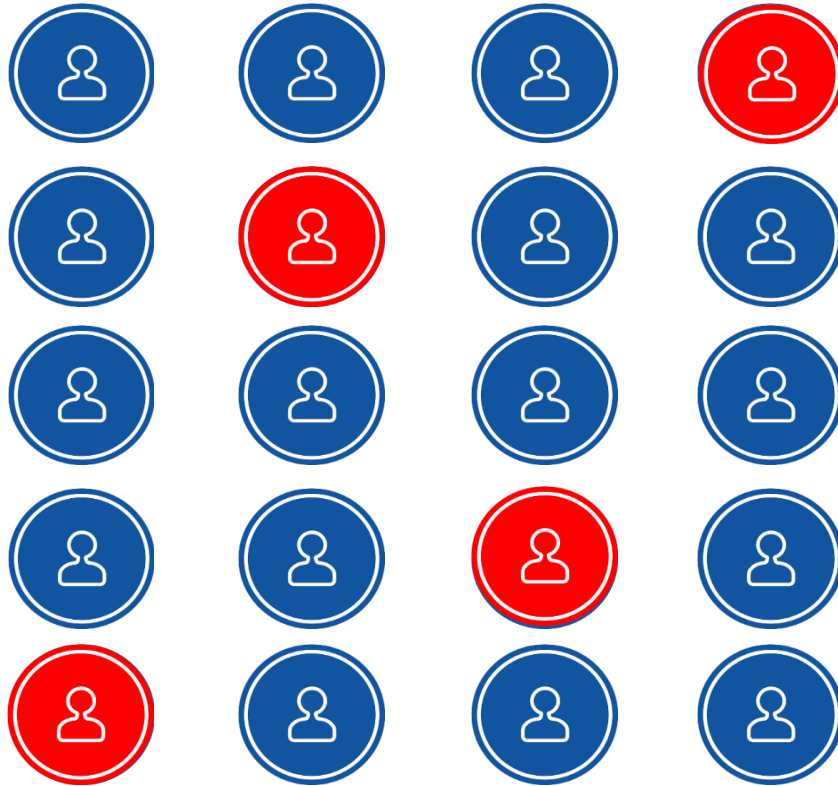


Session 2:  
**Protect Sales & Referrals**

**Seek out opportunities with your existing customers and increase your referral rates.**

**How much effort is spent  
on developing existing client  
relationships vs new client  
acquisition?**

# How secure is your revenue?

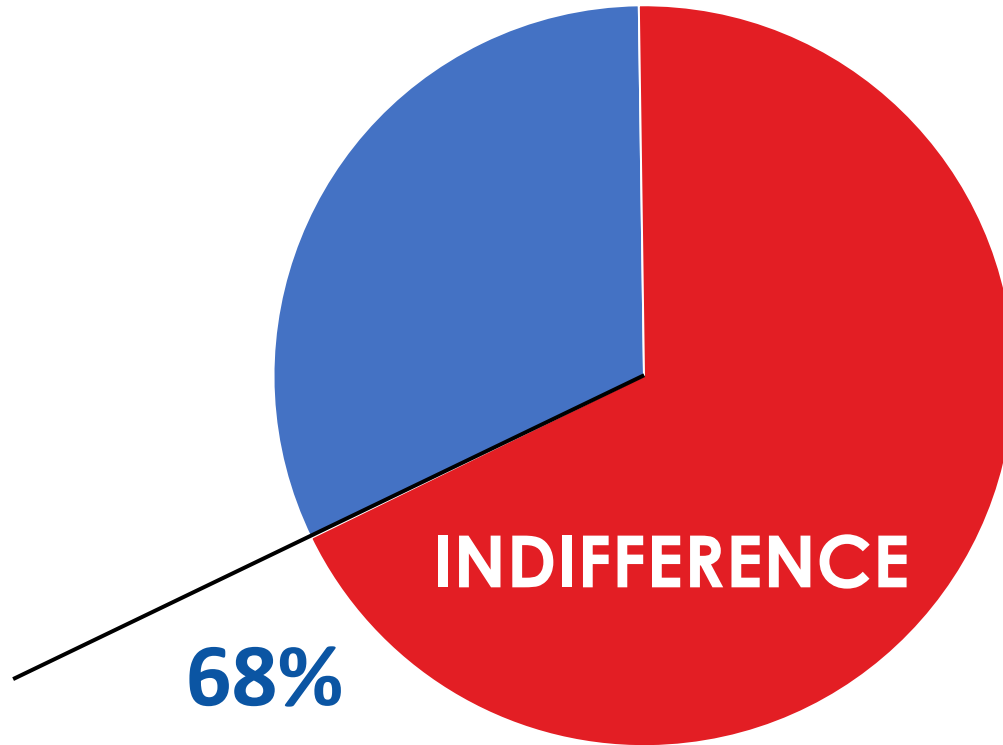


Average  
annual  
attrition

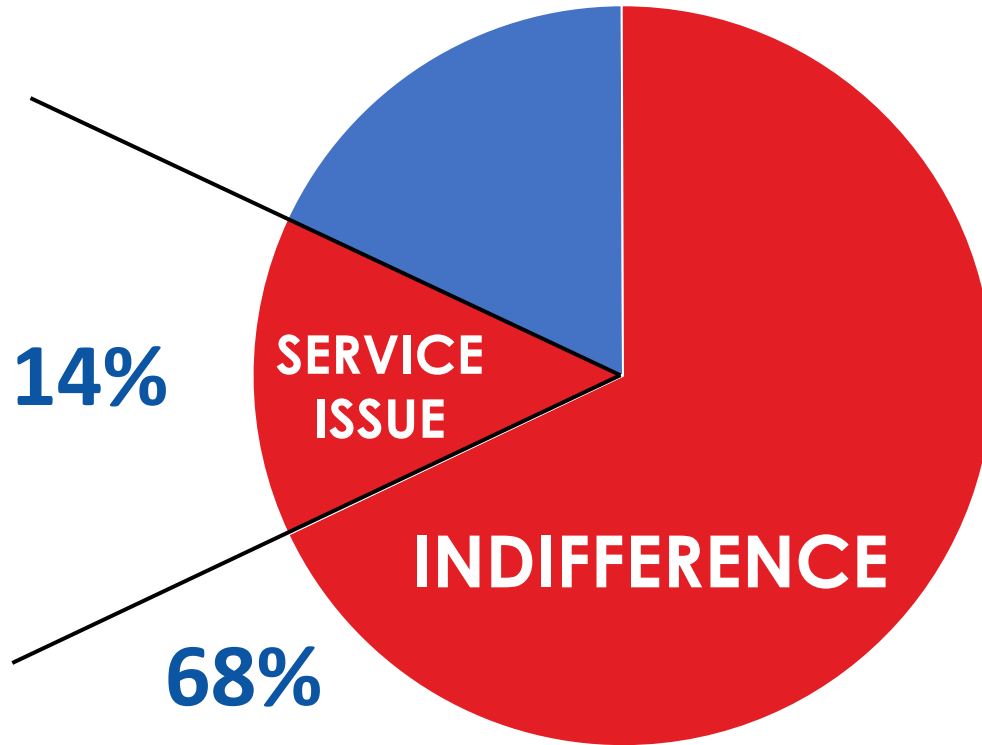
**19.8%**

(do you know who they are?)

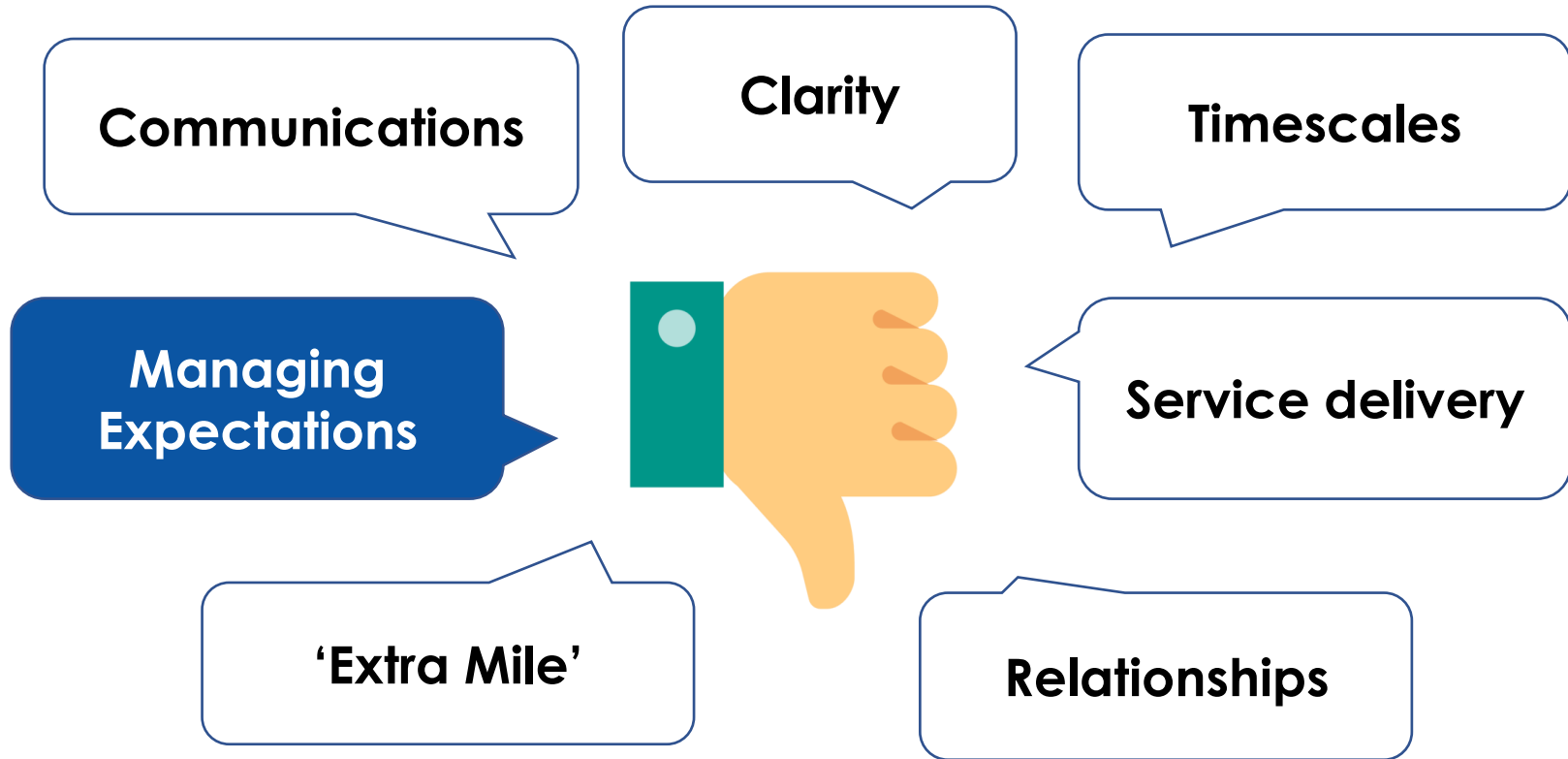
# Why clients leave...



# Why clients leave...

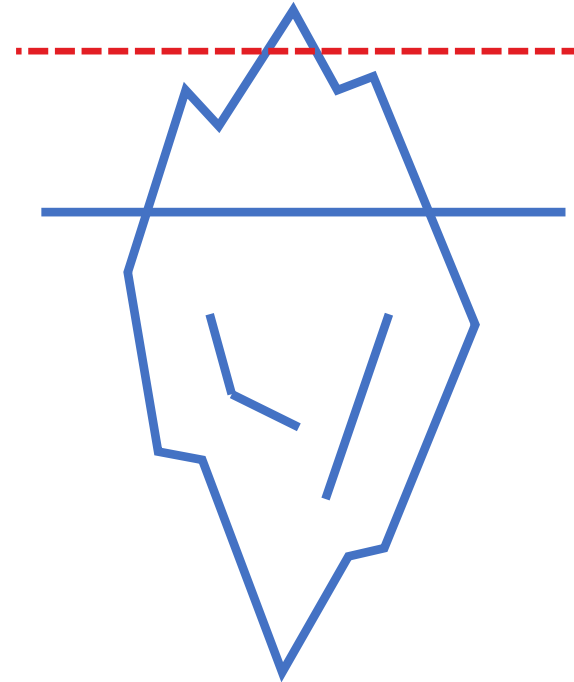


# Reasons Customers Don't Buy More



# Hidden Issues

1:26



Source: UK Customer Satisfaction Index



# New Clients Are Expensive



It costs five times as much to attract a new customer, than to keep a current one.

# How do you currently assess levels of customer satisfaction?

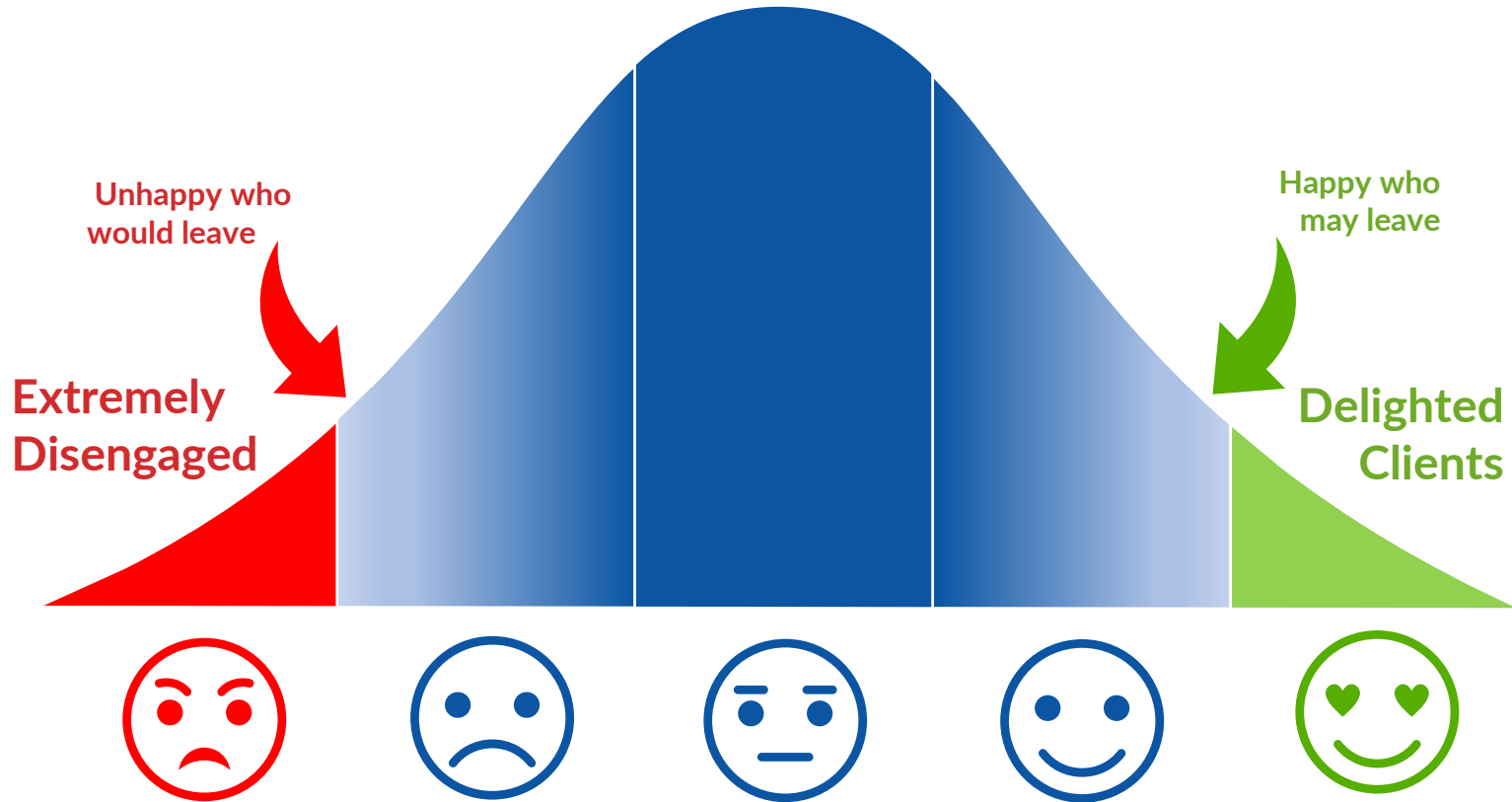


# How do you currently assess levels of customer satisfaction?



The **silent majority** is an unspecified large group of people who do not express their opinions publicly

# Your 'Silent Majority'



# What Might the Silent Majority say?

Is everything  
OK with your  
meal?

It's cold, the  
meat's chewy,  
and there's not  
enough gravy.

Yes, thank  
you.



What stands  
out about the  
service you  
receive?

[XXX] **helped me** with due diligence **when I bought a business**. They gave me the **confidence** as an accountant. The best aspect is their willingness to provide **enthusiastic support and ideas**, with a '**Can-do**' attitude. They referred me to a new client. I have **recommended them** and will continue to do so.

**Would you  
recommend  
them?**

**YES!**



On a 5 point  
scale how  
would you  
rate?

**Service**

**4**

**Value**

**3**

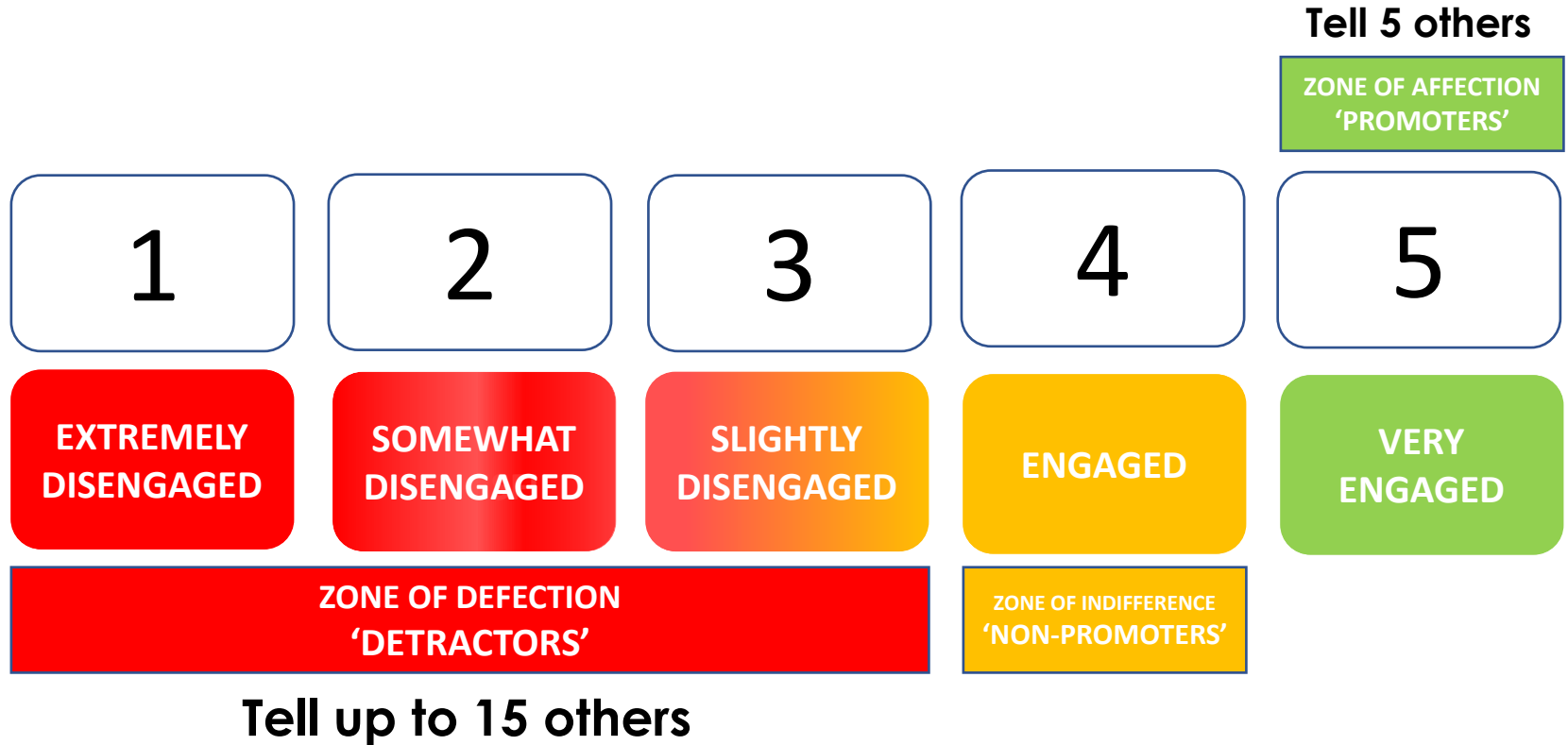
**Helpful**

**5**

**Communication**

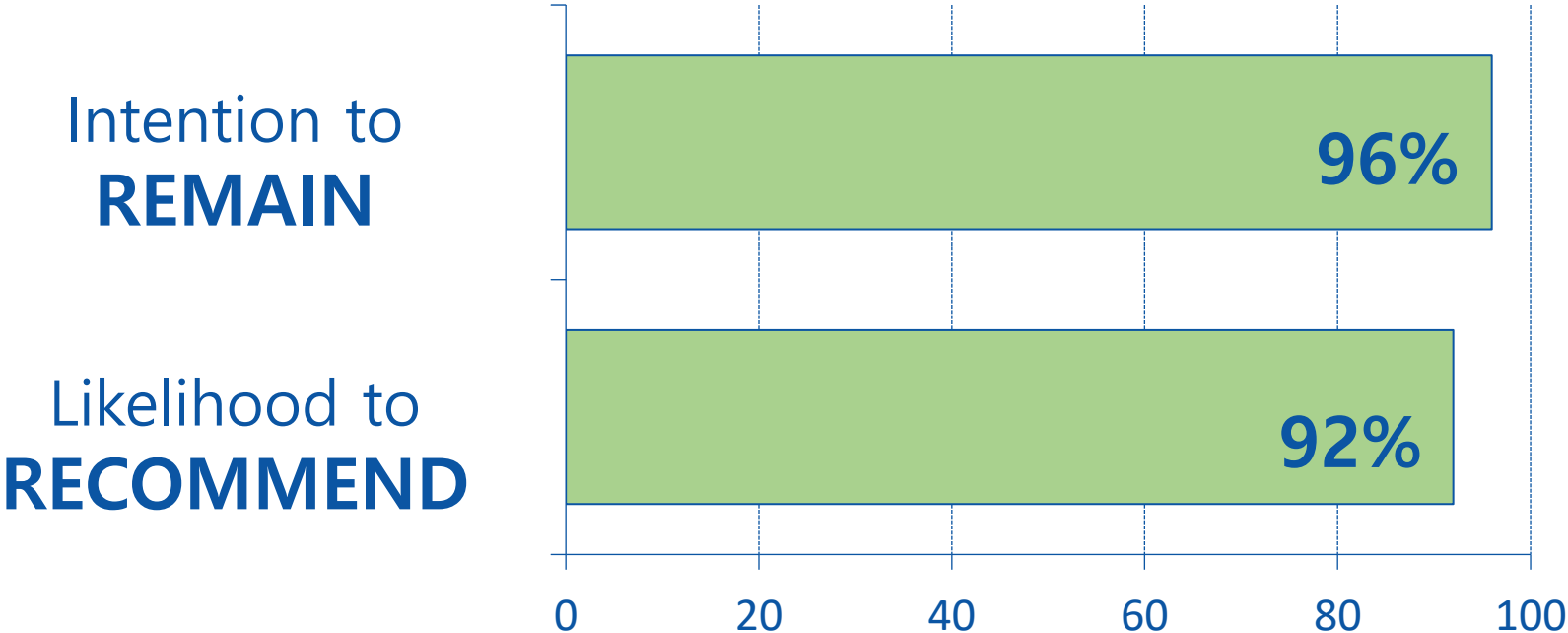
**4**

# 'Who's in the Zone of Defection'



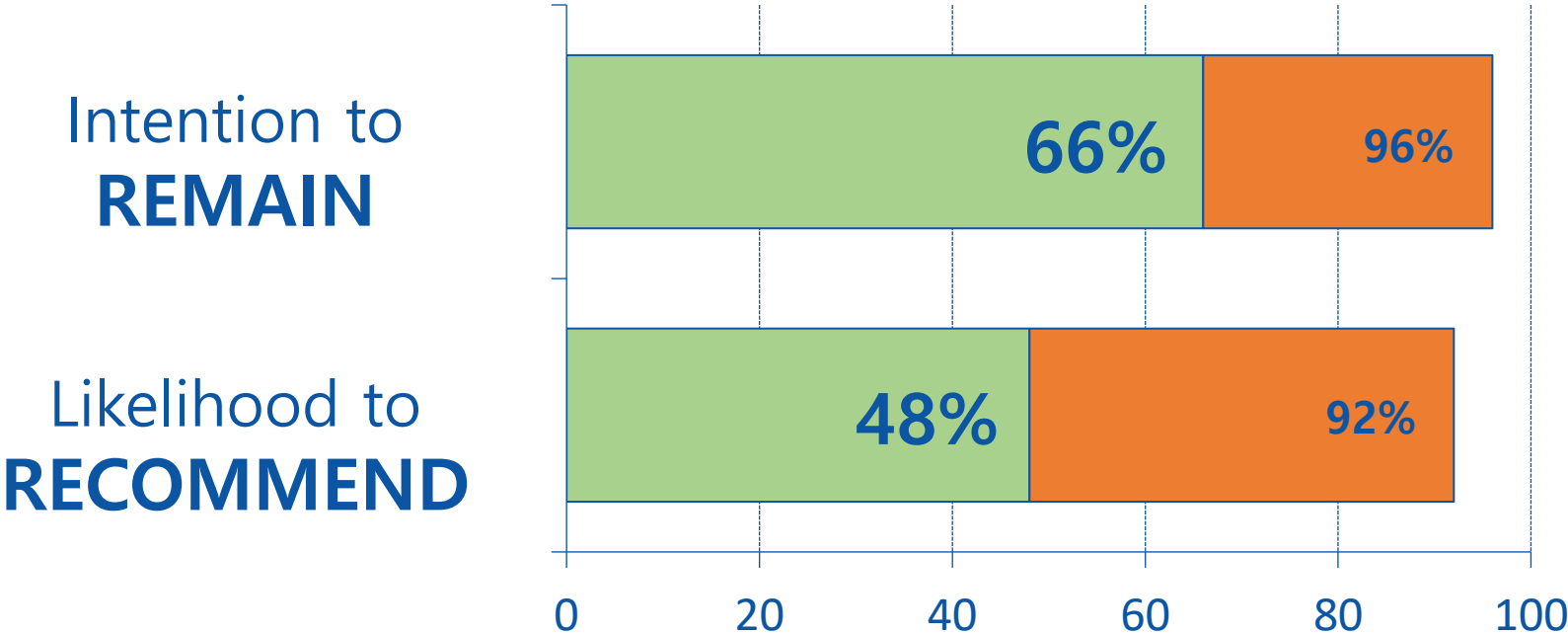
Source: Robert Ford / Jim Heskett Harvard Business School

# Customers Who Score: 5 / 5



Source: UK Customer Satisfaction Index

# Customers Who Score: 4 / 5



Source: UK Customer Satisfaction Index

What stands  
out about the  
service you  
receive?

[XXX] **helped me** with due diligence **when I bought a business**. They gave me the **confidence** as an accountant. The best aspect is their willingness to provide **enthusiastic support and ideas**, with a '**Can-do**' attitude. They referred me to a new client. I have **recommended them** and will continue to do so.

**How could  
they  
improve?**

**...more frequent discussion.**

E.g. quarterly rather than annually to review the P&L, that would be of interest.

# GAP ANALYSIS

Know where the holes are

# 2 Factors

**Customers**

**Products / services**



## Products / services

Customers      #1   #2   #3   #4   #5   #6   ...

#1

#2

#3

#4

#5

#6

#...

# MATRIX

Customers	Products / services						
	#1	#2	#3	#4	#5	#6	...
#1							
#2							
#3							
#4							
#5							
#6							
#...							

# REALITY

Customers	Products / services						
	#1	#2	#3	#4	#5	#6	...
#1	✓	✓		✓			
#2		✓			✓		
#3	✓		✓				
#4				✓			
#5		✓				✓	
#6				✓			
#...							

# NO MATCH

Customers	Products / services						
	#1	#2	#3	#4	#5	#6	...
#1	✓	✓	■	✓	■	■	
#2	■	✓			✓	■	
#3	✓		✓		■	■	
#4	■			✓	■	■	
#5		✓	■			✓	
#6	■			✓		■	
#...							

# OPPORTUNITIES

## Products / services

Customers	#1	#2	#3	#4	#5	#6	...
#1	✓	✓	■	✓	■	■	
#2	■	✓	?	?	✓	■	
#3	✓	?	✓	?	■	■	
#4	■	?	?	✓	■	■	
#5	?	✓	■	?	?	✓	
#6	■	?	?	✓	?	■	
#...							

# GRADED #1

Customers	Products / services						
	#1	#2	#3	#4	#5	#6	...
#1	✓	✓	■	✓	■	■	
#2	■	✓	?	?	✓	■	
#3	✓	?	✓	?	■	■	
#4	■	?	?	✓	■	■	
#5	?	✓	■	?	?	✓	
#6	■	?	?	✓	?	■	
#...							

# GRADED #2

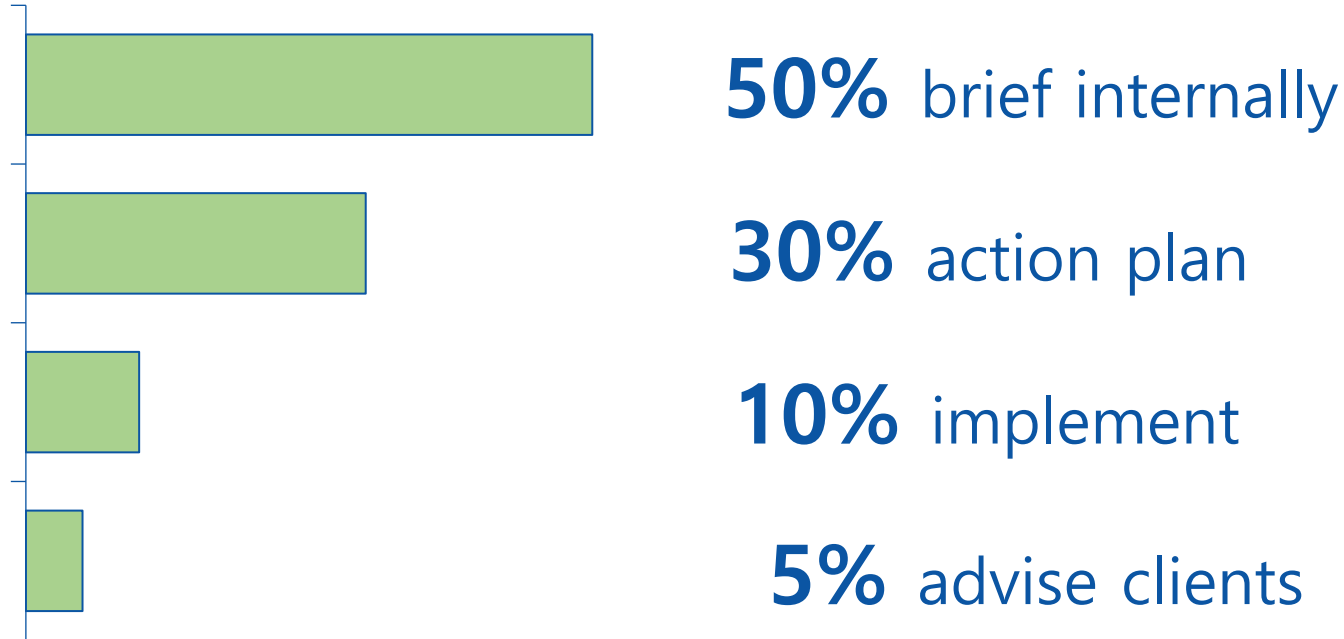
Customers	Products / services						...
	#1	#2	#3	#4	#5	#6	
#1	✓	✓	■	✓	■	■	
#2	■	✓	?	?	✓	■	
#3	✓	?	✓	?	■	■	
#4	■	?	?	✓	■	■	
#5	?	✓	■	?	?	✓	
#6	■	?	?	✓	?	■	
#...							

# Referrals



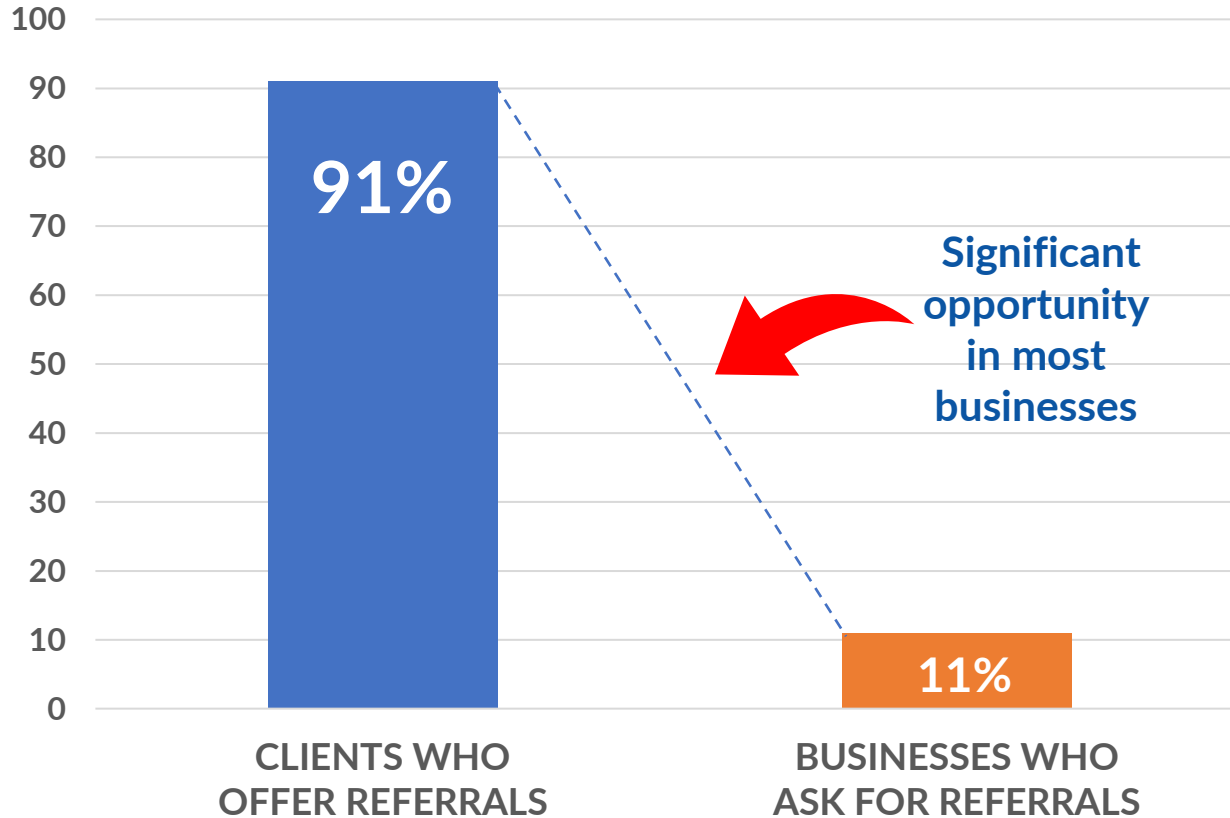
**What is your  
ideal referral?**

# Don't ask if you're not going to act!



Source: Customer Champions: Survey of 100 European Companies

# Why don't businesses ask?

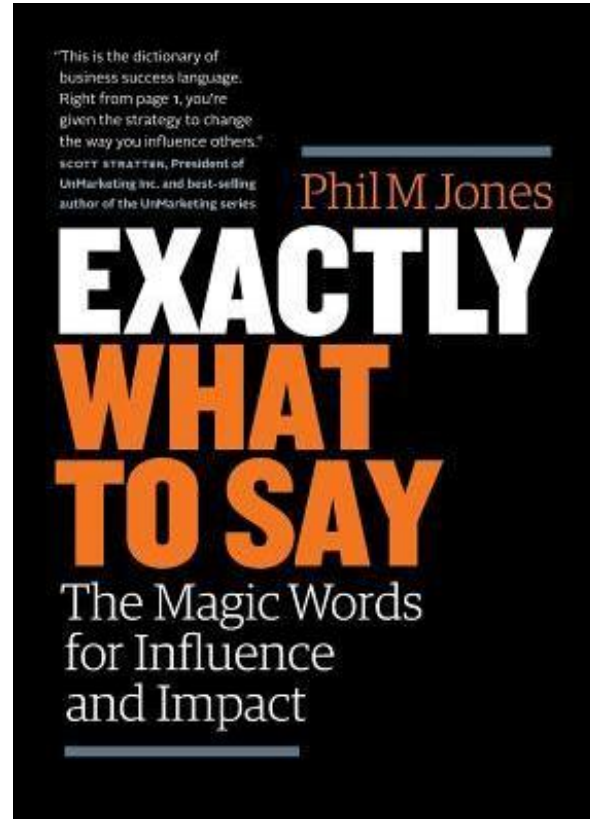


Source: Dale Carnegie

**What are you saying?**

**Who are you saying it to?**

# Recommended Reading / Listening



**20%**

Customers are lost by the average UK business each year.

**95%**

Businesses fail to engage with customers who provide feedback.

**5-7x**

More costly to attract a new customer than to keep a current one.

# Suggested Actions

1. **Customer Gap Analysis**
2. **Review Marketing Effort Focus**
3. **Client Engagement Process**

Session 2:  
**Protect Sales & Referrals**