



---

# Relationship Marketing

Danny Rocks

The Company Rocks

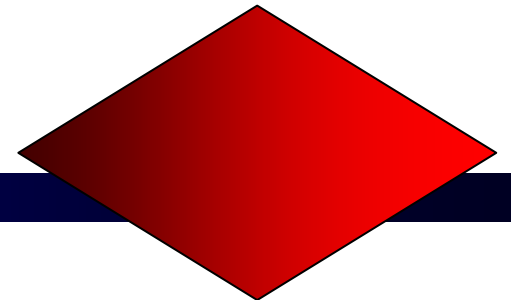
[danny@thecompanyrocks.com](mailto:danny@thecompanyrocks.com)



---

# Relationships are ...

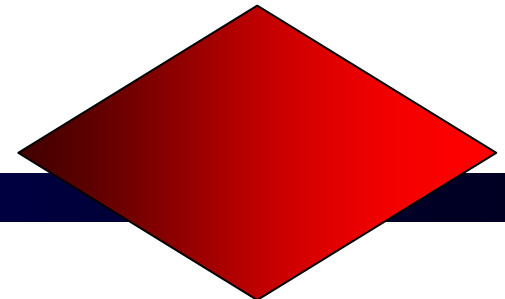
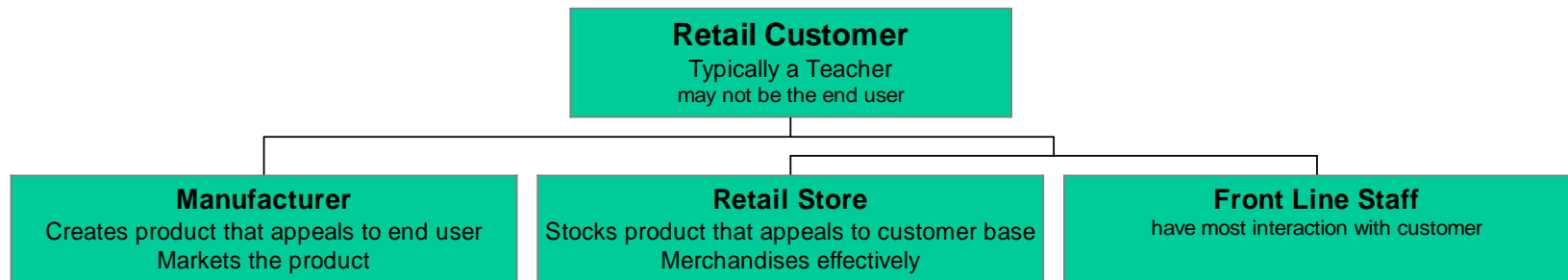
- Initiated by similarities
- Built on common interest
- Sustained by shared benefit





# Marketing Relationships

*A business without customers ... isn't!*





---

# Something to Consider

*“...a company’s most precious asset is its relationship with its customers. It is not “who you know” but how well you are known to them.”*

Theodore Levitt, editor & writer Harvard Business School “The Marketing Imagination”

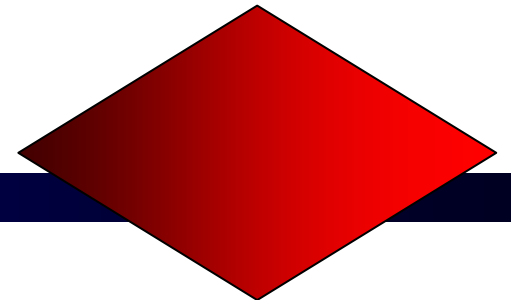
---



---

# What do your customers know you for?

- Low price?
- Extra value?
- Selection?
- Convenience?
- A Total Solution to their problems?





---

# WHY?

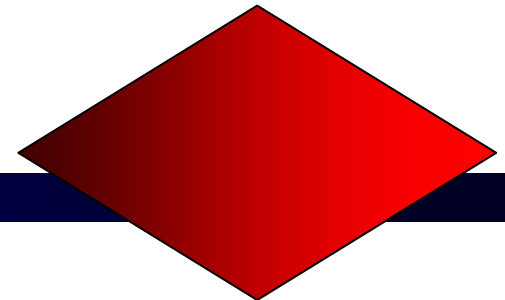
## Should Someone Do Business With You... Rather Than Someone Else

A guide to discover new perspectives,  
differentiating strategies to get & keep customers,  
to increase your staff productivity  
and to enhance business profitability.

by

**SAM GEIST**

ISBN 1-896984-00-2 Available from the NAMM University  
Bookstore



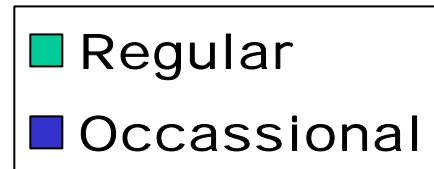
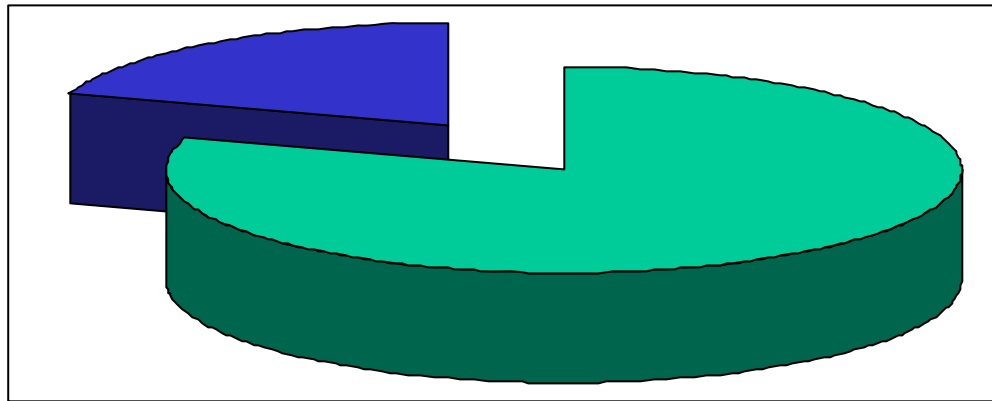


# The Difference

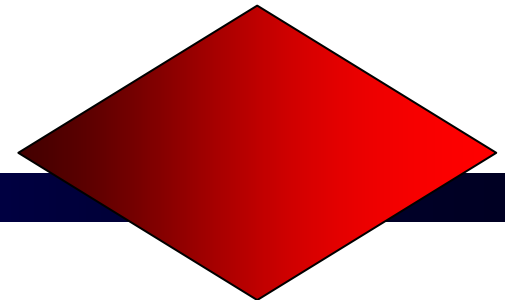
*“Don’t forget that your product or service is not differentiated until the customer understands the difference.”*

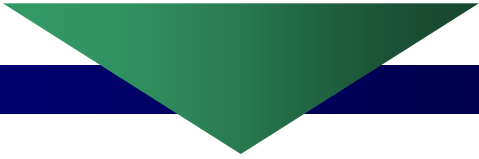
Tom Peters , business writer “Thriving on Chaos”

# The 80% / 20% Rule\*



Vilfredo Pareto, Italian philosopher & mathematician (1848-1923)





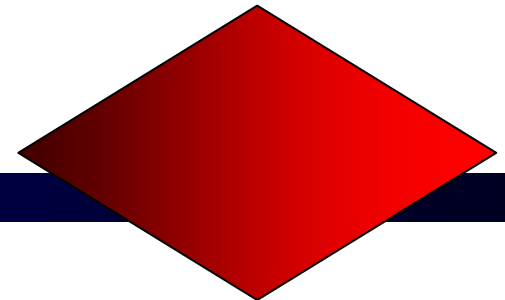
# Something to remember

*“Efficiency is doing things right.  
Effectiveness is doing the right thing .”*

Peter Drucker , management consultant & writer “Profit”

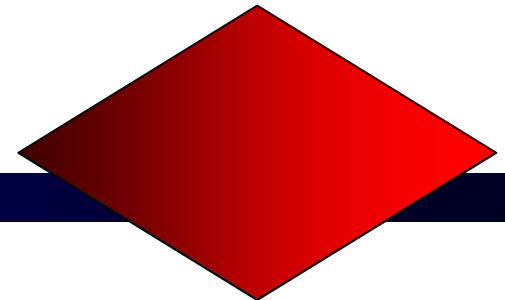
# Who are you?

- What do you see?
- Where do you focus your energies?
- Do your customers know who you are?
- Do they care?

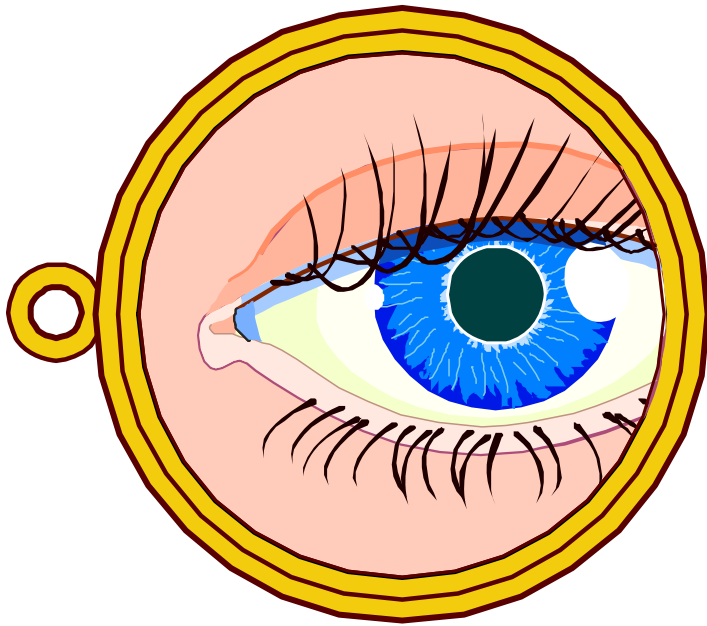


# Where are you headed?

- Where do you want to be?
  - Do you know who your customers will be?
- Even by standing still you are headed somewhere - backward!



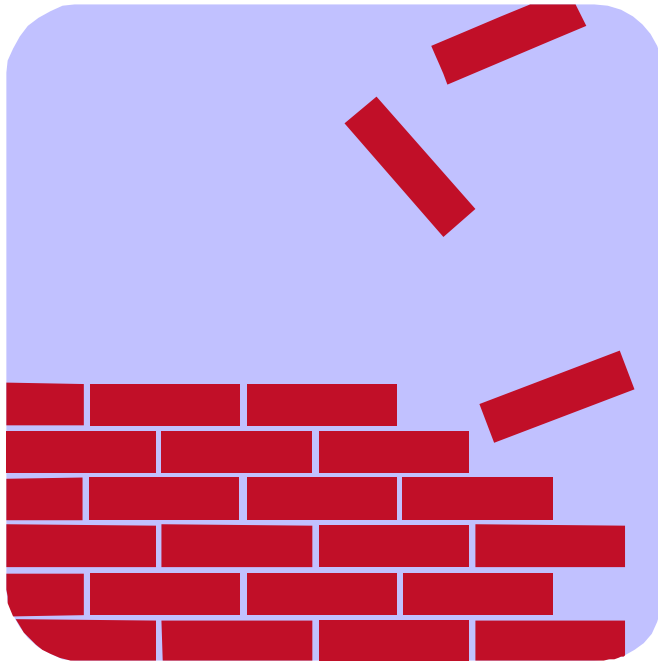
# What are your customers looking for?



- And how do they view your store?
- Try to look at your business through the customer's eyes

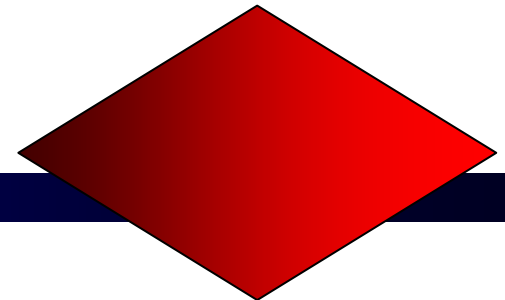


# Who are your best customers?

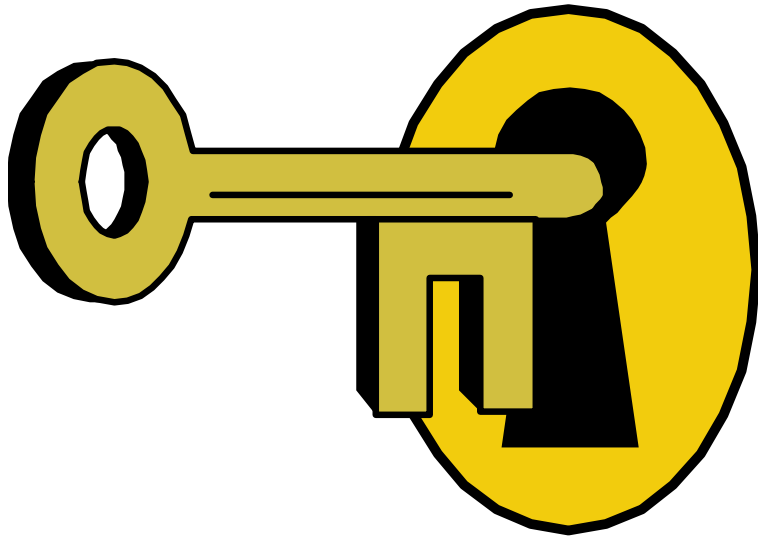


- And how can you build your business around them?

“Consumers are statistics, customers are people.” - Stanley Marcus - A Passion for Excellence

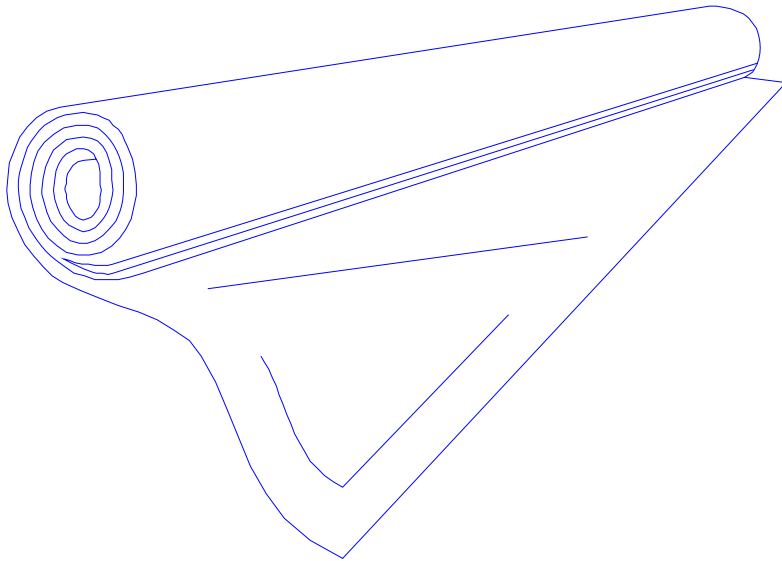


# Solutions

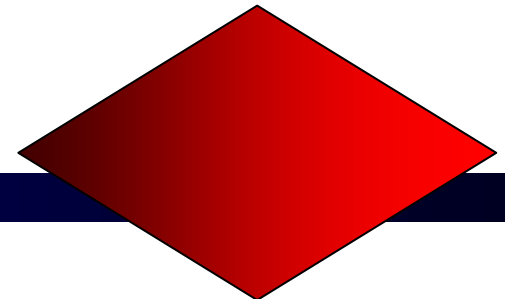


- Customers don't buy books ...
  - They are looking for something to keep Mary or Johnny playing the instrument

# Develop a Plan ...



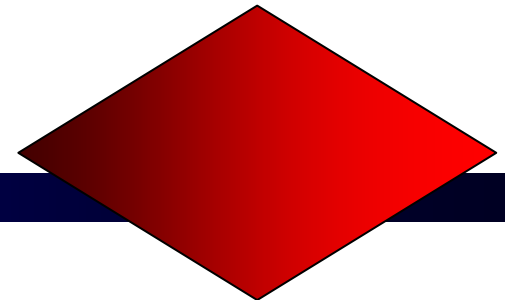
- To recognize and reward your best customers.
  - What "extras" can you provide to make your business memorable?



# Remember that ...



- 20% of what we hear.
- 30% of what we see.
- 50% of what we see & hear.
- 80% of what we do.



# And that...

- 70% of a buying decision is made on the floor of the store.



Michael Wahl, author In Store Marketing



---

# Recommended Reading

- Selling the Invisible - Harry Beckwith
  - *A Field Guide to modern Marketing* - ISBN 0-446-52094-2
- Price Wars - Thomas J. Winninger
  - *How to Win the Battle for Your Customer* - ISBN 0-9638735-2-0
- Direct Mail By the Numbers
  - *Available at no charge - The United States Postal Service*
    - 1-800-THE-USPS, ext. DM3083

