

ClientMAX[®]

ADVANCED CUSTOMER DIAGNOSTICS SURVEY SOLUTION

How Koorsen Fire & Security generated new sales & a powerful ROI...with alarming results.



Customer Focused

Solutions... Growth Dynamics offers expert consultation, and the ClientMAX[®] Executive Management Report[®] summarizing results, recommendations and solutions... a powerful sales advantage!



*On-line report access available!

Koorsen Fire & Security... A leader in the fire and security industry since 1932, Koorsen management realized that an ever-changing economic and competitive landscape required accurate knowledge of what customers really expect... now and in the future.

Randy Koorsen, CEO knew they needed more than just a survey... they needed to arm sales leadership with targeted solutions, recommendations and accurate customer feedback to improve customer retention, sales force effectiveness and increase sales.

How ClientMAX[®] Helped... Growth Dynamics worked with Koorsen leadership to collect valuable data about their customer base, markets and industry. The result was a company-specific survey "experience" allowing customers to easily assess Koorsen products, services and support... to improve customer retention, sales team performance and identify NEW sales leads.

The Result... A Powerful ROI. Growth Dynamics developed, released and managed the ClientMAX[®] Survey with powerful and alarming results:

- Identified **over 140 new sales LEADS** & customer project opportunities
- Achieved **42+% customer response rate!**
- Attracted **400+ new customer contacts**
- Defined **TOP reasons customers buy**, what they expect, and how to retain them!

To learn how ClientMAX[®] and Growth Dynamics can help your company, call GDI toll free at **(877)434-2677** or visit us at **www.gdicorp.com**.