

Customer Expectations in Today's Ever-Changing Economic Climate

In today's manufacturing and distribution industry, one thing is for certain... competition is increasing... and the importance of knowing what customers want and expect is crucial to successful selling, new product development and forecasting in this tough, ever-changing market economy.

What's Really Changed in the Marketplace...

In the 80's, sales was based solely on relationships... in the 90's companies focused on price and service, in 2000 technology opened the market to global competition and a rush for websites, CRM technology and e-campaigns to drive customer communications and business. Today, customers want it all... technology, price, relationship and service... and they want it faster, cheaper and with the best service. A truly complex selling environment has formed. Industry research shows that the average company loses 10-15% of customers yearly ... and only 4% will tell you about it.

Leadership's Role

Today... C-level leadership is looking in on the sales leadership of a company and asking difficult questions that revolve around sales team performance and customer sales growth and retention. Is it possible to gather customer intelligence, assess customers' specific needs and expectations, advance sales force performance and optimize customer retention... while generating new business opportunities?

Customer Survey & Intelligence... The Difference:

"Customer Intelligence" is based on gathering customer relative data that supports the business relationship and increases knowledge to advantage customer retention and sales performance. The survey must be designed specifically around your company and customers to engage decision makers or buyers in an "experience" that both brands your company's programs and services, while also gathering critical customer intelligence. Research shows that gathering customer intelligence and feedback can increase customer retention by 15 – 20%.

Why it works...

A company-specific, customized customer intelligence survey provides valuable insight into customers' buying expectations – how, what, and why they buy today and in the future, product and service needs, inside and field support effectiveness... and generates leads for the sales organization.

Targeted company-specific pre-marketing campaign that 1) markets the company products & services to prospective customers targets, 2) communicates the importance of the survey & purpose to enhance customer awareness and response rates, 3) engages customer in a "smart survey" that elicits strong results, lead generation and management recommendations.

The result is a true sales and marketing solution that harnesses customer intelligence to generate trends, recommendations, and market focus for increased sales and market penetration. Loyal customers today expect the sales force to truly understand their business, make recommendations and offer solution based services... not just take orders.

More Information...

If you would like more information about Selecting Top Performers or developing the right sales organization, visit GDI at www.gdicorp.com or call Growth Dynamics at (877) 434-2677.