

## **Your Best Salesman is Free**

Your best sales representatives are free. They are the people who continually buy from you, who recommend your product or services without you even knowing about it. The actions of these people will provide the most efficient path to revenue. Their description of your company's quality work provides a slam dunk sales scenario. And yet, how much of your effort is committed to nurturing, training, supporting these people?

Too often these people are taken for granted or just overlooked. Some would say they are too busy to have lunch with you. Some think that approaching these people for a conversation outside of the office would be inappropriate behavior. In fact, just the opposite is usually true. Your customer wants to know more about you, your company and the possibilities because your customers are betting their futures on your company's ability.

So it is imperative that you know about the people outside of your company who are making your enterprise a success? What are their personal and professional goals, ambitions and pain points?

Of equal importance what do they know about you, your company and your plans for the future? They are curious, interested, have a vested interest and are willing to tell your company's story.

The missed opportunities because you don't know your customers and they don't know you are not only a loss but subtract from your bottom line. For every \$1 you spend selling to an existing customer, you will spend \$6 selling the same thing to a new customer. To compound this fact recognize that 60% of your customers know only about 40% of your company's capabilities. It is inexcusable to have a customer apologetically say, "I wished I had known your company could do that" after they engaged some other company.

A true story - from an initial \$45,000 task order a project generated \$64 million dollars over a 13 year period. In addition the client made many introductions that were vertical and horizontal in his organization as well as to components of other organizations. Projects were provided that presented opportunities to expand product and service offerings beyond those provided for him. He worked to achieve not only his goals, but those of our company.

Your loyal customers will become your disciples. They will look to you for guidance about your company, your dreams, plans and aspirations. They welcome the opportunity to become intensely familiar with your people, the company folklore, and to generally to be in the know.

They are the most productive, cost effective, responsive sales resource your company has. There may be nothing more important to your company than maintaining and building on your relationship with your top customers. Make sure they are on your radar screen.

Plus Point – the place reached when value is added  
*Working with Plus Point Partners will be game changing for your company!*