

Retention for Demanding Customers

Presented by J.W. Owens



A Perspective 101 Series

Adapted from "20 Shocking Sales Stats That Will Change How You Sell" by BuzzBuilder



JWO 238

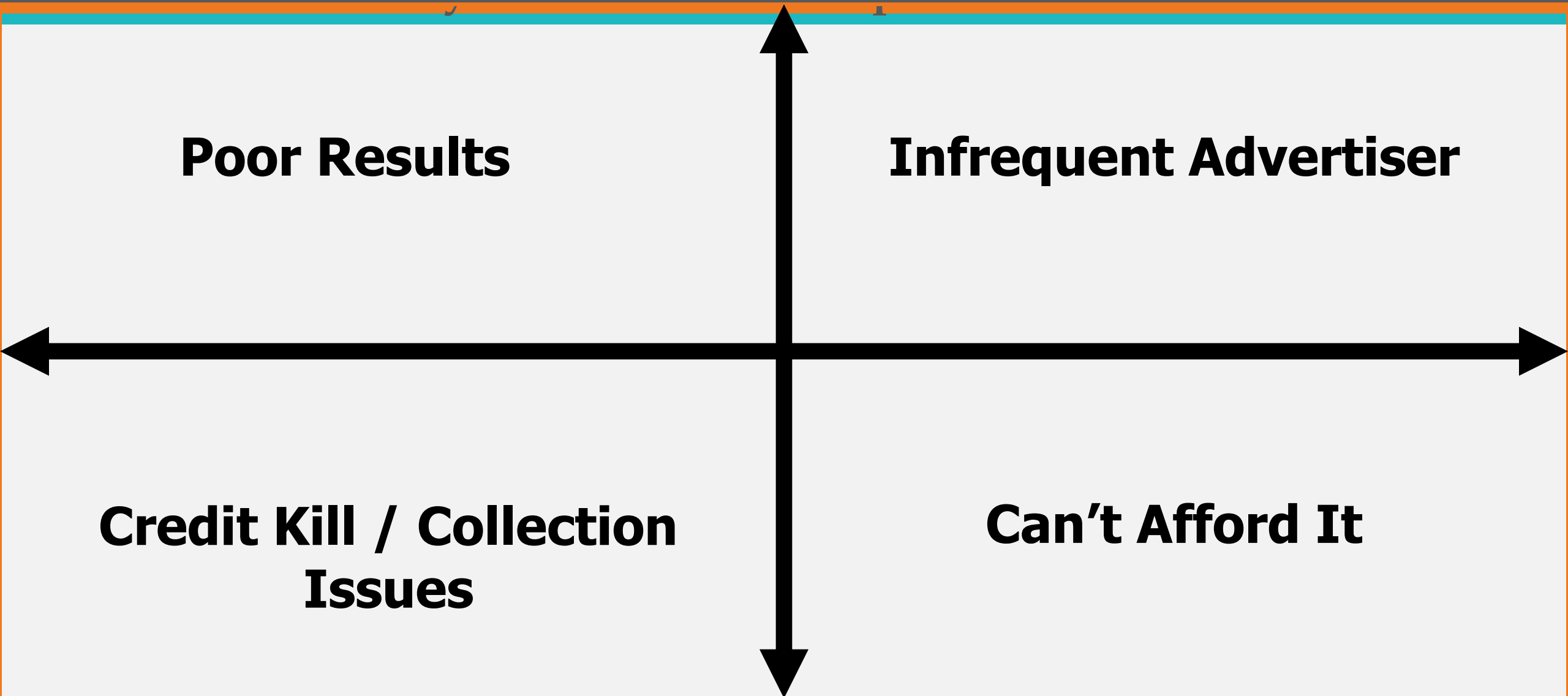
Retention for Demanding Customers

- Historically in Shoppers we have a high “*Churn & Burn Rate*” of New Accounts
- Poor Retention is not Isolated to specific selling disciplines it is among all areas
- New Customer Acquisition is more *Time Consuming and Costly v. Repeat Advertisers*
- Veteran Reps Retain Much Higher % of New Accounts, about 70% plus. New Reps with less than 1 Year, only 20%
- Once we Lose New Advertisers they are difficult to get back with us
- For the Most Part, we consider it a “*Waste of our Time*” Chasing Dropped Accounts

Retention for Demanding Customers

Region	% Accts Retained	% 3 Year Vets
1	63%	60%
2	60%	50%
3	56%	42%
4	54%	33%
5	54%	30%
6	51%	25%
7	47%	20%

Retention for Demanding Customers



Retention for Demanding Customers

Poor Results

Ad Response v. Expectations

Infrequent Advertiser

Will not Commit to Weekly ROP

Credit Kill / Collection Issue

**Cash Flow / \$\$
Mismanagement**

Can't Afford It

Perceived Value

Retention for Demanding Customers

**Focus on Top
50 Categories**

Prove Value

Good Coupon Offer

Minimum 3 Zones

Set Expectation

Multi-Week Commitment

Re-Contact By Manager



Results

Retention for Demanding Customers

Top 50 Business Categories that get the best Results from Advertising in Shoppers

Amusement Centers	Employment	Maid Service	Schools
Auto Repair	Fast Food	Medical Centers	Self Storage
Bagels	Fitness Centers	Mortgage/Loans	Shoes
Car Dealers	Florists	Nail Salons	Stereo
Car Washes	Furniture Stores	Optical	Tax Preparation
Carpet Sales	Grocery	Pet Grooming	Tanning
Carpet Cleaning	Hair Salons	Picture Framing	Tires
Child Care	Handyman	Pizza	Veterinarians
Chiropractors	Home Improvement	Podiatrists	Video
Cell Phones	Ice Cream	Real Estate	Window & Doors
Dentists	Insurance	Restaurants	Weight Control
Doughnuts	Karate	Roofing	
Dry-Cleaning	Legal Services	Satellite TV	



Target Top Shopper Categories

Retention for Demanding Customers

Show Me Proof of Value !



**It's in
Your Publication**

Prove Value

Retention for Demanding Customers

Wow !

5% Off on Dinner for Two.

I'm so Jazzed !

zzzzzzzzzzzzzzzzzzzz

Good Coupon Offer



Retention for Demanding Customers

Must have Offer 1/2 off or better!

Must run 13 consecutive Weeks

Must pay for 4 Weeks up front

No Ad changes first 4 weeks

Cancellation Fee after 4 weeks

Rates low as \$1.30 per m 1/8 page!

**The
results
have
Been
Amazing!**

Retention for Demanding Customers

- **Circulation** is King! More Eyes than Size
- Average Business Draws **80% of Customers** within 3 Mile Radius
- Any Less **Exposure** is an Absolute Injustice to your Customers and a Waste of their Money
- You're Simply Selling Next Week's Loss

Minimum 3 Zone Buy



Retention for Demanding Customers

What Return, Response, Results shall I expect from my advertisement?



Question: Mr. Customer, What do you think is reasonable ?

Set Expectations

Retention for Demanding Customers

Small Ticket Items:

- Assume 1/10 of 1%
- Simply Multiply the Circulation x .001
- Example: 35,000 circ x .001 = 35 Calls

Larger Ticket Items:

- ROI Conversation
- “How many new customers do you need to break even on your Investment ?”
- “What is an Average Customer Worth ?”

Set Expectations

What's a New Customer Worth?

<u>Category</u>	<u>Value per Year</u>
Auto Repair	\$436
Car Wash	\$93
Dentist	\$178
Auto Insurance	\$755
Dry Cleaner	\$480
Pizza	\$300
Restaurant	\$360
Veterinarian	\$128
Carpet Cleaner	\$270
Fitness Center	\$540
Chiropractor	\$560

A New Customers Worth



Retention for Demanding Customers

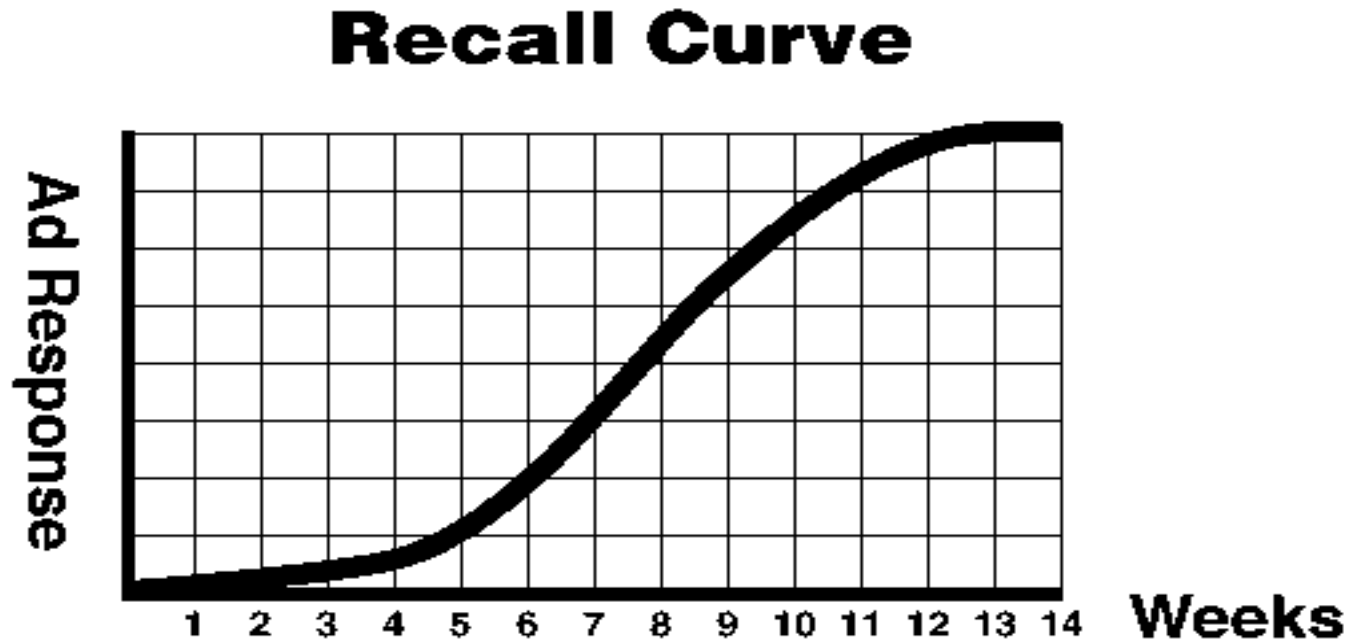
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- **Why?**

Frequency
Increases Recall
= Results

- **How Long?**

At Least 8 to 13
Weeks



- How Do I Get A Commitment ?
- Rate is a start...

Multi-Week Agreement

Retention for Demanding Customers

Take Advantage of your Rate Card. It's a Big Retention Tool !

Classic Example 2 Zones / ROP1 3 Zones / ROP2

¼ Page

\$148

\$148



**“Commit to a Multi-week Program
and Get 3 Zones for the Price of 2”**

Retention for Demanding Customers

Some Thoughts Re: Multi-Week Commitments

National Account Rep (anonymous)

“Weeks 1 to 3, expect little to nothing. Weeks 4 to 8, something. By week 13 you’re a believer and we’re a critical part of your ad budget”

Specialist Account Rep (anonymous)

“Are you looking for a miracle or a marketing plan? Multi-week programs produce results, not to mention you’re cost per lead improves every 7 days”

Territory Account Rep (anonymous)

“Don’t fire me before I get a chance to prove myself. Give us time to do what we do best. Stay with it ”

Multi-Week Commitment



Retention for Demanding Customers

When a Customer Drops, Get Help Fast !!!

- Too many priorities? No time to chase dropped accounts?
- We can help! **Page your manager** as soon as Account drops. Our **Customer Service Manager** will call your customer immediately.
- **Beware:** Advertising dollars recommit within 72 hours.
- Testing “**Welcome Letter**” Mailed to all new Accounts.

Manager Re-Contact



Retention for Demanding Customers

**Focus on Top
50 Categories**

Prove Value

Good Coupon Offer

Minimum 3 Zones

Set Expectation

Multi-Week Commitment

Re-Contact By Manager



Results

Retention for Demanding Customers



This is a series of Training for your
Management, Sales & Office TEAM

Good Selling !



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A Perspective 101 Series



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