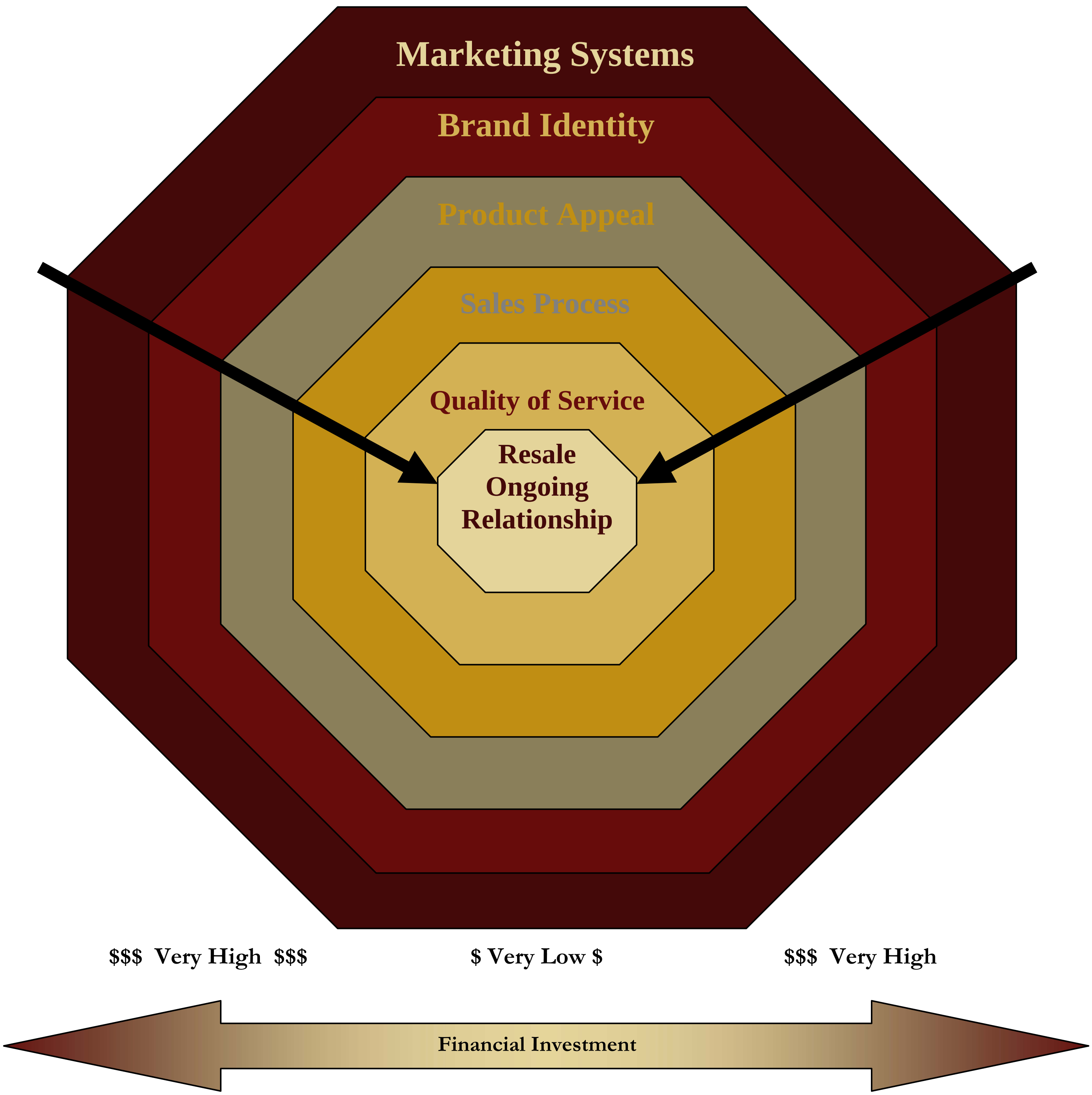
The Challenge Course Advisory & The Trainers and Developers Advisory

Targeting Successful Client Relationships

By Dev Pathik



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- **Who makes up your target market (Job title, age range, authority, etc)?**
  Note: you may have multiple markets. Please take the time to identify each and to work with your advisor to brainstorm new markets.

- **What different target markets can you identify?**
  (examples: sports facilities, resorts, camps, current customers, etc.)

  Primary Targets:

  Secondary or Occasional Targets:

- **What % of your annual net will come from each of these revenue sources?**

- **What do you feel has the greatest potential in each of the above revenue sources?**

- **What are the characteristics of your most qualified prospects:**

- **How many prospects do you want to reach each year?**

Now work with your advisor to outline the strategies you will be using?
(your advisor will show you a flow chart of ideas)

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Brand Identity: The perceptions, thoughts, and understanding that are generated by your brand name and logo. In the general public and, more importantly, among your target audience.

> Clients buy brands; otherwise the shelves at the grocery store would be filled with non-brand names. (Seth Godin)

- **How do your other services support the brand image you want to create?**
- **How do they negatively affect your brand identity?**
- **What is being done to build the brand?**
- **Do you have a tag line?**
- **Do you have signature images that reinforce the story of the relationship between you and your clients?**

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Product Appeal: Program curriculum, the packaging of curriculum, the "brand" names of your programs ("Teaming UP"), the level of training of your staff, learning models and tools, and the environment and teaching methods you utilize all contribute to your product appeal. Ultimately, the outcomes of your programs are your true product.

- **Are we creating products as a result of our interactions with clients?**

- **Do we look for patterns and then market the products that seem to have broad appeal?**

- **Do we have a graphic representation to communicate the value of long-term relationships?**

- **What promises can you make about your programs? What are the guaranteed deliverables?**

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The Sales Process: This includes needs assessment, client interviews, site visits, phone calls, materials that are used during the sales cycle, and your Picture Painting Enthusiastic Presentations. PPEP! Once the sales process begins, every interaction should provide value for the prospect.

- **Do we help clients engage in a long-term relationship from the beginning?**

- **Do our proposals communicate value? What prevents us from making suggestions for multiple programs with every proposal?**

- **How good are we at setting appointments with the true decision makers or the entire team that would be involved in the decision?**

- **Do we understand the difference between selling on value before price?**

- **Do we: Get stuck on price? Know how to discuss return on investment?**

- **Examples of ROI discussions:** How much does it cost to recruit a new hire? To have meetings that waste time? To deal with consistent breakdowns in communication? To try in vain to get everyone assimilated into the culture? To drop or prolong a new process or system because players are not bought in?

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<u>Quality of Service:</u> This includes every interaction (or lack of interaction) you have with the client from the time the contract is signed until the terms of the contract are fulfilled.

- **Do we generate immediate excitement at the contract signing?**
- **Welcome clients into the relationship (send a welcome packet).**
- **Send materials such as banners, hats, information or emails to the entire team to become an integral part of their work environment, and keep the experience alive.**
- **Do we make sure that they have a resource for getting their questions answered?**
- **Provide service that is so great people want more?**
- **How do we evaluate our customer service standards? Quality?**
- **Do we accept evaluation forms as proof that we did a good job?**
- **Do we view re-bookings as the standard for evaluating success?**
- **Are we so protective of our profit margins that we slowly diminish quality or create on-going challenges that require a lot of management?**
- **Do we view every program as a sales presentation for future work?**

<u>Notes:</u>

<u>Re-sales and On-going Relationships:</u> This is every moment following the program. It includes the way you relate with former clients, the quality and frequency of your contacts. The relationship must provide benefit for the client.

- **In working with your organization do groups/clients/decision makers feel like they are part of something greater than themselves?**

- **Do they view you as a resource? A place where solutions can be readily and easily accessed?**

- **Do we use permission marketing strategies to continue to let clients know that we are part of their lives?** This can include web based contacts or reasons for the client to go to your site, weekly or monthly leadership or team tips, invitations to alumni-only experiences (that cost money) , invitations to decision maker- or executive-only events, follow-up coaching or consulting.

<u>Notes:</u>