

## **76 Ways to Recontact Customers and Prospects**

Adapted from RHM Associates

Often enough, your customers see you as an interruption in their day. That's because too often sales people *take* customer's time without giving back something in return. So, instead of being perceived as valuable, you may be perceived as being a pest. Make sure that the only reason you take your prospect's time is to provide something of real value. In so doing, your customer will be less inclined to be "unavailable" the next time you want to see him. Ask yourself, "Would I rather see someone who will talk about the baseball game again, or would I rather see someone who continually finds ways to help me save time, money, frustration or worry?" Here are some ways to reconnect with your customers and prospects to give them the news they need to hear:

1. **Demonstrate the capability of a new piece of equipment**  
Compare and contrast the differences between the new and old machine.
2. **Conduct a needs assessment to reassess their changing needs; to verify existing ones.**
3. **Show them how they can further reduce costs when their printing and copying is done under one roof. Next time tell them you'll bind it all, too.**
4. **Meet a new contact.**
5. **Address a problem. Your customer's load will be lifted by not having to bring it up in the first place -**
6. **Introduce your company's new employee who will support the customer, too.**

7. Introduce one of your skilled employees or support reps. Your employee will enjoy getting out and hearing the customer's point-of-view. He may even begin to understand why you're so demanding.
8. Bring out your boss. The prospect will appreciate the extra show of support and capacity to serve.
9. Bring in new or updated statistics on your shop's turnaround time or on-time delivery.
10. Bring in a new or exquisite print job, or a complicated seminar manual that you are particularly proud to show off.
11. Educate your prospect about the various stages of production of one of their jobs. They'll gain an appreciation for what goes into a good job.
12. Conduct a communications audit, whereby you compare and contrast how each item of their collateral is either uniform or is not. Of course, those pieces which are not uniform should be reprinted so that all pieces have a "family look".
13. Secure the names of other decision makers in the immediate department or division.
14. Request from your contact that he/she recommend your services to other contacts within the company; or, set up an appointment; or, send a note, or simply give you permission to use his name. Your contact will be happy to add value to his company.
15. Report on your shop's performance regarding superior turnaround time for that particular client. Your contact will appreciate the data to help support his decision to use you, *especially when his boss questions the choice of the higher price bidder.*
16. To learn more about their new product or service.
17. To say "Thank you"

18. To determine if there is any other way in which you can help them again this month.
19. Reveal the positive results of a recent pricing study
20. To drop off an article pertinent to their industry
21. Introduce them as your guest to a Dale Carnegie session, or a Knights of Columbus meeting
22. Buy and drop off a book about a subject that will help them at work or at their home
23. Create and present a plaque for their support or performance in some area of common interest
24. Buy them coffee outside the building. They'll love the excuse to get out.
25. Meet for lunch
26. Introduce them to other significant players in their industry who may be in a position to help them.
27. Show them a different way of designing or printing an existing piece
28. Drop off printed note pads
29. Acknowledge their company's new advertisement
30. Conduct seminars on topics like:
  - On-demand printing and the use of their modems, floppy disks
  - How to prepare your electronic files to keep costs and time down
  - Why you should use Postscript
  - How to save time and money when printing your next job
  - Things to watch for when working with your outside print shop.
  - When it is best to print color vs. produce it electronically
  - How to resolve inventory problems and document shortages
31. Ask for referrals outside of your customer's company
32. Become active with their industry trade organization; become a leader

33. Deliver a 5 minute talk at their local Chamber meeting and then print and publish the talk.
34. Get a satisfied customer to write a note about why a prospect should use you.
35. Send them leads for their business.
36. Conduct joint projects with them
37. Send a birthday card
38. Acknowledge a family member's birthday
39. Send seasonal cards
40. Send a series of educational direct mail letters
41. Create and deliver calendars with their company name, address and phone numbers for distribution to their own prospect base.
42. Through a premium house develop premiums (clocks, pens, paper weights, etc.) for distribution to customers and prospects.
43. Deliver a job; pick up an order, but then turn the opportunity into a meaningful sales conversation.
44. Give them a tour of your shop
45. Conduct an in-person survey about the printing industry so that you can forecast changes and upcoming demand for certain services. Give them a copy of your findings.
46. Buy them a book about printing
47. Tell your better customers about the extra level of service you provided
48. Show them new paper samples
49. Alert them to pertinent seminars

50. Send or drop off reprints of articles or publications that your shop may have been involved in:
  - new opening
  - new employee
  - new equipment
  - recent talk
51. Show them the strengths and weaknesses of at least four different binding methods that your shop can do in-house or will manage out
52. Show and demonstrate your shop's ability to perform desktop publishing, typesetting or recreations on your new and exotic equipment
53. Show them graphic design work that your shop manages out. (Remember the earlier in the production process that your shop begins with a job, the more control over the rest of the production your shop will have. For example, design begets typesetting and other pre-press work; pre-press begets printing; printing begets copying; copying begets bindery; bindery begets shrink-wrapping and other finishing work; finishing work begets job forwarding and delivery.)
54. Quote on a job. Whenever possible, never let a significant job be quoted without you being there to "explain and delineate the options"
55. Visit to explain and delineate a quote on a job you couldn't deliver in person earlier.
56. Visit to follow-up on the recommendation or referral of a mutual acquaintance.
57. Visit to be sure you fully understand the specifications of a job request.
58. Visit to show them creative alternatives to their request for certain specifications.
59. Visit to show them less expensive routes to take
60. Visit and show your customer how your shop can perform superior direct mail services and help to skirt some bureaucratic postal red tape.

61. Visit and reveal how you network with other pre-qualified duplication companies to back up your shop, or how you might modem work to other parts of the country for duplication and delivery.
62. Write, call, visit to show your customer or prospect how to transmit via modem, email or other means.
63. Write, call or visit to reveal to prospects the advantages to free pick-up and delivery.
64. Write, call or visit to reveal to customers the renewed emphasis that your shop has placed on customer service by adding one more person to the counter; introduce him/her at some point
65. Write, call or visit to announce your shop's increased service emphasis which includes personal *Account Managers*. "We recognize that you want to do business at your counter and not at ours. Therefore, we've enlisted the support of a new person to fill a new position at our shop called an *Account Manager*. "
66. Write, call or visit to reveal the added expense that your shop has undergone to expand its facilities to better serve customers
67. Write, call or visit to announce a special service offering.
68. Write, call or visit to request the names of others at the customer's location who might be interested in your monthly newsletter.
69. Write, call or visit to introduce yourself as a new employee.
70. Send a "Get Well Soon" card.
71. Send a congratulatory note
72. Follow-up on a delivery to see if everything was copasetic. At the same time seek an opportunity to serve them again and to show thanks.
73. Leave a persuasive message on voice mail. Don't ask your contact to return your call -- that would be *taking* his time. Indicate a benefit for returning your call. Then ask him to return the call.

74. Do something unexpected -- something extra. Go out of your way to under sell and over service. For example, for your top 50 prospects deliver 500 free extra carbonless forms when they order 1000 of the same. Then make a point of delivering the extra yourself and create the opportunity to visit.
75. If all else fails, walk up to the receptionist at one of your top 100 prospects with piping hot coffee and donuts and say, "I'm here with Tom Johnson's coffee and donuts. Will you ring him please?"
76. Typeset and frame something of interest to a prospect (found during a first meeting) and then come back with it as a door opener . . . and on, and on, and on . . . for as long as you have an imagination!

### **One Final Thought**

Every business loses accounts every year. Of those accounts who do leave you, 68 % will leave for reasons of *indifference!* You can reduce your attrition from 20 % to 5 % if you follow these " 76 Ways " to prevent that from happening! You'll also find new ways into prospects and experience the excitement of going back!!!

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