



Use Telemarketing for Customer Retention not Acquisition

Dial Up the Volume

Listen to Your Customers

Delve into the Psychology of Your Prospects





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Customer Marketing

Instead of waiting for dissatisfaction to creep in...

Instead of deploying an emergency response strategy...

Instead of directing efforts towards customer remediation...

Isn't it more practical, positive and profitable to adopt a proactive approach towards customer satisfaction and retention than acquisition?

One of the key areas in B2B customer marketing is retention. In order to improve the longevity of your business, retention is a key success factor. While acquiring customers may be a tempting objective, customer retention marketing starts post-purchase. At this stage you need to provide actual value to ensure sustainable business growth.

The end of a buyer's journey should be considered as the beginning of a new role for sales and marketing. It not what you tell or sell, it is about how you make your customers feel that has a longer lasting impression. Read more about [B2B Customer Marketing](#)

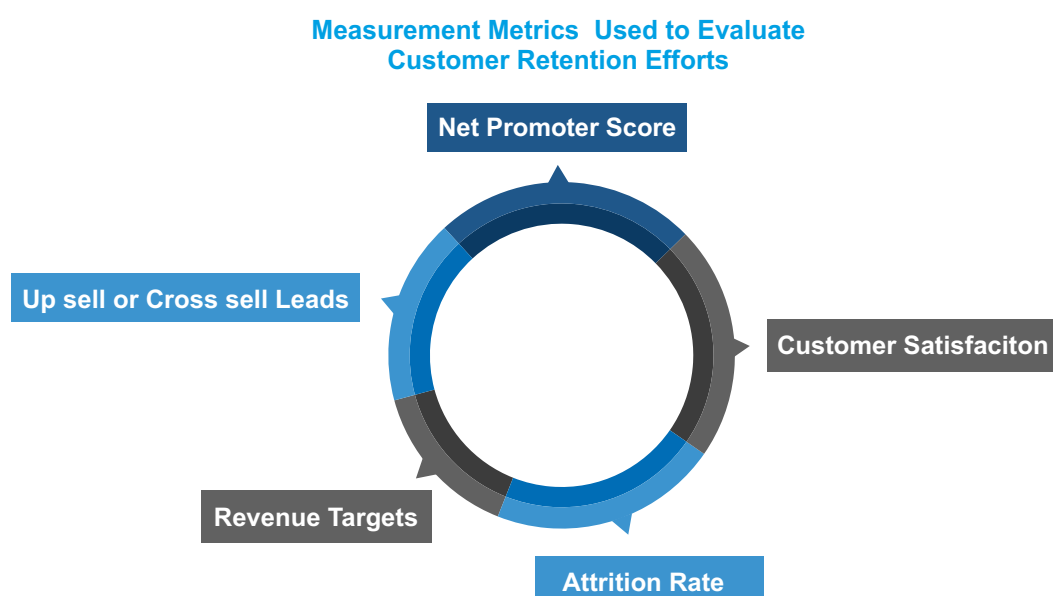


Customer Retention Marketing

You may have invested thousands or millions to acquire customers. However, retaining customers is effectively a better strategy to increase profitability, revenue and growth. Studies show that an increase in retention rate has a dramatic impact on profits, as compared to the amount invested in acquiring new customers. Moreover, if you have a recurring-revenue business, you must make continuous efforts to nurture and maintain existing customers.

Tips to Create a Successful Customer Retention Strategy

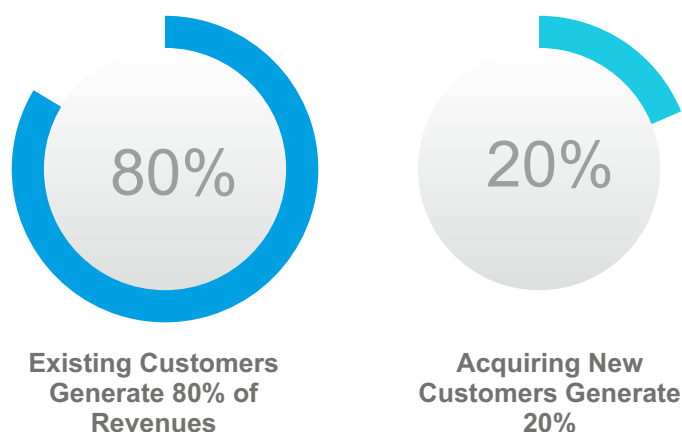
- Make retention as a major priority in your overall marketing plan.
- Create marketing programs that revolve around customer retention and loyalty. Make sure these programs provide value and are worth your customer's time.
- Set **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-bound goals. For example, an ideal goal could be to up sell at least 30% of your customers to make repeat purchases within 6 months.
- Create relevant metrics to evaluate the performance of your customer retention plan.
- Deliver consistent service keeping your value proposition and brand in focus. Your customers have chosen your brand for a reason. Understand why they have chosen you and ways you can deliver and exceed expectations.
- Ensure your team is knowledgeable about your brand, products and services, the business, market and industry. In this way they can be experts in providing exemplary service and support.



Net Promoter Score = The index used to measure willingness of your customers to recommend your products and services to others. Acquiring

- Identify the lifetime value of your customers and make your marketing message relevant to each segment.
- Make it a point to conduct regular research on the evolving needs of your customers. Ensure you address them and communicate it to your customers to show them you care.
- Sharing information for free is a good way of acknowledging your customer's loyalty. Include giveaways like a free service for a year, a free trial of a new product, free customer support and other resources and material that will benefit customers.
- Up sell and cross-sell to existing customers to urge them further in their buying life cycle. Remember to ask customers why they are inactive or have stopped buying. Listen to their responses and ensure necessary improvements are made.
- It is a good exercise to ask for feedback regularly, at the point of sale, or during the buying process, through various channels such as phone, email, online surveys, and on social media. Appreciate the feedback given by customers and provide updates on improvements to make them understand their voice is important.
- Ask existing customers for referrals in order to get proof that will serve as a good testimonial for your brand.
- To enable your team provide personal and superior service; ensure your customer database has detailed information about your customers. [Here's how you can ensure your database is updated.](#)

To create a successful customer retention strategy, build a concrete post-purchase marketing plan and abide by the schedule. Here's an example of 6 Month Post-Purchase Retention Plan that will give you an idea of how you could support, nurture, activate and retain customers.



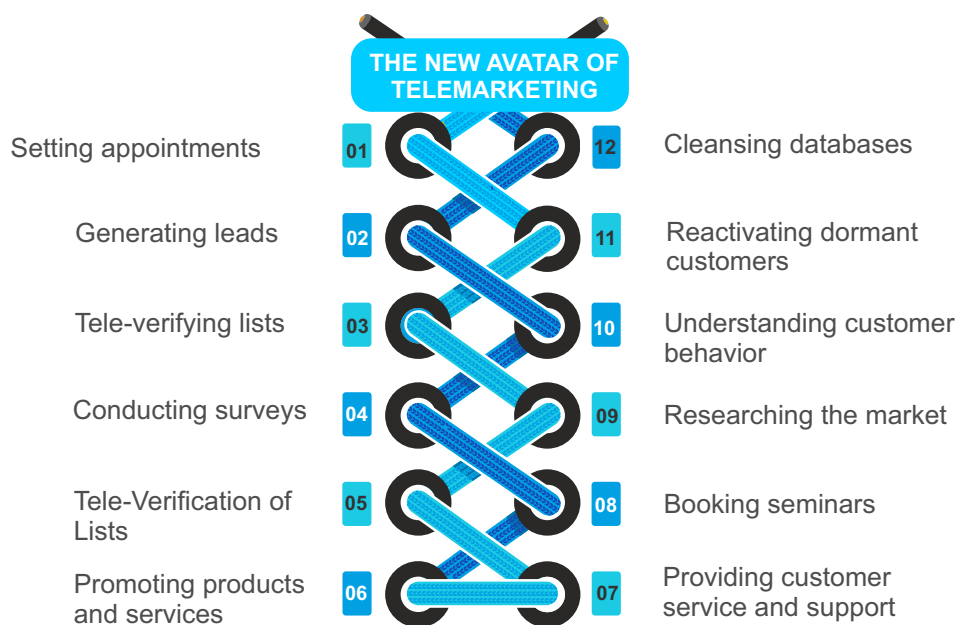
6 MONTH POST-PURCHASE RETENTION MARKETING PLAN For Recurring Revenue Businesses

POST-PURCHASE SUPPORT	Month 01	Month 02	Month 03	Month 04	Month 05	Month 06
Final account setup						
Introduction email						
ACTIVATION						
Preparation for on boarding and training sessions						
On boarding session						
In-person training						
Drip email plan on "How To" guides						
RETENTION						
Monitor customer interaction						
Reminders when customers are inactive						
Value-add content based on segmentation (white papers, guides, process documents, tip sheets, checklists)						
Refresher training session						
Ask for cases studies or testimonials						

B2B Telemarketing

It's Not Just Selling, It's Marketing!

B2B telemarketing used to focus on increasing sales by making as many as number of calls as possible. Through scripts, contact managers would direct telesales teams to target un suspecting prospects. While this used to work earlier, the new mantra now is not at all scripted. It involves directed prospecting, qualification of leads, information dissemination and targeted marketing.



Telemarketing is no longer only about Selling
It is about Marketing

Before you roll out a telemarketing campaign, here are some questions that will help:

- What is your objective?
- What do you want to convey to your prospects? What is your value proposition?
- Who do you want to contact to be relevant with your marketing message??
- What are the performance metrics and success factors?
- Is the telemarketing campaign aligned with other marketing campaigns?

The process telemarketer's need to adopt is to identify the most potential prospects, qualify leads, create awareness about the brand, and generate interest in the brand's value proposition in order to close sales. Wish you knew how to communicate and connect with your most potential prospects? [Allow us to show](#)

Win / Loss Analysis - How Telemarketing Helps Customer Retention

Delve Into the Psychology of Your Customer

Telemarketing serves as a channel to measure satisfaction post – purchase. Once the deal is closed, telemarketing helps in continuing the dialogue to help create a stronger and sustainable relationship. Through phone campaigns, it is also possible to get valuable insights on evolving customer needs and how you can align and adapt your product or service to their requirements.

As B2B buyers have longer buying cycles and lead times, nurturing required to sustain a relationship through the stages of awareness to sale is complex. While B2B buyers use digital and social channels, it is better to have direct interaction to help them through their decision making process. Here's where telemarketing plays an important part.

What is Win / Loss Analysis?

Consider an example where you have sent a campaign to 1,000 prospects. 5% of these prospects convert to customers. What about the 95%?

Do you know...

- Why 95% didn't choose you?
- Why they chose some other brand?
- Why 5% chose your brand?
- How your brand is perceived in the market?
- How different is your value proposition from what is already offered out there?

These insights are valuable in understanding your target audience and why they behave the way they do. By using win/loss analysis you can understand why you have won some

customers and lost a few. You can delve into the psychology of your customers and identify where your brand stands in the industry. Ideally win/loss analysis should be a planned and systematic initiative. You need to create structured phone interviews and [partner with third party telemarketing service providers](#) in order to get the best results. Here's the importance of win/loss analysis:

- Align sales and marketing
- Know how your brand is perceived in the industry
- Know how your competition is perceived in the industry
- Know if your value proposition is tuned to the needs of your prospects and customers
- Know how you are differentiating and positioning your brand compared to competition
- Know how your competitors are differentiating and positioning their brand from yours
- Know on what criteria your prospects and customers have selected your brand
- Know on what criteria prospects have selected your competitors brand
- Know how your sales processes are performing

Tips When Conducting a Win/Loss Analysis

- **Timing is important** - Conduct phone interviews within three months of final purchase decision. Typically, the perception of buyers after six months of making a purchase decision diminishes. After installation, implementation or first training session, the perception of the buyer is different. Therefore, it is best to conduct interviews within three months to get best results.
- **Keep sales out of it** - Ideally, the success of post-purchase interviews are best when there is no bias, conflict of judgement. An impartial line of questioning and an open ear to what customers and prospects have to say will provide actual results. Usually companies create separate sales enablement teams to carry out this initiative.
- **Collect and analyze findings over time** - It is of no use analyzing results of one-time interviews. The buyer's decision criteria, perception, process and performance of the sales process should only be monitored over a period of time in order identify a trend. Analysis of data collected at least over a quarter is necessary in order to get an accurate picture.
- **Align sales strategies with market perception** - Post-decision interviews provide information that can help in alignment of sales strategies with the perception of the market.
- **Out source, if you can't do it in-house** - Most companies find it difficult in creating a non sales environment, attaining objectivity; fixing priorities (not as per discretion), and maintaining accuracy of self-diagnosis. This where outsourcing to third party service providers proves to be beneficial. When assessing a telemarketing service provider, here are key areas you need to consider:
 - Ensure interviewers in the company understand your brand, business, buyer cycle and sales process. Ensure there is a practical interview-to-interviewer ratio (E.g., 100 monthly interviews per interviewer).
 - Ensure that deliverables offered are actionable (E.g., Either your process should be validated or change should be verified)
 - Ensure there is no conflict of interest (E.g., Conflict with consultants selling your service or bias of the outsourcing company)

If you ever wanted to know...
 WHY 5% customers chose you
 WHY 95% prospects chose your competitors

Allow our Telemarketing Team to Tell You Why

For us at LakeB2B, telemarketing is about how many calls translate to improvement in your customer relationship, value, sales and business growth.

Samples of Win and Loss Analysis Surveys

To give you glimpse into how we conduct a win/loss analysis plan, here is sample of a Win Analysis Survey and Loss Analysis Survey:

Win Analysis Survey

We're glad we have an opportunity to take your business to the next level. Now we hope to learn how and why you purchased our products. We have a short 2 minutes survey. Your response can enhance our service levels and improve our business association. Your feedback will be kept private for our internal review.

1. How did you get to know about our product or service?

- Email
- Website
- Newsletter
- Friends
- Blog
- Other

2. How did you contact us to buy the product?

- Sent an email
- Signed up on the website
- Called on the toll free number
- Through live chat
- Left a voice mail

3. How soon did you get a response from us?

- Immediately
- Within 3-4 hours
- Within a day
- Within a week
- Did not get any response, had to contact again!

4. Please rate your level of satisfaction with your sales representative in the following areas.

	① Very Satisfied	② Somewhat Satisfied	③ Neither Satisfied Nor Dissatisfied	④ Some what Dissatisfied	⑤ Very Dissatisfied
Responsiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professionalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding of my needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. How important are the following characteristics to you when purchasing a product like ours?

	⑤ Extremely important	④ Very important	③ Somewhat important	② Not very important	① Not at all important
Quality of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reputation of the company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installation or first use experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usage experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After purchase service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. What made you buy from us and not from our competitors?

- Quality of the product/service
- Competitive Pricing
- Our reputation, track record and client list
- First usage experience (Sample was good)
- Purchase experience and customer service
- Sales proposition by rep made me buy

7. Why did you buy from us?

- Bought for personal use
- Bought for business use
- Bought for someone else
- Bought as a gift
- Other

8. Please rate your level of agreement with the following statements

	⑤ Strongly agree	④ Somewhat Agree	③ Neutral	② Somewhat disagree	① Strongly disagree
Product does what it claims	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product does what I need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product is competitively priced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product is easy to use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Win Analysis Survey

9. Has our product met your expectations?

- 5- Exceeded expectations
- 4 – Met expectations
- 3 - Almost
- 2 - Somewhat
- 1 – No, not at all!

10. Would you buy from us again?

- 5 – Definitely yes
- 4 – Probably
- 3 – Might or might not
- 2 – Probably no
- 1 – No, not at all!

11. How likely are you to recommend our product to a friend or colleague?

- 5 - Very Likely
- 4 - Somewhat Likely
- 3 - Neither Likely Nor Unlikely
- 2 - Somewhat Unlikely
- 1 - Very Unlikely

12. What is your overall rating with our company?

- 5 - Very Satisfied
- 4 - Somewhat Satisfied
- 3 - Neither Satisfied Nor Dissatisfied
- 2 - Somewhat Dissatisfied
- 1 - Very Dissatisfied

13. Contact Information, if applicable:

Loss Analysis Survey

We respect your choice of not accepting our position. We would like to understand your decision. This 2 min survey will help us make amends based on your feedback. We promise to keep all of your answers completely confidential.

1. How did you know about us?

- Internet search
- Email
- Website
- Business Partners
- Blog
- Others

2. How did you reach us?

- Email
- Website sign-up form
- Toll free number
- Live chat
- Left a voice mail

3. How soon did you get a response from us?

- 5 - In a jiffy
- 4 - Straight off (3-4 hours)
- 3 - Promptly (Within a day)
- 2 - Hangup (Within a week)
- 1 – Limbo (Had to contact again %*#!)

Loss Analysis Survey

4. Did you communicate with a sales representative assigned to you?

- Yes
- No
-

5. Please rate your level of satisfaction with your sales representative in the following areas.

	⑤ Very Satisfied	④ Somewhat Satisfied	③ Neither Satisfied Nor Dissatisfied	② Somewhat Dissatisfied	① Very Dissatisfied
Responsiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professionalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding of my needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledge of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Willingness to help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to complete transactions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. How important are the following characteristics to you when purchasing a product like ours?

	⑤ Extremely important	④ Very important	③ Somewhat important	② Not very important	① Not at all important
Quality of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand value of the company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installation or first use experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usage experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After purchase service (customer service, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. What was your primary reason you refused to buy from us?

- No longer needed the product
- Found an alternative product
- Pricing was expensive

Loss Analysis Survey

- Competitor offered a similar product for less price
- Quality of the product was less than expected
- Product was difficult to use
- Customer service was not up to the mark
- Product delivery did not happen on time
- Sales person was not able to understand your requirement
- Other

8. What do you feel about our product compared to the product from competitors?

- Much better
- Somewhat better
- About the same
- Not up to the mark
- Bad!

9. How satisfied were you with the overall buying experience?

- 5 - Very Satisfied
- 4 - Somewhat Satisfied
- 3 - Neither Satisfied Nor Dissatisfied
- 2 - Somewhat Dissatisfied
- 1 - Very Dissatisfied

10. Please tell us why you feel so? _____

11. Would you give us "one more try"?

- 4 – Would like to give a try
- 3 – Probably
- 2 – Hard battle
- 1 – kick in teeth, not at all!

12. How likely are you to recommend our product to a friend or colleague?

- 5 - Very Likely
- 4 - Somewhat Likely
- 3 - Neither Likely Nor Unlikely
- 2 - Somewhat Unlikely
- 1 - Very Unlikely

13. What can we do to improve our product/service? _____

14. What is your overall satisfaction rating with our company?

- 5 - Very Satisfied
- 4 - Somewhat Satisfied
- 3 - Neither Satisfied Nor Dissatisfied
- 2 - Somewhat Dissatisfied
- 1 - Very Dissatisfied

15. May we contact you about any of your responses?

- Yes No

16. Contact Information, if applicable:

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Lake B2B has been in business for over 13 years with the objective of providing accurate global B2B database to companies irrespective of their sizes and revenues. Since then, over 450 clients have used our leads to reach prospects, acquire customers, and run marketing campaigns.



1 Byram Brook Place,
Armonk, NY 10504



(800) 710-5516



info@lakeb2b.com