

**DIFFERENTIATION, RETENTION
SALES AND PERCEPTION**

It's time for a reality check up!




Presented by
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The human problem

Procrastinate
NOW!

Truth Hurts Article



I called a mix of larger companies and smaller ones. I called East, Mid-West, and West coast companies and included some of the most respected among us. I had the same inquiry for everyone: "I would like to speak with someone about getting a quote for a home alarm system."

Out of twenty-five calls, **ELEVEN** told me someone would have to call me back!

Out of twenty-five calls, **TWO** called back same day, **3** next day, **1** after three days!

Out of twenty-five calls, **FIVE** never even called me back at all! WHAT?

Out of twenty-five calls, I spoke with **FOURTEEN** sales people at the time of my call!

Out of twenty-five calls, **NINE** went straight to price as the significant differentiator!

Out of twenty-five calls, **SIX** sales people stood out as true professionals!

What have other RMR Model industries discovered?

- 1) Whether they have twenty-five minutes or twenty-five years of experience, empowering your entire team with frequent dynamic training, sharpens skills, builds enthusiasm, and creates a strategic competitive advantage!
- 2) **Enabling** your team to differentiate your company from **all** of the others by creating relationships which convey the experience based perception of dynamic reliability, from certified professionals, holding respected credentials, which are nationally recognized absolutely increase sales in spite of low price competitors or a lousy economy!

What is it that makes you so different than everyone you're competing against?

Price

Product

Contract

YOU

Service

Technology

Response

"AMATEURS KEEP TRAINING SO THEY GET IT RIGHT..."

"PROFESSIONALS KEEP TRAINING SO THEY DO NOT GET IT WRONG!"



CUSTOMER EVALUATION


Proactively analyze your customer base to effectively identify their present & future needs/wants!

WHAT DO PEOPLE WANT?

What differentiates my company from all of the others and what are the best ways to convey it effectively?

When it comes to both existing clients, as well as new prospects... What are the right products? Who are the right prospects? What are the right channels, and what are the most effective techniques?

The right perception "I'm saving more by buying multiple services from a single trusted provider who I am emotionally bonded to!"



What is a satisfied customer?



"A Satisfied Customer is 8 times more likely to switch to a competitor than is a Delighted customer!"

Do you own your customers or do they own you?

- 1. Increased loyalty of existing customers is created by emotionally bonding them via solid tangible relationships!
- 2. Reduced dependence on 'low price' as a marketing strategy is a direct R.O.I. of ongoing team training!
- 3. Decreased costs incurred to acquire new business is a natural result of creating an "added value" perception!
- 4. Increased effectiveness employed by a proactive enthusiastic and well-trained team leaves less money on the table and closes more sales regardless of economic situation!
- 5. Truly differentiating yourself provides increased margins, higher profits, and a greater market share!

Owning your customers increases long term retention & profit!

How much does it cost you to replace one single dollar of lost RMR?


On Average it costs alarm dealers

-\$33.00

How many different kinds of customers do you have?

- 1: Customers who make you money!**
- 2: Customers who break you even**
- 3: Customers who cost you money**

The 5 Points of Excellence



- 1) You have agreed to embrace random inspections and quality criteria standards by a nationally recognized third-party laboratory such as UL or FM.
- 2) You are sworn to the highest levels of perceivable customer service.
- 3) You mandate ongoing education and testing by having 100% of your central station operators certified using the CSAA online training series.
- 4) You are committed to raising the industry standards through CSAA membership and participation in its activities.
- 5) You are diligently engaged in reducing false dispatches




Quæskipons?

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