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"Business Growth Solutions"

THE REVENUE ACCELERATOR™

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From the Editor



Eric Wiedenmann

Welcome to the 35th issue of The Revenue Accelerator™. [Market Development Group](#) (MDG) aims to provide practical revenue and profit generator tools for MDG clients, colleagues and friends. The Revenue Accelerator™ circulation has grown to over 3,500 business leaders worldwide since our first issue was published in 2006. We welcome any suggestions of articles or topics you would like to have included in future issues.

The guest writer in this issue is **Kevin Dean** - President, [WSI Net Advantage](#).

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6 Answers You Should Have From Your Customers to Set Yourself Up for Success in 2016

By: Eric Wiedenmann

1. What sets our company apart from the competition?

There are many competitors – you must know and focus on your competitive advantage if you want to survive.

2. Why do customers purchase our product or service?

Your customers have a myriad of alternate choices. You should know the major reasons why they selected you. (features/benefits, price/value, location, relationships, recommendations, etc.)

3. Would you recommend our company?

This is the 'gut question' – you need a 90%+ rating to grow your business.

4. What is your perception of our company?

Perception is reality. This will determine if your position is correct and whether or not your branding/messaging is working.

5. How would you rate our company on total value/total cost of ownership – did you get what you paid for?

If you are not rated 8.5 out of 10, your customers may find an alternate source.

6. What can our company do to earn more of your business?

Knowing the Share of Wallet (SOW) that you have and what it takes to cross-sell or penetrate will reduce your selling costs and increase your margins.

A **Customer Satisfaction Survey** implemented by an independent third party will provide you answers to these critical questions quickly, cost-effectively and objectively.

Is Marketing Automation the Key to Feeling in Control?

By: Kevin Dean



The people who think marketing automation is robotic and impersonal have it all wrong. When used correctly, marketing automation is an excellent way to streamline tasks, speak to specific audiences and speed up efficiency in the workplace. In fact, marketing automation may be the key to feeling in control, not out of it.

Why Automated Tasks are Necessary

As your business grows, it's exciting and overwhelming all at the same time. But with each step of growth, you need to modify your business to accommodate new products, a larger customer base, more inventory and shipments and so on. If you don't make these adjustments, your customer service and reputation will suffer, and you may end up losing customers. That's where marketing automation comes into play. By streamlining tasks, you can offer the same level of service to your customers.

Choose Which Tasks to Automate

Just about anything can be automated, so you have to pick and choose which tasks are most critical for the growth of your business. For instance, there are programs available to merge your sales quotes, contracts, proposals and other key documents. Other programs automate emails, leads and follow up calls. At the very least, you should have CRM or SRM software available to keep your contacts organized in a database that everyone can use.

Benefits to Marketing Automation

There are many benefits to using marketing automation. These include:

- Increases sales
- Efficient lead management
- Saves time and money
- Maintains efficiency
- Provides detailed reports
- Makes the most of your resources
- No one slips through the cracks

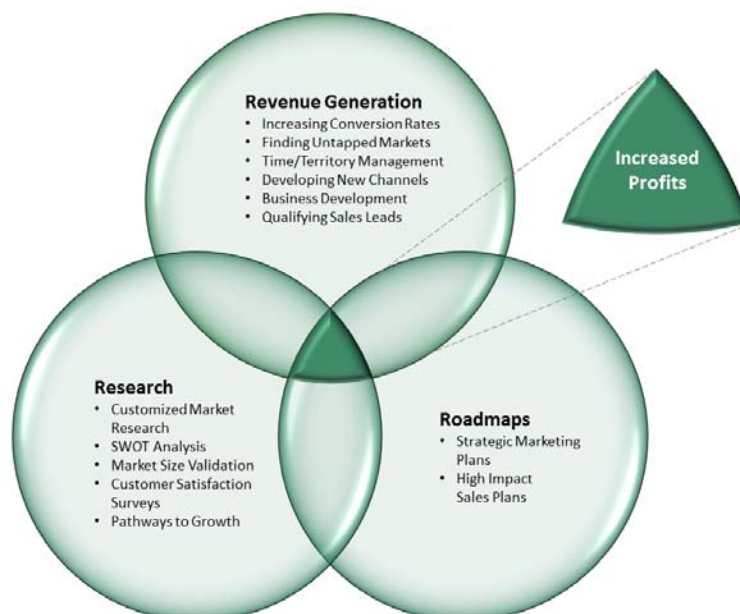
Lastly, marketing automation makes sure that no customers fall through the cracks. When you're handling everything manually, it's easy to make mistakes, especially as your business grows. But with automated programs, you have an organized list of contacts, and you're able to measure every aspect of the lead nurturing process. Additionally, rather than selling to customers once, you can use automation software to upsell or cross-sell, resulting in more purchases and more money spent on those purchases.

Bottom line: Don't be scared of marketing automation. It's not cold or impersonal. It won't take away from the personal connection you have with customers. If anything, it does the opposite.

About Kevin:

Kevin A. Dean is a Certified Internet Marketing Consultant and is President of [WSI Net Advantage](http://www.wsinetadvantage.com) in Fremont CA, which he opened in 2003. You can reach Kevin at **510-687-9737** or email kdean@wsinetadvantage.com.

This Is How **MDG** Helps Clients Increase Sales Efficiently and Cost Effectively



Contact **Eric Wiedenmann** to learn how **MDG** can help increase your company's sales and profit goals quickly and cost-effectively.

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