

“How do we strengthen loyalty in this environment?” — *Deliberate Strategies client*

Deliberate Strategies provides customer relationship research and consulting to companies in large-account sales. We help company leaders incorporate the “voice of the customer” into their revenue growth initiatives. **Companies learn what they should start, stop and continue doing to protect and grow their most important customer relationships.** We offer strategies to increase revenue, grow market share and strengthen company value all by leveraging your existing business model.

We target your customers; traditional market research targets strangers.

Your customers know better than anyone else how they found you, why they stay, and where the growth potential is. Former customers and lost prospects know where your company falls short. Approached properly, current customers, past customers and lost prospects can be vital planning resources. Our work helps you hear and leverage their insights. Think **“focus group of one”** repeated with each of your high-value customer contacts. All of our research interviews are conducted by an experienced strategic planner.



Payoff. We position you to make strategic decisions based on what your most important customers think about your most important issues. The results are stronger customer relationships and more effective market-penetration strategies. **Many of our clients sell millions to companies that make billions.** For them our work means millions in annual growth.

One company’s experience. A middle-market commercial-products firm with Fortune 500 customers engaged us to help accelerate revenue growth. Our process starts with understanding where a company is, where it wants to go, and how customer intelligence can help bridge the two points. **This firm needed to differentiate itself from its 16 direct competitors.** The president’s initial idea was to add a service line as a differentiator. There were five services his firm could provide profitably, but which one or two would generate the greatest interest? We met with their most important customers to learn how they made vendor selection (and reselection) decisions. When we ran the services idea past these customers, they dismissed it. Why? They said they turned to this supplier for products, not services. We dug deeper: How *could* this supplier make itself more valuable? The customers said,



“Nobody has ever asked us what we wanted.”

What they wanted was easy access to specific products that no supplier routinely offered. As a group the companies we met with rattled off more than a dozen hard-to-find products that were broadly related to our client’s niche. Results? We counted four strategic outcomes plus a bonus:

- Not only did our client save time and money by not funding a fruitless pursuit, our work uncovered their existing competitive advantage and identified key “loyalty drivers.”
- They cherry-picked products to add that would set them apart from their competitors yet not muddy their brand.
- They began working collaboratively with their customers now that they understood their customers’ loyalty drivers.
- With insight into the vendor-selection process, they began to compete more effectively to take share away from competitors.

Bonus: The private equity group that owned this firm opened a new company to implement the most profitable of the remaining customer-generated product-line suggestions.

Contact us. What do *your* most important customers think about *your* most important issues? Call to schedule a free half-hour discussion about whether we can help you protect, grow and add customer relationships as well as grow market share and strengthen company value. We’re so confident of our work we offer a risk-sharing guarantee. Be sure to ask for a sample deliverable.