

Abundance Notes

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Sue Thompson



Abundance Accounting, LLC

P.O. Box 8746

Kalispell, MT 59904

PH 406-257-6044

Fax 406-257-6033

info@abundanceaccounting.com

www.abundanceaccounting.com

Greetings Sue ;

Spring is right around the corner and in Montana that is always a welcome sight! It's also a great time to begin that "spring cleaning" process. Ask yourself what worked this last year, what didn't and what's next in order for me to take my business to the next level?..

In 2010, businesses are facing even greater challenges in the fierce competition for dwindling consumer dollars. In this year's battle for business, **the most successful marketers will be the ones who use a well-defined aiming point** to get to know their customers and deliver content and promotions relevant to their interests and needs. Read more about aiming to reach that next level in this month's Featured Article written by Kim Schott of [Schott Cultural Consulting](#).

Featured Article

→ Provide A Clear Aiming Point

In 2010, businesses are facing even greater challenges in the fierce competition for dwindling consumer dollars. In this year's battle for business, the most successful marketers will be the ones who **use a well-defined aiming point** using cultural values to get to know their customers and deliver content and promotions relevant to their interests and needs.

Relevancy should always be at the heart of all your client



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marketing and sales communications. It means knowing which cultural values (ie. gender, age, ethnicity, etc.) motivates them to buy, what your clients/customers buy, how much they buy, when they buy, and what interests them even when they're not ready to buy today.

To get your marketing and sales communications open, read, and acted on, the more relevant information you can deliver to your recipients, the more likely they are to be engaged by your content. Cultural relevancy differentiates you from other commodity businesses offering the same products or services. So how can you learn more about what your customers want and need? Survey them!

Client Communication Assignment

An easy way to get started is to survey your customers on what products or services they have purchased from you in the past and are most likely to buy from you in the future. Rather than doing this with an open-ended survey question, which won't allow you to segment with any precision, create a closed-ended survey listing the different ways people can buy from you, and ask them to choose all options that apply to them. You could try [Constant Contact's](#) survey tools. It's a lot less work on them than filling in an open-ended question (and on you in the long-run trying to analyze their written answers).

For example, a wine store could survey customers on which wines they buy based on the geographic regions that the wines come from (California, Australia, Chile, France, etc.). Based on the survey feedback, the wine store can start sending targeted communications and promotions to customers who prefer Chilean wines, Australian wines, etc.

Some other examples of how businesses might survey their customers and then segment their database and emailing lists based on survey results:

-- **A coffee shop surveys customers on which products they most often buy or would be interested in buying.** Based on the results, the shop sends one marketing campaign to coffee and tea aficionados and another to pastry lovers, offering relevant content (e.g., how to choose a scone that really goes well with certain teas) and tempting promotional offers.

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A financial planner surveys customers on their top three financial planning goals (based on products or plans the company offers). Based on the items customers check off in the survey, the planner creates one database for parents saving for their children's college education, and a separate list for empty nesters looking forward to

their retirement.

Based on the information about customers that your survey brings back, you may still send your general client communications, while targeting your list segments at other intervals.

In 2010, the businesses that differentiate themselves by aiming to make cultural relevancy their number-one client communications goal will rise above the pack -- and become their buyer's brand of choice.

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Kim Schott, your Global Client Communication Expert, is the author of the Keys

to Client Communication System™, the step-by-step, paint by numbers program to attract more clients in less time. To receive your weekly how-to articles and audio on attracting more clients, visit www.SchottCulturalConsulting.com



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