Bring The Love Back

Customers want to have interactive, two-way communication with companies, instead of just a one-way relationship, much like actual relationships. Are we listening?

This is such a comical comparison of how consumers want to interact with marketing/advertisers. They want to have interactive, two-way communication with brands and companies, instead of just a one-way relationship, much like actual relationships.

Although this is about advertising, marketing and the consumer... change the name on the advertising t-shirt to the name of your company and the sales rep. Change the name on the consumer tee shirt to your customers.

The dialogue may not be that different. Sales people think they know everything the customer needs and often is in the tell mode, rather than the ask mode.

You too are in jeopardy of losing customers, just like in this video.

Movie Link (2:05)

https://www.youtube.com/watch?v=D3qItEtI7H8

Motivational Discussion Questions

- Could we possibly not be listening to our long time customers? What can we do to prevent - be pro-active - to retain our long time customers?

- We gain new customers because the existing supplier is asleep at the wheel. What did they not do for us to easily get in the door? How can we prepare to stay pro-active?

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