

Stuff That Works At Work

Chapter 14

“Customers”

Take Action

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Chapter 14 Take Action: Content

- Make a list of your company's top five customers. Start a file for each. Spend one hour researching each of the customers. Add anything to the file that is pertinent to their business and may be helpful for future interactions.
- While you are online networking, see how many employees from each of your top five customers you can connect with via LinkedIn.
- Identify the lead sales person calling on each of the top five customers. Contact them, and find out what is working and what is not working for the company at that customer. Brainstorm ways to help.
- Invest time on Stuffthatworksbooks.com to find ways others have made collaboration work for them

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Chapter 14 Take Action: Action 1

Make a list of your company's top five customers. Start a file for each. Spend one hour researching each of the customers. Add anything to the file that is pertinent to their business and may be helpful for future interactions.

ACTION

Customers make the world go round.

If you know your customers and are linked to them good things will happen for you and yours.

I don't care what role you play in your organization make your customers your friends, your partners, your passion and you will always be valuable to your organization.

My goal was to always know my companies customers better than they knew themselves.

It requires frequent study and commitment to understand them and keep current.

Be diligent and schedule time each week to work on this.

EXAMPLES

Customer	Revenue	Profit	Share Price
Customer A	5B	550M	32.56
Customer B	4B	300M	27.60
Customer C	3B	220M	23.56
Customer D	1B	50M	15.80
Customer E	1B	78M	21.45

Questions to research

1. Size and Profitability
2. Recent News
3. Board Members
4. Patents
5. Competitors
6. Which Industry Analysts follow them. What are they saying now
7. Who has my job at this company
8. Who buys our stuff at this company
9.

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Chapter 14 Take Action: Action 2

While you are online networking, see how many employees from each of your top five customers you can connect with via LinkedIn.

ACTION.

I try to send 10 connection requests per week.

I also try to send a personal note to everyone that accepts my connection request thanking them and asking if there is anything I can do to help them

There is little good in having a network if you do not use it. So invest the time and use your network.

The best way to exercise your network is in gathering intel. Ask people questions and share info. It is best to make this a habit and to do it regularly.

If you start simple and easy and regularly then when you really have a big ask you will know who you can count on.

Take care of your network and lean on it a little everyday and it will grow strong and provide decades of value.

Besides it is fun.

EXAMPLES

Hey Jean,

I have a marketing question for you.

My company is hiring a Marketing Director. What do you think is the most important quality we should look for?

Joe

Hey Sue Buyer,

We are launching a new brand.

What is the right support package we should provide?

Joe

Tara,

Thanks for accepting my invite.

Welcome to my network.

Is there anything I can help you with right now.

I am eager to help in any way possible.

Joe

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Chapter 14 Take Action: Action 3

Identify the lead sales person calling on each of the top five customers. Contact them, and find out what is working and what is not working for the company at that customer. Brainstorm ways to help.

ACTION.

If you are serious about growing in your career and building your network Then you have to know the team that is calling on your key customers.

Don't just find out who they are get to know and love them.

They hold the future in their hands.

Knowing customers and the people that manage them is a key to success in any company.

Try it you will like it and it will pay dividends.

EXAMPLES

Customer	Sales Rep	What's Good	What's Bad	My Actions
Customer A	Jim	New Items	Competition	Research
Customer B	Sue	Promotions	Merchandising	Learn about Merchandising
Customer C	Fran	Sales Growth	Slow Pay	Engage Finance
Customer D	Toni	New Items	Competition	Get team recognition
Customer E	Hank	Nothing	No New Items	Brainstorm with Hank

Jim,

Thanks again for taking 30 minutes to educate me about Customer A.

Per our conversation I will conduct some research on Competitor Z and share my findings with you.

I look forward to staying in touch and learning more from you, Let me know if ever I can be of help to you or the team.

Go New Items!!!

Joe

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Chapter 14 Take Action: Action 4

Invest time on Stuffthatworksbooks.com to discover more ways to add fun to daily office life.

ACTION.

This is an easy one.

I believe that each of us can help someone else.

There is so much to know and to experience. You just can not do it on your own. So the best way forward is to share and learn from each other.

Technology makes this so easy today. That is why I built the web site Stuffthatworksbooks.com.

It only reaches its potential if you join in and add the stuff that works that you have found. Please make a contribution today. Help others find the Stuff That Works.

Others have already shared their stuff that works so be sure to check the site often as there is probably something to improve every area of your life.

The community is waiting and growing. I hope you will join in and make a positive difference.

Thank you!

EXAMPLES

CONTRIBUTE

It is easy to share your Stuff That Works.

Simply click on “Contribute” from the main menu.

Then select “Submit an Idea”.

Easy!

Learn From Others

It is easy to Learn Stuff That Works from others.

Simply click on “Contribute” from the main menu.

Then select “Search for Stuff That Works”.