

incisiveEDGE

optimise • innovate • grow

Incisive Edge Newsletter

April 2010

Welcome to **Incisive Edge News!**

Look After Your Customers and in Return they will Look After You

In this month's newsletter we consider the very life blood of your business – your customers or clients. It is a fundamental truth that without the people who actually pay for your goods and services, you will have no business.

Clients form the central piece in the story of your business and touch on every key aspect from revenue generation to increasing equity value and exit.

Be Profitable

To [grow](#) your business you will need to be profitable.

There are only 2 ways to become more profitable:

Reduce your overheads or increase your revenue.

Reducing your [overheads](#) is not a sustainable method of managing growth. It might produce some sexy numbers in the short term but it cannot go on forever if you are to retain quality and standards.

Increasing your [revenue](#) is therefore the best approach to long term growth and this is all centred on your clients.

There may be 50 ways to leave your lover, but there are only 3 ways...

The 3 ways to increase your revenue through your clients are:

- Increase the number of clients you have buying from you
- Increase the number of times they buy from you
- Increase the amount they buy in an average purchase

Far too often you see the focus of companies is on customer acquisition. Think about those special rates credit cards or [banks](#)' offers to new customers only, which always seems very unfair. It is much cheaper and more cost effective to keep an existing client than to find a new one. [Cross sell](#) (different complimentary products) and [up sell](#) (different levels of products, from basic upwards) to existing clients with whom you have already built a trusted [relationship](#) and revenues will multiply rapidly.

So which business are you really in?

Is it possible for you to [bundle](#) other goods and services with your offering to create a [value added](#) and unique product offering for your clients? It may actually prove more profitable to sell something you hadn't considered to be core to your business if the demand is there, than what you set out to sell in the first place!

Keeping your clients front of mind and demonstrating value and expertise is crucial in this cluttered market place. A core [communications](#) strategy is key to provide the trust and necessary touch points required before a client will buy and remain loyal.

Control the data flow

Build your database and segment it into the type and quality of your clients and contacts. Create a newsletter or e-mail programme with content people will want to read and which provides value and reinforces your key messages. All of this can be managed from a Customer Relationship Management tool to streamline and regulate the method and timing by which your clients wish to be interacted with.

Clients will want to buy from you more and more if you deliver on your brand promise and do a good job for them on the agreed terms. Without this, all the communication, offers and product packaging in the world won't see them making repeat purchases.

Help your customers to buy in different ways

Increase your prices and back this up with wonderful service and product add-ons that make a straight price comparison hard to do. Give your clients choice in the way they buy and the level they buy at too. Create entry level products and keep adding additional backend products and services to the [sales cycle](#) – can you offer a subscription service rather than simply one off payments?

Clients do not want to have to look anywhere else - if you prove your worth as a business they will continue to buy from you and even act as advocates to refer new business on account of what you offer. Look after your clients and in return they will look after you and grow your business for you!

How can we help?

The [Incisive Edge](#) mission is simply: Optimise, Innovate, Grow

We have demonstrable success in working with businesses across all size and industry verticals. We identify your 'quick wins' – areas where you can make an immediate difference to your bottom line and then deliver measurable enhancement, innovation and growth in terms of revenue, strategic and equity value.

The Incisive Edge team of experienced and trusted consultants deliver results in every area of your business strategy and implementation.

We've been there and done it from start-ups to multi-million pound exits and our results speak for themselves.

We are here to make the difference for your business quickly and effectively. Contact us today on 0843 289 7884

Join [The Edge Business Club](#) for free and position your company to a community of likeminded business owners and entrepreneurs committed to growth.

For further information contact David Bowler on **0843 289 7884** or david.bowler@incisive-edge.com

The Edge

The Edge is your very own business centric social network supported by Foundation partners such as [Vantis](#), [Nabarro](#), [Merrill Lynch](#), [Guru in a Bottle](#), [Andy Lopata - Connecting is not Enough!](#), [1st Page Prophets](#), [Mark Shaw - Twitter Expert](#) and [Element 25](#).

You can register your details for free at theedgebusinessclub.com and create a profile to enable you to interact with other like-minded business people. Members discuss business issues and share information and best practice on the Forums as well as position their products and services to the community via the Marketplace. The Resource Centre offers useful articles, white papers and information on how to grow the value of your business as part of an overall growth strategy or towards exit. In short it's a powerful FREE, high growth business member's club offering a host of resources, tools and networking events for entrepreneurs and business owners committed to growth.

Check it out at www.theedgebusinessclub.com – the value of a social networking community lies with its members and as with most things the more you contribute the more you get out!

Incisive Edge News - Your Voice

We are keen to find out what you think of our newsletter and our services.

Please feel free to complete our [feedback form](#) so we can improve our service to you or cover business growth areas you would like information on or advice on.

We only want to work with people like you who are committed to business growth.

Please forward this newsletter and recommend someone else who you think would like to receive **Incisive Edge News** by entering both your names and emails on the [feedback form](#) and you could win 3 months' membership to our sought-after, high growth business members club: [THE EDGE!!](#)

Incisive Edge News – Top 3 websites

Check out these great information-led websites on Marketing :

1. <http://www.incisive-edge.com>
2. http://en.wikipedia.org/wiki/Customer_relationship_management
3. <http://www.theedgebusinessclub.com>