

The Value of Focusing on Existing Customers

June
2010

In the press this month, rail operators in the UK have reportedly been a little cheeky with their pricing. By re-classifying their “peak time” hours they have been able to increase their revenues without any additional investment in promotion – an innovative strategy, but one that’s sparked much controversy.

While capitalising on the income potential of existing customers is one of the essential growth strategies that we recommend and help to initiate for our clients, with some rail tickets now costing more than four times their previous price we feel that the fine line between maximisation and perceived exploitation may have been crossed in this case!



Get your five a day!

Why spend a small fortune attempting to win new customers when your existing client-base may well bear still more fruit?

Our [Wine from Water](#) article shows you a few of the steps we follow to ensure that every one of our clients maximises their potential in this often under-utilised market.



The world is changed. I feel it in the water

The business world has changed immeasurably during the recent recession.

With consumer confidence at an all-time low, heightened cynicism towards advertising and an acute awareness of personal, corporate and country debt, how are you to achieve business growth?

Read [There’s Gold in Them Thar Hills](#) to discover our perspective on the subject.



Tip of the Month

If your sales team are not up-selling and cross-selling to



your customers, they are falling short of their potential.

Never simply offer a customer what they ask for: maximise every sales opportunity, or you'll be letting good money slip through your fingers.



Joke of the Month

A shepherd was herding his flock in a remote pasture when suddenly a brand-new BMW pulled up in a cloud of dust. The driver, a young man in an Armani suit, Gucci shoes, Ray Ban sunglasses and YSL tie, leaned out of the window and asked the shepherd, "If I tell you exactly how many sheep you have in your flock, will you give me one?" The shepherd looked at the man, then looked at his peacefully grazing flock and calmly answered, "Sure."

The man parked his car, whipped out his IBM ThinkPad and connected it to a mobile phone, then he surfed to a NASA page on the internet where he called up a GPS satellite navigation system, scanned the area, and then opened up a database and an Excel spreadsheet with complex formulas. He sent an email on his Blackberry, and after a few minutes received a response. Finally, he printed out a 130-page report on his miniaturised printer, then turned to the shepherd and said, "You have exactly 1,586 sheep."

"That is correct; take one of the sheep," said the shepherd. He watched the young man select one of the animals and bundle it into his car. Then the shepherd said: "If I can tell you exactly what your business is, will you give me back my animal?"

"OK, why not," answered the young man.

"Clearly, you are a consultant," said the shepherd.

"That's correct," said the man, "but how did you guess that?"

"No guessing required," answered the shepherd. "You turned up here although nobody called you. You want to get paid for an answer I already knew, to a question I never asked, and you don't know anything about my business... Now give me back my dog!"

- The Incisive Edge team



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