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Increase New Business by Leveraging Your Existing Relationships

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Ideas on how to:

- A. Build business *with* existing clients
- B. Secure New Clients

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Building business with existing clients begins with focusing on customer retention

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44% **18%**

Source: Inves

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Market-Share vs. Share-of-Customer
↓
The business you are getting, or not getting, from each customer

6 staffing needs / 2 = 33% Client Share
(67% opportunity!)

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Existing customers are **50%** more likely to try new products and spend **31%** more, when compared to new customers

Source: Inves

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"Acquiring a new customer is 6 times more expensive than retaining an existing one"

Source: Bain & Company

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Client Retention

- Salary data
- Hiring trends
- Regulation and laws
- Status updates
- Face-to-face meetings

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Build business with existing clients

- ✓ Client retention
- Service additions

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Service additions

- Add contract, temp or temp-to-perm to your direct-hire/search business & vice versa
- Determine "pain" and provide the solution

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Build business with existing clients

- ✓ Client retention
- ✓ Service additions

Add-on business

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Add-on business

- Market a new candidate at weekly employee check-in
- Placed candidate / employees on assignment can provide intel

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Add-on business, cont.

- Acquire more than 1 point-of-contact / climb the ladder and become introduced to 'higher-ups' to obtain higher level orders/assignments

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Build business with existing clients

- ✓ Client retention
- ✓ Service additions
- ✓ Add-on business

Client Referrals

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Client Referrals

- After successful placement
- Series of placements
- When sharing good news
- Personal conversations

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Build business with existing clients

- ✓ Client retention
- ✓ Service additions
- ✓ Add-on business
- ✓ Client Referrals

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Secure New Clients

Testimonials/Letters of recommendation

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Secure New Clients

- ✓ Testimonials/Letters of recommendation
- ✓ "Touch point plan"

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Week 1

Week 13

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Customer Loyalty

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INSERT POLL

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Summary

Focus on Share-of-Customer
Client retention

- Salary data
- Hiring trends
- Regulation and laws
- Status updates
- Face-to-face meetings

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Service additions

- Add contract, temp or temp-to-perm to your direct-hire/search business & vice versa
- Determine "pain" and provide the solution

Add-on biz

- Market a new candidate at weekly employee check-in

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- Placed candidate / employees on assignment can provide intel
- More than 1 poc / higher up

Client Referrals

Secure New Clients

- Testimonials / LOR

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- Touch point plan

Customer Loyalty

- Performance feedback meetings and survey's

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A presentation slide with a blue background and a white border. The text on the slide includes "Q&A" at the top, the MarkWolf logo (a stylized 'W' in a circle) followed by "MARKWOLF" and "Markwolftraining.com" below it. At the bottom left is the "people2.0" logo with "GLOBAL WORKFORCE DEPLOYMENT" underneath. At the bottom right is a blue ribbon containing the email address "Info@MarkWolfTraining.com" and a small number "28".
