

What's in this issue

Where do Your Prospects Rank?	2
Costs of Gaining Versus Losing Customers	3
Employee Spotlight	4
President's Corner	4

What do you think?

Email your comments, ideas, or suggestions to:

VanceM@RMSresults.com

Contact us online:

www.RMSresults.com

- Find out more about our services
- View a focus group
- Take an electronic survey
- Send us a note

RMS Offers B2B Lead Qualification



Stop throwing money down the drain, find qualified business leads using RMS' telesurveying process. Research and Marketing Strategies (RMS) is proud to introduce business-to-business (B2B) lead qualification to its array of services! "We know how much energy is spent finding the right business leads and would like to help reduce the time spent chasing 'dead' leads," says RMS president, Mark Dengler. RMS will utilize a telesurvey approach to gather qualifying information on a company's targeted prospects. Examples of information obtained include: the name of the decision-maker, current need level, attractiveness of features your business offers, and competitive information. Ultimately RMS will

help a company rate and rank its prospects, so that sales and marketing staff can pursue those prospects most likely to purchase or use a particular product/service.

All the completed surveys will be placed in a database so a company can continue to build a relationship with its prospects and grow awareness for its products/services. Companies purchasing this service from RMS will only pay

(Continued on page 2)

Question: What is

RELATIONSHIP MARKETING?

Answer: The development and maintenance of long-term, cost-effective, exchange relationships with individual customers, suppliers, employees, and other partners for mutual benefit.

Relationship marketing happens when a company caters to its consumers and creates long-term customer loyalty. This process of understanding and fulfilling customer needs is known as "relationship marketing." The effects of a strong market relationship are that the two parties come to depend on one another.

(Continued on page 2)

Know thy Customer

Many factors, both personnel and environmental, go into making a decision. Successful companies understand these factors and know how to use them in their favor. Using various feedback methods, companies can better understand their target market and adjust their messaging and services to incorporate customer needs. When selling any product or service it is important to know and understand the customer's decision-making and buying process.

(Continued on page 3)



Fun Fact: Playing cards were issued to British pilots in WWII. If captured, they could be soaked in water and unfolded to reveal a map for escape.





Where do Your Prospects Rank?

If you often find your company is spending time pursuing prospects that aren't interested, let RMS' B2B Lead Qualification help you. Our telesurveyors will categorize prospects to help you make more effective decisions.

Our classification system is simple. It begins with the prospect (P) then rates them on a 0-4 scale based on an interview:

P0 — Someone who has no interest in your products/service.

P1 — Someone who has no prior knowledge of your company but may purchase in the future.

P2 — Someone likely to buy from you within the next 6 to 12 months.

P3 — Someone likely to buy from you within 90 days.

P4 — Someone likely to buy from you within 30 days.

This classification system equips your company with the knowledge to direct energies at specific prospects. Ensuring a more effective sales effort from your sales and marketing team.

Relationship Marketing

(Continued from page 1)

There are three levels of relationship marketing beginning with the initial meeting between company and prospect and ending with a co-dependent relationship. The first level is the most superficial. The prospect is drawn to the company because of pricing or other incentives; in this step there is a low possibility of creating a long-lasting relationship. Yet, this step is crucial because it will create name recognition and awareness. The step following the initial meeting is to develop interactions on a social level. Local groups, newsletters, and incentive programs are just a few ways companies can accomplish this. Customer service and communication are main players at this stage of developing a strong relationship. The goal is to get the customer committed. The final level of relationship marketing is transforming social relationships into structural changes. These changes make producers and consumers true partners and dependence is developed between the two parties. This interdependence builds loyalty.

Relationship marketing benefits businesses and consumers. When the rapport reaches the third stage of relationship marketing the company knows it has established a strong customer bond. Take Saturn for example; it sponsored The Saturn Homecoming event in Spring Hill, Tennessee to thank their customers. About 44,000 people showed up for free food and drinks and a tour of the Saturn plant. This is only one example of the events Saturn has sponsored and the services it offers after a person purchases a Saturn vehicle, all in an effort to build a lasting relationship. When a cooling system in a certain model was thought to be defective, every car of that model had its cooling system replaced. Because of its strong tie to the marketplace and its consumers, Saturn continues to strengthen its relationship marketing efforts and believes customers will stand by them in the future.



Steps:

- 1. Build Interest**
- 2. Personal Contact**
- 3. Create Value**

B2B Lead Qualification

(Continued from page 1)



for the completed surveys. Once all the completed surveys have been received, companies will have a prospect database that it can "drip market" to more effectively. Companies will know a prospect's impression and familiarity with its products/services and can adjust their marketing strategy and messaging appropriately.

RMS has a proven track record that delivers results and is dedicated to making sure every project exceeds a client's expectations.

Visit www.RMSresults.com and complete our scoping exercise to see if Lead Qualification is right for you!



Know Thy Customer

(Continued from page 1)

Psychologist Kurt Lewin has a proposition that corresponds with the theme of influences on buying behavior. His equation is:

$$B=f(P,E).$$

The above equation is illustrating that behavior (B) is a function (f) of both personal influences (P) and pressures exerted by outside environmental forces (E). The equation is commonly rewritten to apply to consumer behavior as:

$$B=f(I,P)$$

In this relationship, consumer behavior (B) is the result of the function (f) between interpersonal influences (I), and personal factors (P). Once a company understands the influencing mentality of the customer then the company can begin to build a relationship with that customer.

In any business interaction, whether it be business-to-business (B2B) or business-to-consumer (B2C), buyer and seller relationships are extremely important. Companies and their customers need to trust one another. Another main factor of any interaction between buyers and sellers is communication; if the seller does not understand what the buyer wants, it will not produce the best product or offer the best service. *That is why ongoing market research is so critical to a company's success.*

The primary goal in B2B

relationships is to provide advantages no other seller can provide. For example, when Boeing (an airplane manufacturer) was developing a new aircraft they made sure to keep in

close contact with their intended customers to ensure the new planes would fit their needs. Because of this close connection, Boeing was able to provide an aircraft that met the specific needs of major airlines (customers). This example shows the value of maintaining a connection with buyers and following through with their requests. Ultimately, the process satisfied Boeing's need to sell and the buyer's need to buy.



The Costs of Gaining vs Losing Customers

Research studies with customer segments continue to show that one unhappy customer tells between 9 and 13 people about their negative experience. One recent study also concluded that for every unhappy customer who complains, about 24 never make a formal complaint to the company. Of those 24 silent customers between 75 and 90% will never do business with the company again. Other studies estimate ***the cost of gaining a new customer at five times as much as maintaining an existing relationship.*** For the amount of money spent attracting customers, it is important to build a long lasting relationship with them, making sure they will do business with your company time and time again. It is also important to make sure each customer has a good experience with your product(s)/service(s). This will retain your customer base and gain market share through word of mouth.

RMS offers many ways to measure whether your customers are fully satisfied. Our services include focus groups, mystery shopping, customer profiles, and Customer SatisFACTion surveys. These helpful techniques can be done in person, via telephone, Internet, or on paper and provide very valuable information. Our Customer SatisFACTion surveys are designed to boost business and customer retention. They provide immediate feedback, allowing you to fix problems immediately. Our services will help ensure completely satisfied customers and increase your profits.



45 Oswego Street, Suite 300
 Baldwinsville, NY 13027
www.RMSresults.com
 Phone: 315.635.9802
 Fax: 315.720.1159
Info@RMSresults.com

Our Services Include:
 Custom Survey Research
 Image & Awareness Studies
 Site Selection Research
 Strategic Planning
 Customer SatisFACTion Measurement
 Competitive Positioning & Intelligence
 Gathering
 New Product/Service Feasibility Studies
 Customer Profiling
 Geographic Analysis of Business Patterns
 Demographic and Psychographic
 Analysis

President's Corner



Mark Dengler

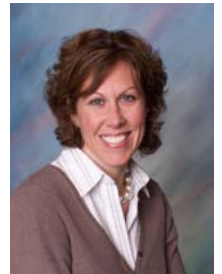
With the third quarter of the year coming to a close, many companies are beginning their budget forecasts for 2007. It is important to remember to include budget monies for market research. Market research will provide you insight on your customers, prospects, and competitors. Market research findings are a critical component to your organization's strategic planning and process improvement efforts. Furthermore, many companies collect data, however it is of no value unless this data is converted to information and then used to create action plans. RMS specializes in helping companies obtain pertinent market research information and incorporating the findings into strategies that improve the "bottom line." Market research should not be an afterthought. Rather, it is well worth the investment. Market research measures the ROI of your marketing initiatives and helps effectively position your organization for growth.



Employee Spotlight Kim Cuccaro

Manager for Business Development
 and Call Center Operations

RMS is pleased to spotlight Kim Cuccaro, our Manager for Business Development and Call Center Operations. Kim has worked with RMS since 2004 and has direct experience in telesurvey research methods.



Kim Cuccaro

Kim has a bachelor's degree from the SUNY Institute of Technology at Utica/Rome. With a concentration in psychology, she is well equipped to work with clients and understand their specific needs. Kim has 15 years experience working in the fields of human services and new program development. Prior to joining RMS, Kim worked as an educational case manager for Oswego County BOCES and was also employed with the NYS Department of Employment and Training.

Kim can be reached at 315.635.9802 or at KimC@RMSresults.com.