

THE MAGIC OF CUSTOMER PROFILING FOR FINDING NEW BUSINESS



TODAY'S AGENDA

- Customer Profiling
- Stories and examples
- Low Tech Scoring Grid
- Account Based Marketing
- Wrap Up

Before we begin. . .

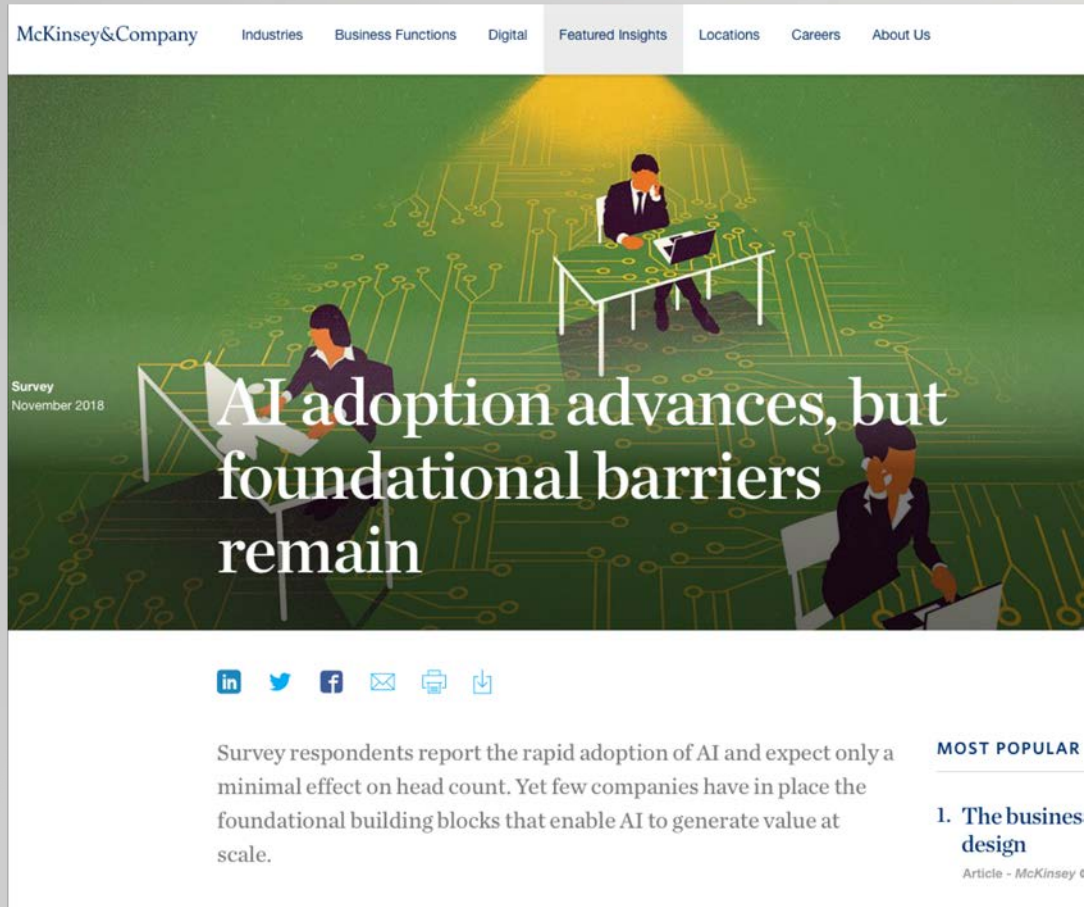
TIMES A WASTIN'



Prospects can be exciting, and unqualified.

Time is our non-renewable resource.

THE FUTURE WILL BE AWESOME...BUT...



McKinsey & Company Industries Business Functions Digital Featured Insights Locations Careers About Us

Survey
November 2018

AI adoption advances, but foundational barriers remain

Survey respondents report the rapid adoption of AI and expect only a minimal effect on head count. Yet few companies have in place the foundational building blocks that enable AI to generate value at scale.

MOST POPULAR

1. The business design
Article - McKinsey & Company

AI adoption at the big companies has trouble scaling

Foundational building blocks are missing

”...relevant data are accessible by AI...”

WHAT PROFILING IS



Who am I?



Who are our customers?

Less like personas...

The URBAN CAKE SHOP Wedding Customer Profile

Name: Becky

Age: 32

Description: A young professional, looking for a wedding cake guests will remember

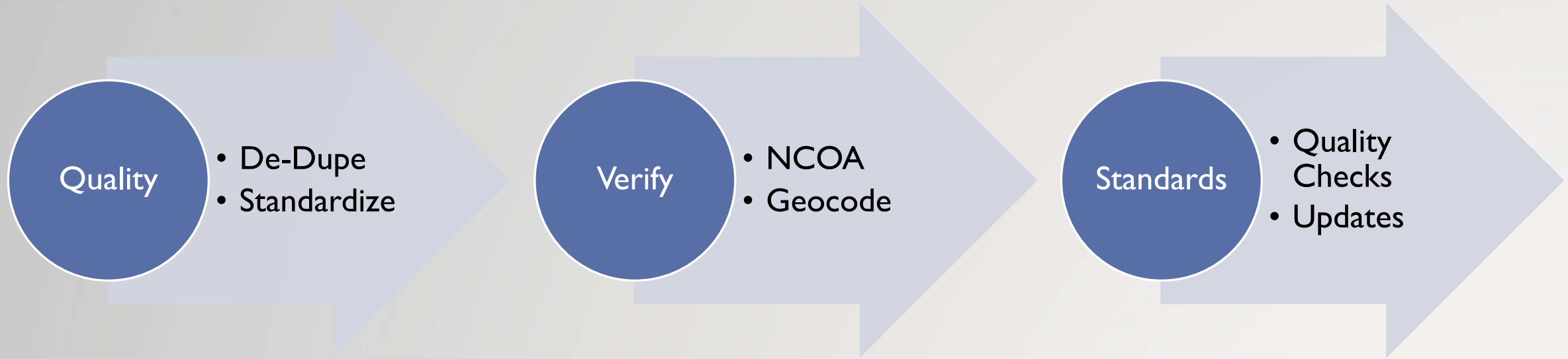
Motivated by: Unique flavors & designs, attentive customer service that makes wedding planning easier

Preferred Marketing Channels: Email, Facebook, Pinterest

More target market...



CLEAN IT UP



ADD DATA



3rd Party Info
Standardized
Modeled
Consistent

CROP
FARM SIZE
YEARS IN DATABASE
CONTACTS
TITLES
SOCIAL MEDIA PROFILES
AGES
TECHNOLOGY
EQUIPMENT INFO
ETC.

FOR EXAMPLE

Our CRM data fields:

customers 1-14 to present																		
Customer ID	First Name	Last Name	Company Name	Address	City	State	Zipcode	Phone	Email	Rep	SignUp	Amount	Last Charge	Product	Status	Callback	Last Invoice	Media Code

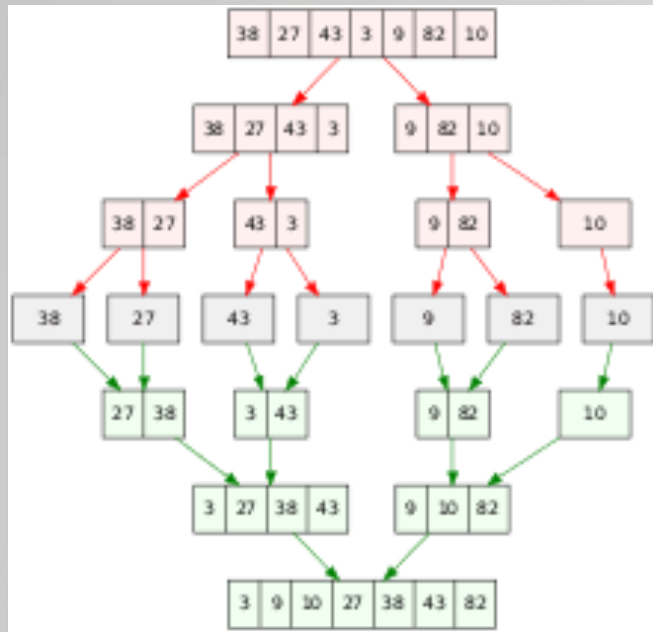
Fields sales reps ask of customers:

Website, analytics, audiences, newsletters, target markets, LinkedIn, social media...

Fields to append from our own databases:

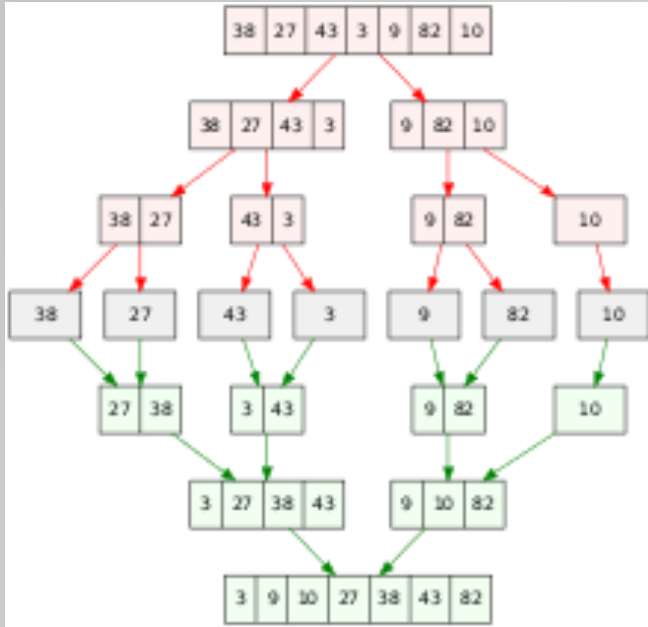
NAICS, Size, Year in Business, Titles...

THEN ... ANALYZE AND CONQUER



- Weight importance of information in sale
- Score the prospect by field
- Total score
- Course of action

THEN ... ANALYZE AND CONQUER



1 is not important, 10 is vital to mutual success

Crop: **7** out of 10

Farm Size: **8** out of 10

Absentee Owner: **4** out of 10

etc.

Crop: Soybeans = **9**; Corn = **7**; Wheat = **6**

Farm Size: 50-250 = **9**; 10-49 = **7**; 1000+ = **6**

- *Weight importance of information in sale*
- *Score the prospect by field*
- *Total score*
- *Course of action*

Sample:

Crop: Soyb (**9**) x **7** = 63; Size: under 10(**4**) x **8** = 32

...10 criteria, 500 points possible, 425+

THEN ... ANALYZE AND CONQUER



- *Weight importance of information in sale*
- *Score the prospect by field*
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SAMPLE CUSTOMER PROFILE SCORING SYSTEM					
Key	Importance to your Sales Cycle (1 is unimportant, 10 is important)	Field Scoring Key			
Employees	8	under 5=4; 6-20= 5; 21-100=9; 101-250=5; 250+=4			
Industry	7	Mfr/Whl=9; Health=7; FIRE=5; Other=4			
Location	6	under 50 miles=9; 1 day no overnight=7; overnight stay=4			
History of outsourcing	5	yes=9; no=4			
ABC MANUFACTURING OMAHA, NE 68111		Importance to your sales cycle	Prospect score	Total	Max Score
	Industry	8	9	72	80
	Size	7	5	35	70
	Location	6	9	54	60
	History of outsourcing	5	9	45	50
				206	260
				GRADE	79%

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6

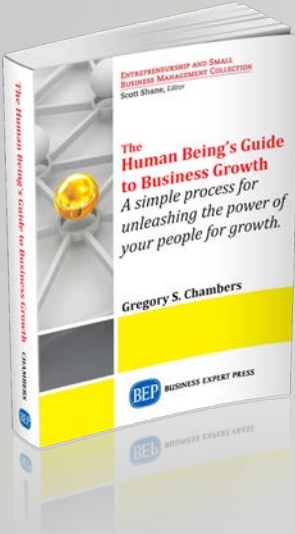
8 = 32

SUMMARY

- Profiling is important: AI
- It starts with clean data
- Add 3rd party data
- Segment and score
- ABM is a feature...not a strategy

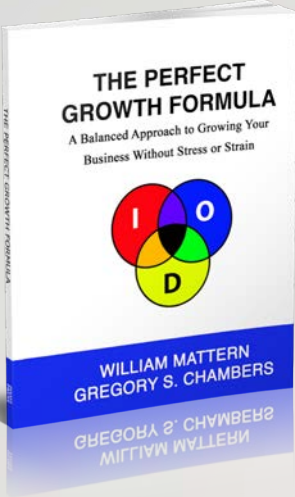
Start today: Cleansing and Standardizing

PARTING GIFTS



The Human Being's Guide to Business Growth

A simple process for unleashing the power of your people for growth



The Perfect Growth Formula

A Balanced Approach to Growing Your Business Without Stress or Strain



LeadGen Compass

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