

Customers as Your Virtual Sales Force

Darren Guyaz

Washington Women's Business Center

Business Impact Northwest

The logo for the Washington Women's Business Center, featuring a stylized blue triangle with a white outline and the text "Washington Women's Business Center" in bold black font.

**Washington
Women's
Business
Center**

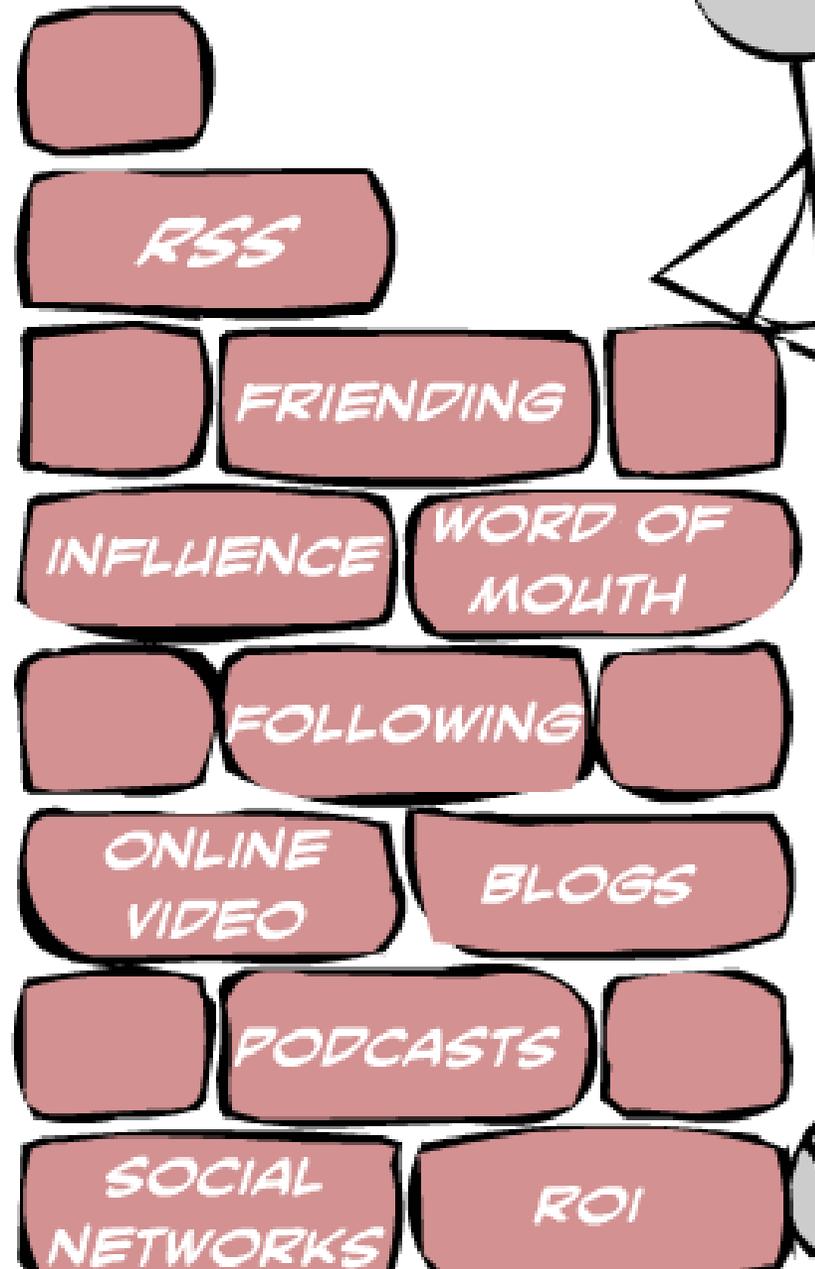
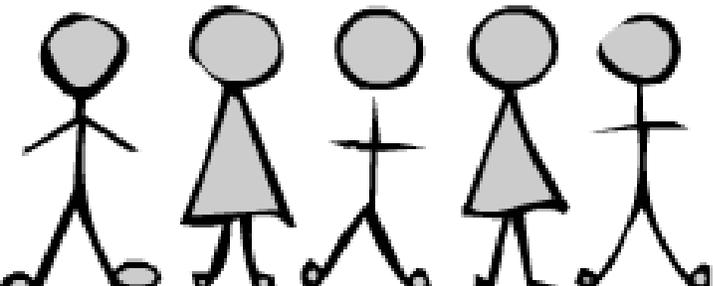
SBA

April 28th, 2016

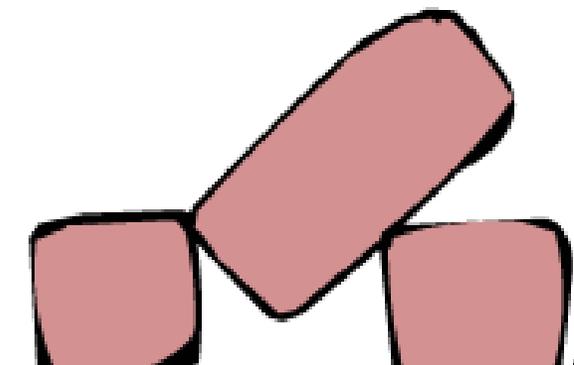
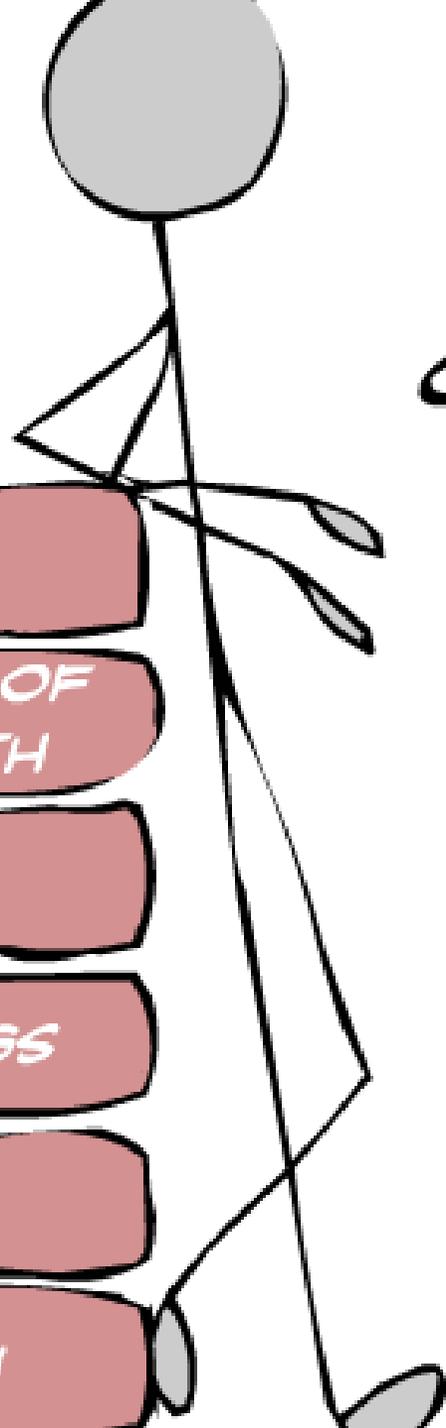
12:00 – 1:00pm

- Learn how to connect with your audience in new ways, how to help your customers boost your brand and how they can promote your products and services – for free.

***YOUR
COMPANY***



***YOUR
CUSTOMER***



Today

- Marketing and advertising landscape
- Why customers make a great sales force
- Who is your customer
- How to mobilize customers to be your best sales force
- Activity
- Conclusion, next steps, and further resources

Overseas Stock Fund
 “...THIS FUND WORKS WELL AS THE CENTERPIECE OF A FOREIGN PORTFOLIO.”
 Morningstar 11/26/14  [Learn](#)

We are
 bombarded with
 marketing and
 sales messaging..
EVERYWHERE

Anywhere the Eye Can See, It's Likely to See an Ad



Clockwise from top left: new venues for ads include a video screen in a taxi; eggs; a turnstile; and the examining table in a doctor's office. [More Photos >](#)

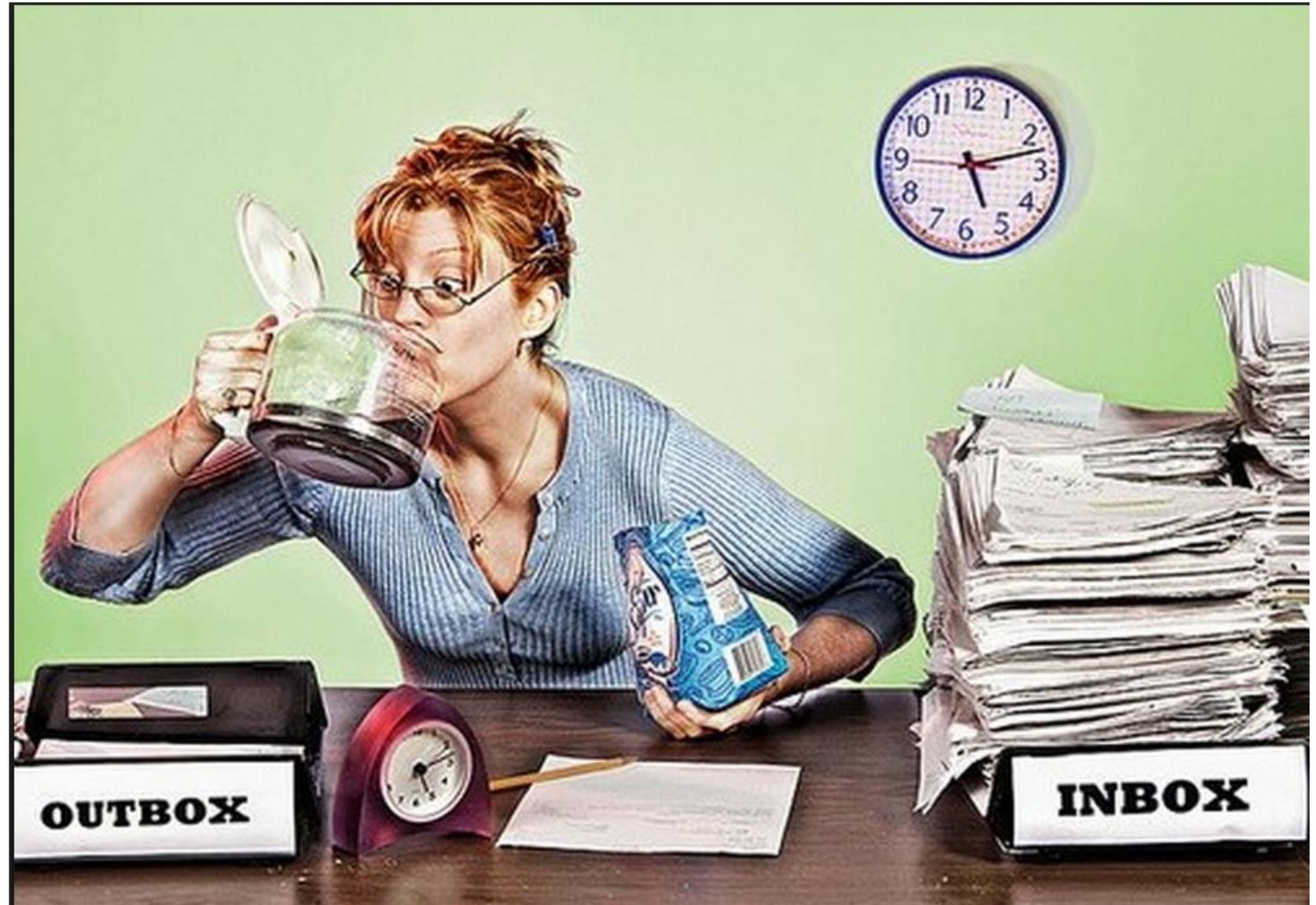
By LOUISE STORY
 Published: January 15, 2007

 TWITTER

 LINKEDIN

Add this to the endangered list: blank spaces.

Overloaded & Overstimulated & Overworked



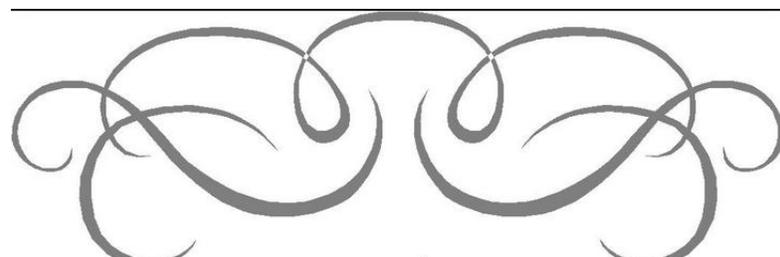


Bombarded with choices

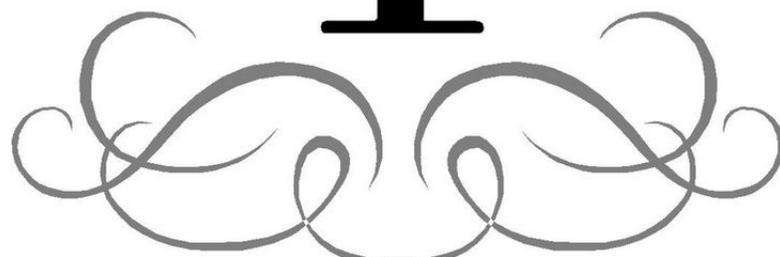
How many entrepreneurs and business owners want more sales?

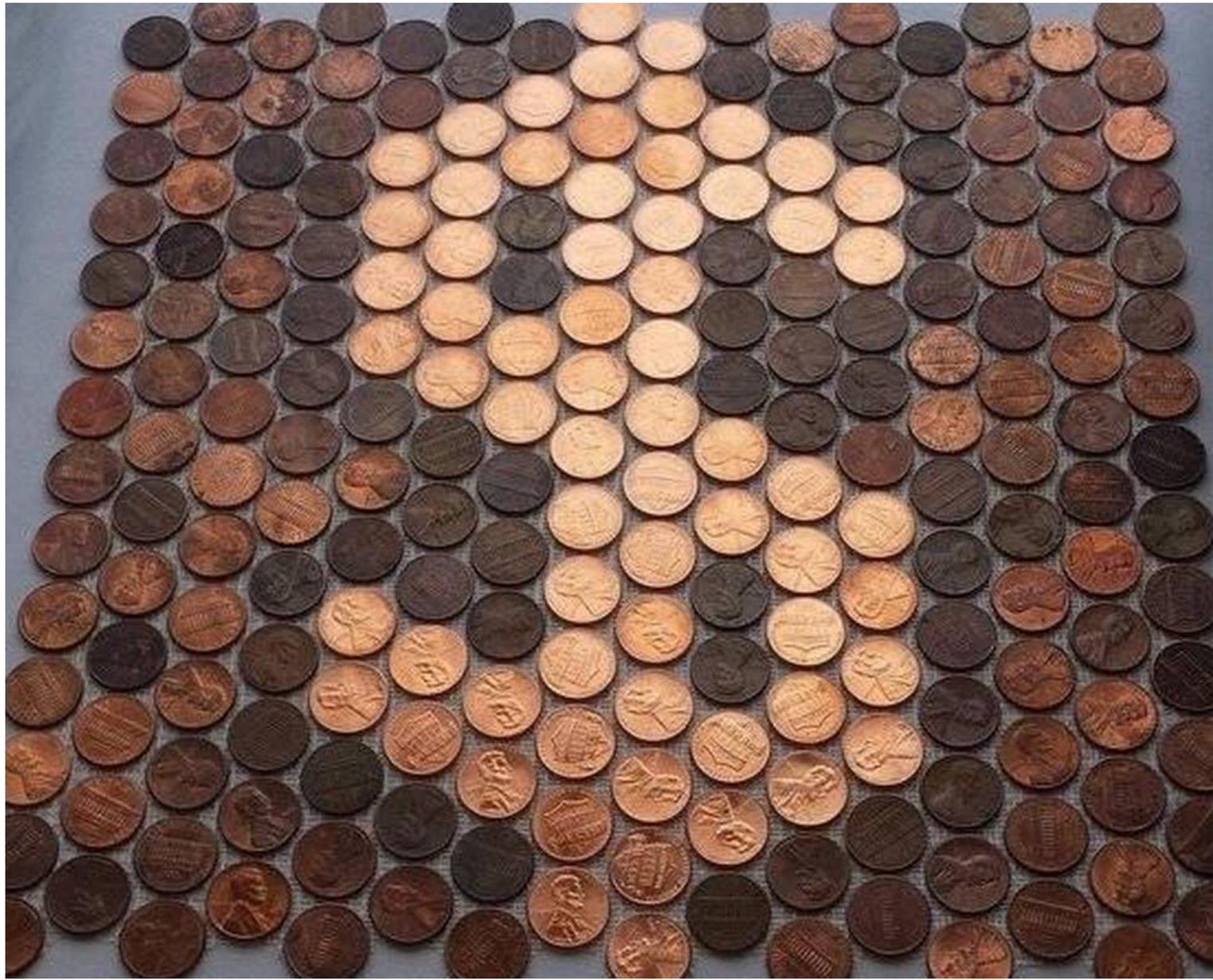


How big is your sales team?



1





What if your customers
are part of your sales team?



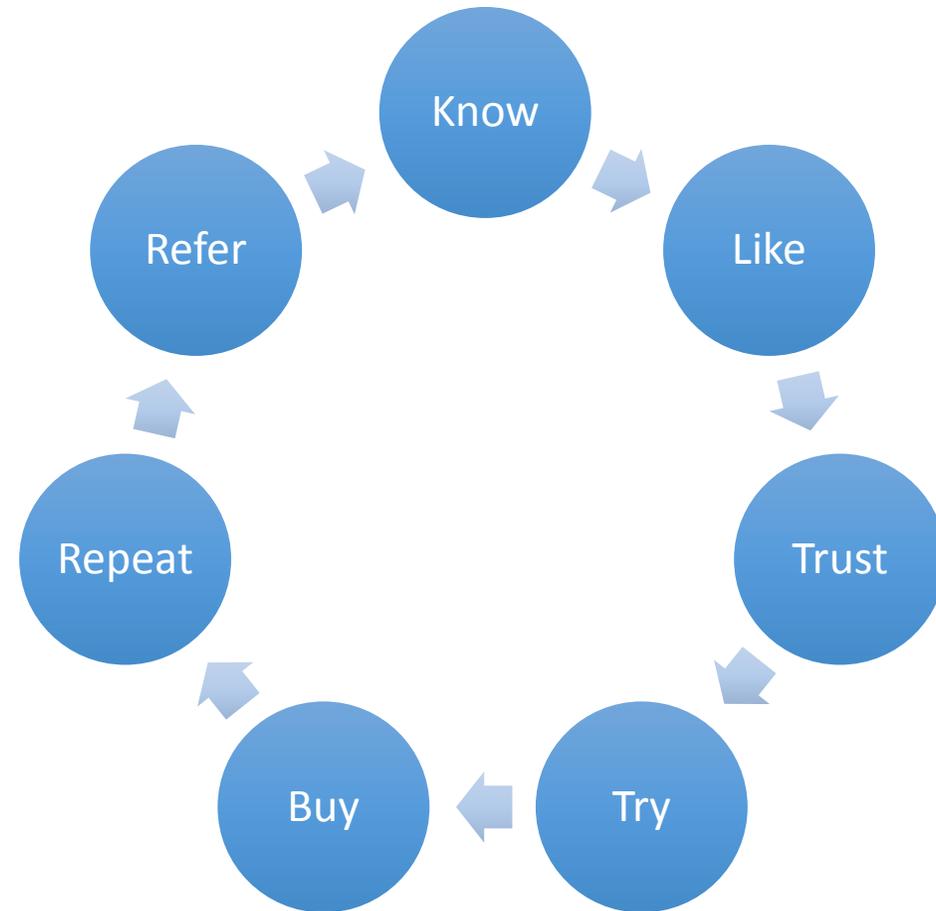
Why customers are your best sales team:

- Authentic
- Credible
- Cost \$0.00

How much is your customer (your virtual sales force) paying YOU?

- What is the lifetime value of that customer?
- 25 years to same salon
- Spends \$1500/year
- Refers 2 / year who each spend \$500/year
- \$400,000

Relationship Cycle



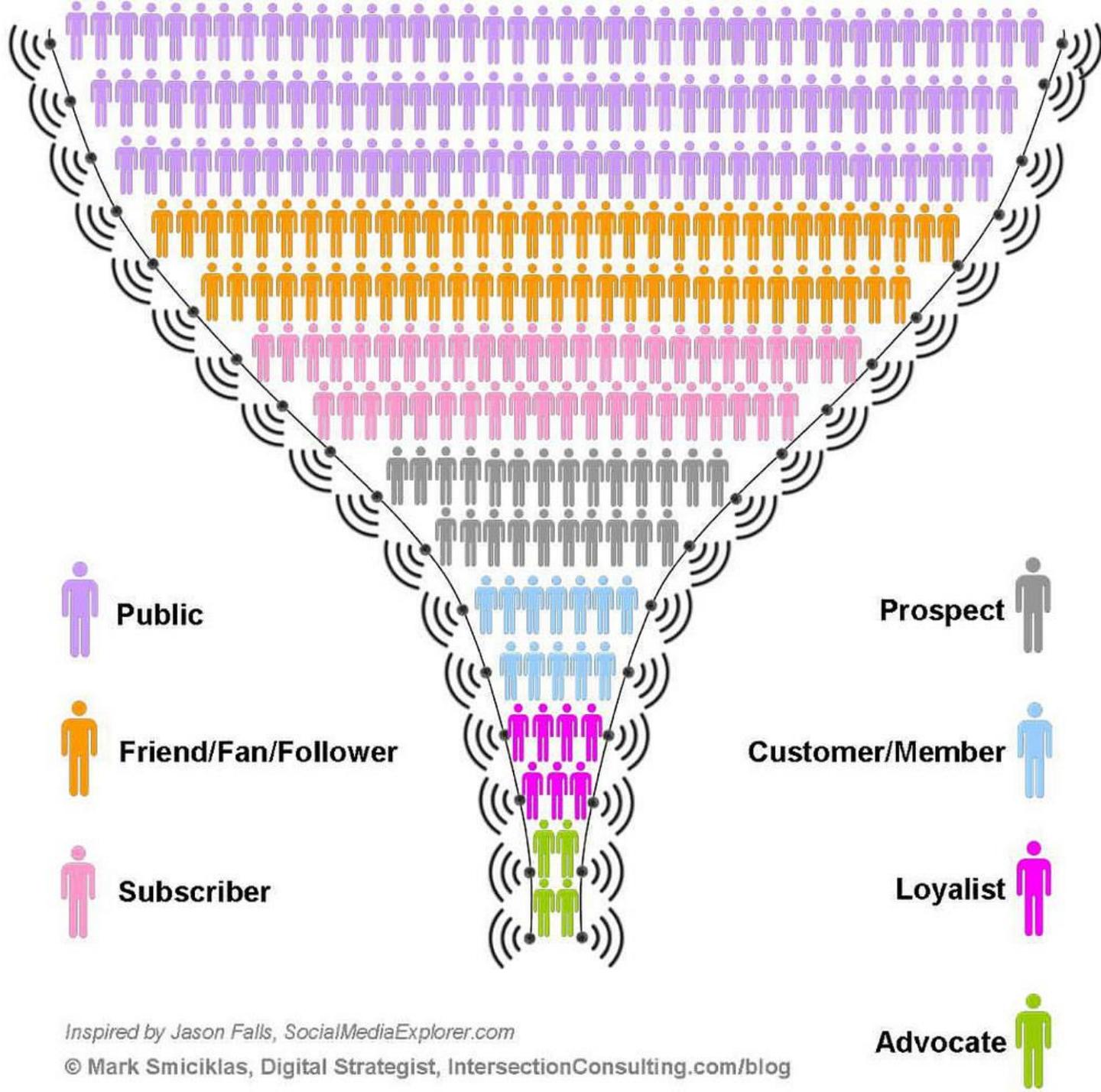
Who is your customer?



Who is your customer?



- Who are they?
- What do they care about?
- What do they want?
- How do they want to connect with you?



Inspired by Jason Falls, SocialMediaExplorer.com

© Mark Smiciklas, Digital Strategist, IntersectionConsulting.com/blog

Advocate



What are your customers saying about your business?

The image is a screenshot of a Facebook page for a business named "Works Progress". The page layout includes a top navigation bar with the Facebook logo, the business name "Works Progress", a search icon, and a "Home" link. Below this is a secondary navigation bar with tabs for "Page", "Messages", "Notifications" (with a red badge showing 3), "Insights", and "Publishing Tools".

The main content area is divided into two columns. The left column features a review summary showing a 5.0 star rating from 14 reviews. Below this are two individual reviews, both dated November 17, 2014, and each with a 5-star rating and one review. The first review is by Jodi Walter, who says "Love Works Progress. Great space, wonderful people. Marnee & Jessie are accommodating, and the retro decor plus well-lit... See More". The second review is by colleen mccann, who says "Works Progress infinitely beats working at home alone. When you work from home, it's too easy for the work/life lines to... See More".

The right column shows a post from the business "Works Progress", published by Candice Magbag on September 17 at 9:02am. The post text reads: "Join us today for the September member lunch! We'll be meeting in the lobby at noon and walking to The Lodge Sports Grille - Greenwood! Click the link below to take a peek at the menu (but don't get too hungry yet- join us at noon!)". Below the text is a blurred image of a restaurant interior.

EXERCISE:

- I am the concert production company that supports artists by performing shows in unique venues. (M-Bibe)
- I am the ... who ...

I am the _____
who _____.

M-bibe
The Stowaway Sessions
[6]
SUNDAY, SEPTEMBER 20th
Doors at 7pm/Show at 8pm

An M-bibe Concert Series
dockside on the S.S. Virginia V
860 Terry Ave N, Seattle

\$15 Adv.
\$20 Reg.
\$25 Door

M-bibe.com

M-bibe

Jaspar Lepak

Devin Sinha

Tekla Waterfield

stowawaysessions6.brownpapertickets.com

Know your customer

“In business, too often you think you know best. You decide you should write a blog and start cranking out content and wonder why no one comments on your articles...One of the easiest ways to get to the bottom of how you should connect with your customers is to ask.”

-Whitney Keyes, [Propel](#)

Differentiate, differentiate, differentiate

- Be unique
- Know your niche
- Study what your competitors offer
- And what your customers want



WOW!

Your customers

- Give them something to talk about...



Be a superlative

- The BEST
- The _____est



Exceptional Customer Service



ASK...

“If you think I am doing a great job, don't keep it a secret! My business is built on my client's recommendations to their friends and family members~” April Wilson, Pacific Capital Resource Group

Twitter

- “Followers are your best customers”
- Amplify your content for free through retweets
- Are more likely to make multiple purchases



Manju Mahadevan @CookingCurries · Sep 19
The most luscious mouthful of chocolate ever - the northwest sipping chocolate!
[@getyourhotcakes](#)... [instagram.com/p/71lfY_InAI/](https://www.instagram.com/p/71lfY_InAI/)

Seattle Farmers Mkts follows

Amanda Saab @AmandasPlate · Sep 19
[@getyourhotcakes](#) omg the smores ice cream sandwich is amazing 🥰❤️✨



Hot Cakes
@getyourhotcakes

Twitter



 **Georgetown Cupcake** 
@GTownCupcake  

Today's FREE (not-on-menu) flavor is **#DCCupcakes** CHOCOLATE-DIPPED COOKIES & CREME! Order it by name & it's FREE! 100/location, 1/customer!

RETWEET **1** FAVORITES **18** 

6:40 AM - 25 Sep 2015

 Reply to @GTownCupcake

Locations in: Georgetown DC (original), NYC, LA, Atlanta, Boston

FaceBook

SPONSORED 

Create Ad



\$16.98 at Amazon - ★★★★★

[amazon.com](https://www.amazon.com)

NoJo Little Bedding 2 Count Crib Sheet Set,
Ocean Dreams - \$16.98



NORDSTROM Shoes

shop.nordstrom.com

All the latest styles by the brands you love.
Free shipping. Free returns. **SHOP NOW**



Suzanne Pinckney Pflaum at Unicornitopia

July 7 · Instagram · 

Mid century wall unit upgrade! Just delivered and excited to fill it:) from Frank at Bloomsbury Antiques-highly recommend for you PDX friends. [#midcentury](#) [#modern](#) [#danish](#) [#teak](#)



FaceBook

Search Jennifer Home 2

Lauren Kuehne 8 hrs · 

Anyone refinance lately and just loved their mortgage person? Looking for recommendations...

 Like  Comment  Share

[View 3 more comments](#)

 **Jon McElvain** Our last refinance with Kiel Mortgage was a friendly event.
Like · Reply · 4 hrs

 **Devon Chapman** Jimmy McAndrew Mountain West Bank. We worked with him for purchase of our first and second homes. He's great.
<https://www.mountainwestbank.com/lenders>

 **Mountain West Bank**
Mountain West Bank - Home of Totally Free Checking and Free Online Banking.
MOUNTAINWESTBANK.COM
Like · Reply · 2 hrs

 **Jill Cramer Kiele** Trevor Monett with Eagle Home Mortgage. (360) 697-3444
Like · Reply · 1 hr · Edited

 **Lauren Kuehne** Thanks everyone!
Like · Reply · 16 mins

 Write a comment...  

“Word of Mouth is really the best way for us to get business. Many of our members eventually bring in new people to join. We offer a referral special for when they do, but it is not their main motivation, our members are truly great sales people and it’s nice when they give tours because they are clearly happy to be in the space.” - Marnee, Works Progress

The image is a screenshot of a Facebook page for 'Works Progress'. The page header shows the Facebook logo, the name 'Works Progress', a search icon, and navigation links for 'Works Progress' and 'Home'. Below the header are tabs for 'Page', 'Messages', 'Notifications' (with a red badge showing '3'), 'Insights', and 'Publishing Tools'. The main content area is split into two columns. The left column features a star rating of 5.0 (5.0 of 5 stars, 14 reviews) and two reviews. The first review is from Jodi Walter, dated November 17, 2014, with 1 review. The second review is from colleen mccann, also dated November 17, 2014, with 1 review. Below the reviews is a section titled 'PEOPLE ALSO LIKE'. The right column shows a post from 'Works Progress' published by Candice Magbag on September 17 at 9:02am. The post text reads: 'Join us today for the September member lunch! We'll be meeting in the lobby at noon and walking to The Lodge Sports Grille - Greenwood! Click the link below to take a peek at the menu (but don't get too hungry yet- join us at noon!)'. The post has 77 people reached and includes interaction buttons for 'Like', 'Comment', and 'Share'. A 'Boost Post' button is also visible.

YELP

yelp Find beer Near kirkland

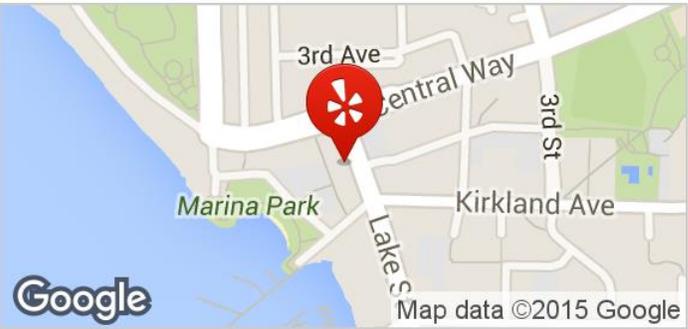
Home About Me Write a Review Find Friends Messages Talk Events

Flatstick Pub

★ ★ ★ ★ ★ 106 reviews [Details](#)

\$ · Pubs, Mini Golf [Edit](#)

[Write a Review](#)



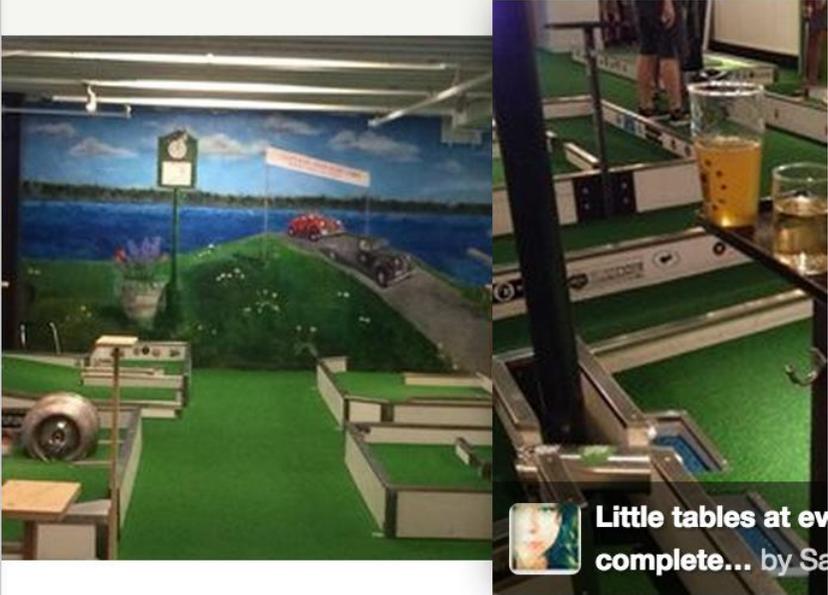
15 Lake St
Ste 100
Kirkland, WA 98033
b/t Park Ln & Central Way

[Get Directions](#)

[\(425\) 242-1618](#)

[Message the business](#)

[flatstickpub.com](#)



[Little tables at ev... complete... by Sa](#)



“Great selection of **local beer** and the bartender was great about helping choose between them.” in 14 reviews

Exercise

- What are you known for?
- Who are your best customers?
- What examples of customers as your virtual sales team have been most successful? If you can't think of any for your business, what are 3 examples of customers as virtual sales team that you have noticed in another business?
- What are the top 3 things you can do to motivate your customers to be your sales team?

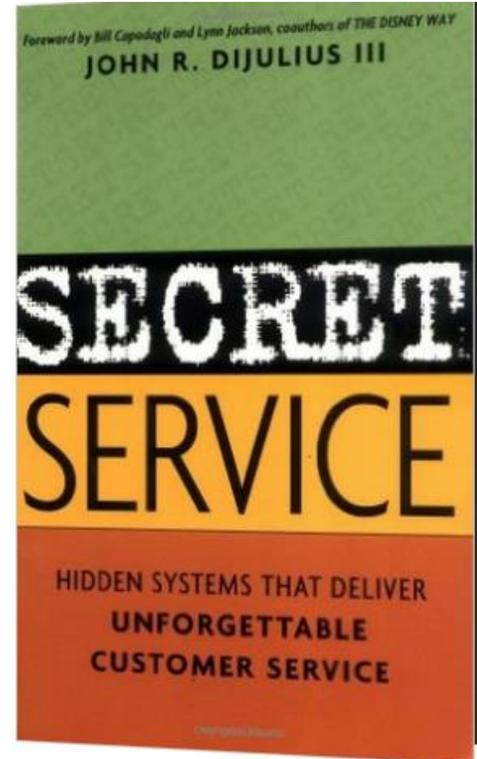
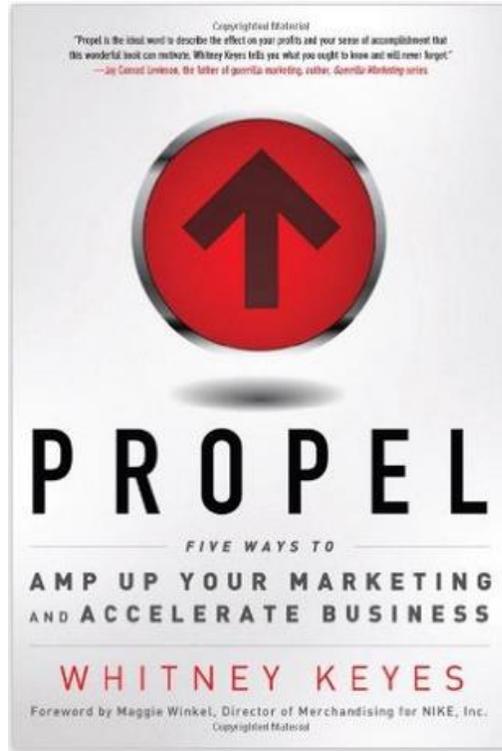
Who Else Do You Know?

- Name and business name
- What is their business known for?
- ONE example of customers as their virtual sales team that has been most successful?

Conclusion

- Customers are a great sales force!
- Know who your customers are and how they like to be reached.
- Know what you offer and what your customers say about you.
- Focus on what you do best. Be exceptional. Be consistent.
- It's more expensive to get a new customer than to retain an existing one. Think about the lifetime value of that customer.
- Lots of ways customers are your virtual sales force. Pick where to start and put it on the calendar.

Further Resources



**Washington
Women's
Business
Center**



Thank You!

Darren Guyaz

Washington Women's Business Center

Business Impact NW

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Phone: 206-324-4330

The logo for the Washington Women's Business Center. It features a stylized purple mountain range graphic in the background. Overlaid on the graphic is the text "Washington Women's Business Center" in a bold, black, sans-serif font, arranged in four lines.

**Washington
Women's
Business
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