

How To Manage Your Book of Business

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INTRODUCTION

Why focus on building relationships with existing customers or members?

- It's easier and can be _____.

What is Customer Relationship Management?

- The process of _____ relationships with _____ customers to maximize profitability.

How can I personally impact customer relationships?

- Reach out and _____ someone.

In my role as a relationship manager, account manager, or personal banker, what are my responsibilities?

- To ensure satisfaction and ultimately _____ the relationship.

What does it mean for me to manage my "book of business"?

- To maintain _____ contact with a select group of customers and determine their needs through profiling.

To schedule a private teleseminar on this topic or find out when Barbara is coming to your area email: Barb@RomanoSanfilippo.com.

To order behavioral assessments for selecting and coaching the ideal member relationship reps, visit www.RomanoSanfilippo.com

1. IDENTIFY AND PRIORITIZE YOUR CUSTOMERS

Review MCIF/Profitability/Sales Tracking Reports.

Create criteria for selecting your customer list such as:
at risk customers or members you can't afford to lose.

Customers with potential to become profitable.

Customers with influence or the ability to bring in referrals.

Agree on your assigned client list and prioritize customers by assigning a value (A, B, C) and contact frequency schedule.

2. CREATE A PROFILING FORM TO UNDERSTAND CUSTOMER'S NEEDS AND INTERESTS

Determine what services the customer currently has with your organization.

Categorize their lifestyle segment (young, newly married, adult with kids, business owner, emerging business, senior citizen, etc.).

Create a profiling questionnaire listing all of your products and services and those the customer currently utilizes. Include open probing questions to determine both business and personal facts such as: competitors, challenges, hobbies, travel interests, retirement plans, children's names, future goals and purchases, etc.

3. CALL THE CUSTOMER TO INTRODUCE YOURSELF AND ESTABLISH A CONNECTION

Build trust with neglected customers by demonstrating interest and making them feel important.

Avoid overt selling at this point.

Engage your customers in conversation by asking them to:

- Comment on their satisfaction with customer service.
- Review their existing accounts or services with you.
- Share their hobbies and interests.
- Tell you their expectations from you in the future.

Take good notes and enter them in your client record and profile.

Tickle to call back in 1-6 months depending on sales opportunities, customer comments, or A, B, C status.

- Send a thank you note with your business card to high value customers.

Note: Recommend you create a script/outline to use in the initial approach if you are feeling hesitant about your role.

4. CALL THE CUSTOMER TO RECOMMEND A SERVICE

- Prepare for the call by reviewing your last conversation, their profile form and current account information.
- Anticipate what product or service you suspect they may need and prepare an opening approach “benefit” statement followed by an “open probing” question. (e.g. A customer with two children may need to save for their education.)
e.g. “Mrs. Landers, as your client manager, my job is to anticipate your needs and offer any assistance. As you know, providing an education for your children can be expensive. I’m curious what plans you’ve made to save for Jason’s and Jennifer’s education as I may be able to help?”
- Build rapport by commenting on something important or enjoyable to the customer discovered in your first conversation (golf, kids, travel).
- Give your prepared opening approach “benefit” statement to the customer and continue asking “open probing” questions to determine needs and interests.
- Present your solutions or invite the customer to meet with you.
- Ask for the business or schedule a next action.
- Tickle to follow up with your customer or send a note/article.
- Continue filling out your customer profile and updating the client record as the relationship develops.

5. ADD VALUE TO THE CUSTOMER RELATIONSHIP

- Provide “unexpected” service to your “A” customers or members (priority handling, express service).
- Invite customers to special social activities, educational programs, customer appreciation events.
- Give them token gifts of appreciation (CDs, magazines, Starbucks gift certificates, etc.).

- Send informative emails, tax tips, investment information, etc., based on interests.
- Acknowledge their birthday or anniversary with you.

6. BE PERSISTENT, CONSISTENT AND DEVELOP A FOLLOW UP SYSTEM

- Enter all customer information in your profile and/or contact management system. This is an ongoing process as you discover more information and build their trust.
- Input all notes immediately after the customer call/meeting or at the end of the day.
- Always schedule a next action or call and reevaluate if the customer is still an A, B, or C.

7. CONDUCT CLIENT REVIEW MEETINGS

- Depending on the customer value, conduct periodic “client review” meetings.
- Review their relationship, ask your customer to rate your service and discuss their future needs.
- Ask your satisfied customers for referrals.

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FAX BACK

RAPID RESPONSE FORM

“Manage Your Book of Business - Teleseminar”

To: Barbara Sanfilippo
Fax: (760) 738-8900

Email: Barb@RomanoSanfilippo.com
Phone: (760) 738-9100

Yes we are interested in the following:

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For complete description visit: [www. http://www.barbara-sanfilippo.com/products.htm](http://www.barbara-sanfilippo.com/products.htm)

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| 4. Develop A Customer Relationship and Retention Program* | |
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