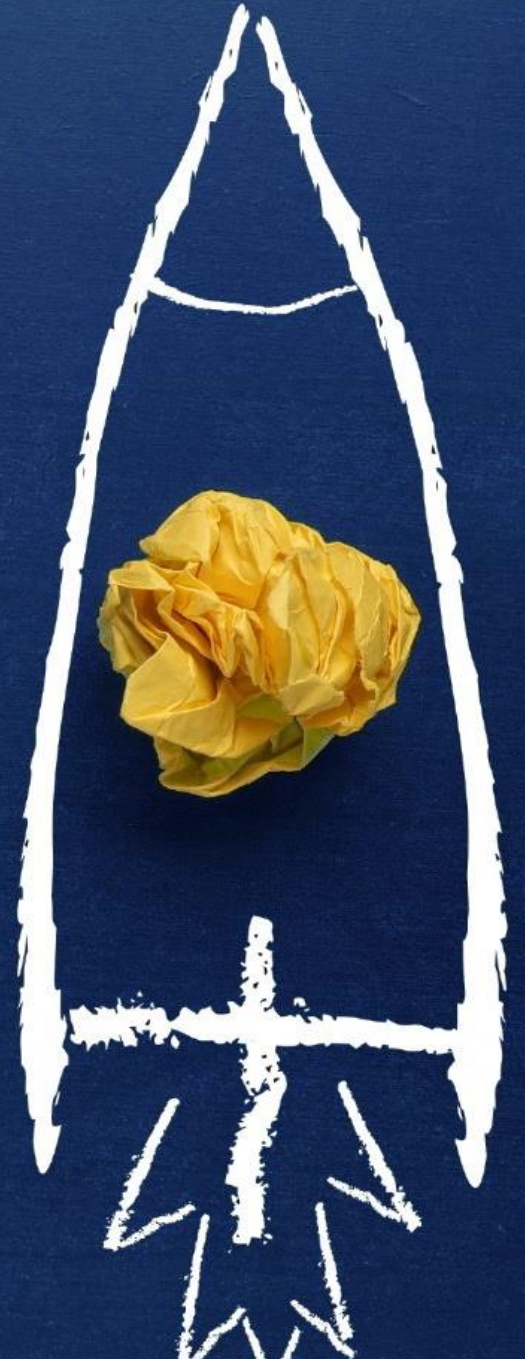




# B2B CUSTOMER LIFECYCLE





# WHO THIS IS FOR

- New entrepreneurs
- New to customer-facing roles
- New to sales
- Curious business people
- Those with limited or no business/startup experience



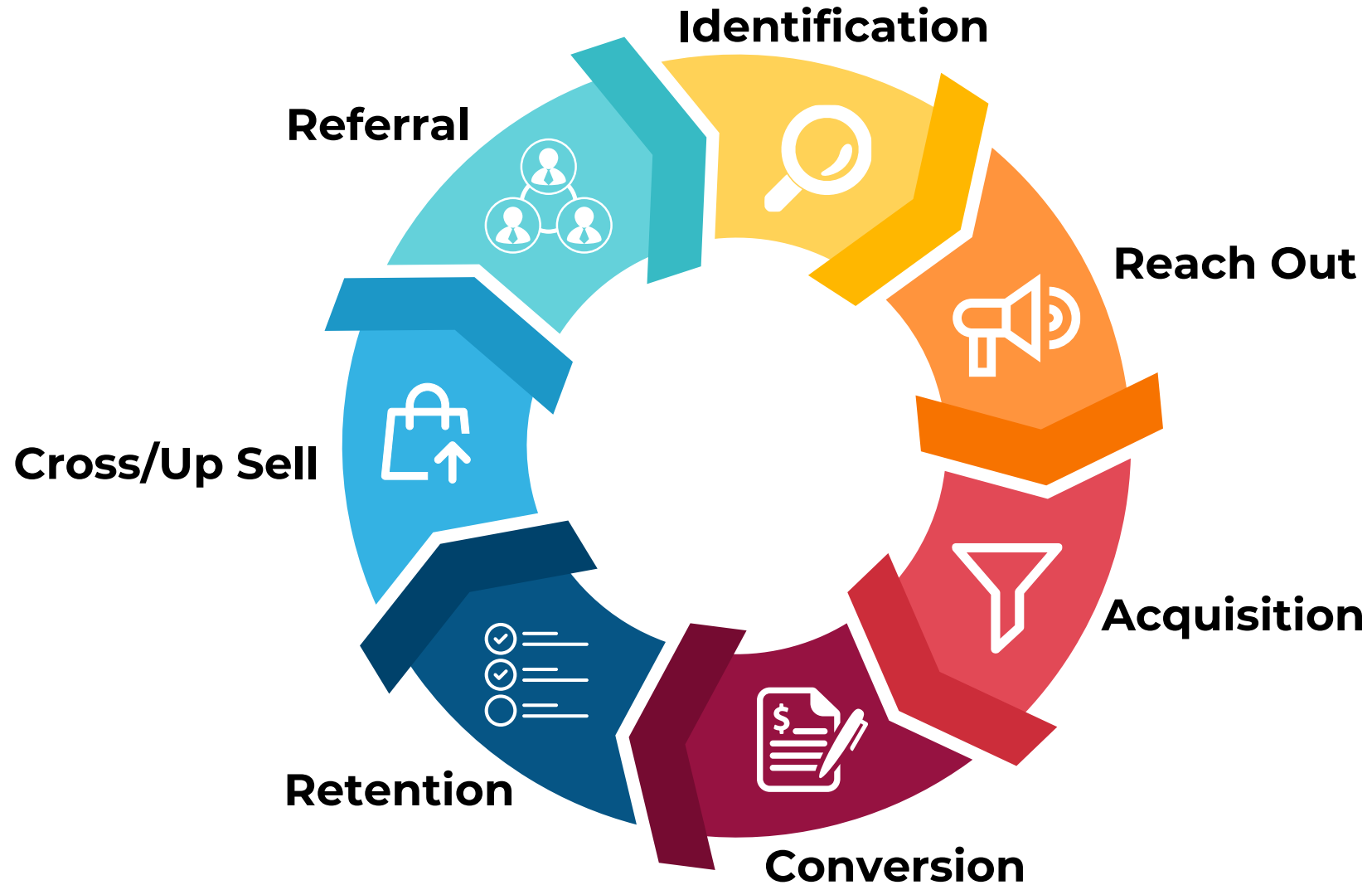
# WHO'S THIS GUY

- Occupied many roles from retail sales to VP since 1995
- Worked in small organizations to global enterprises
- Had own startup (Walk Today) and grew one (Elfiq Networks)
- Learned many things along the way (the hard way)
- Try not to be boring





# CUSTOMER LIFECYCLE



# IDENTIFICATION



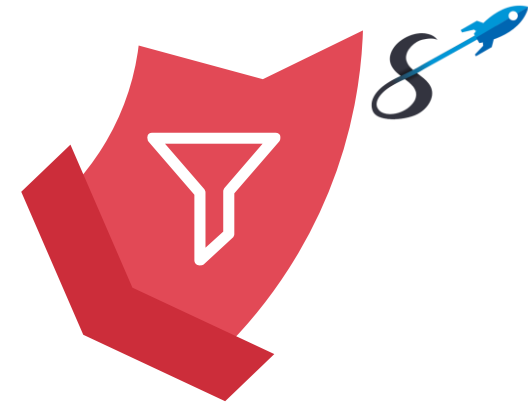
- Who do we target?
- Criteria:
  - Geography
  - Vertical(s)
  - Size
  - Standards and certifications
  - Title(s) & role(s)
  - Known existing products & services
  - Seasonality & business cycles
  - Etc.

# REACH OUT



- Marketing:
  - Email campaigns
  - Content marketing
  - Collaborations with partners
- Marketing Qualified Lead: suspect can become prospect based on determined criteria
- Sales: Prospection & qualification  
(budget, authority, need & timeline = yes)
- Sales Qualified Lead: prospect ready for acquisition phase

# ACQUISITION



- Demonstrations
- Customer trials
- Negotiations
- Objection management
- This step is commonly done with the support of a sales product expert (sales engineer / product engineer)

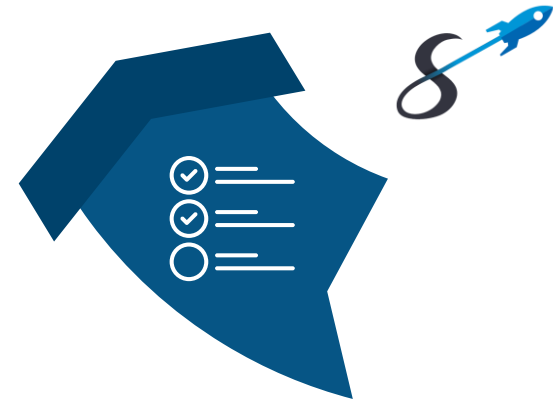
# CONVERSION



- CONTRACTS ARE SIGNED! 📝
- Planning and delivery of good and/or services
- This step is commonly done with the professional services group
- Products and/or services are implemented and you are providing value

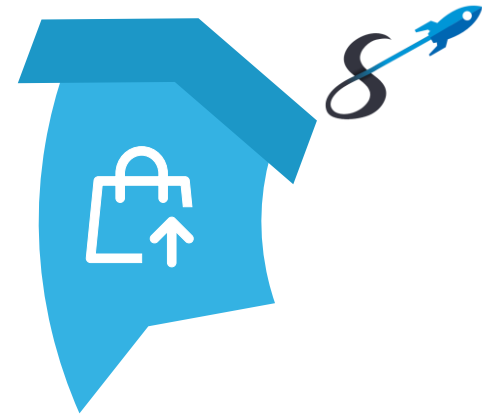


# RETENTION



- Ongoing relationship management on agreed schedule with customer (or not!)
  - Proactivity is key
  - DO NOT let problems remain unsolved
  - Keep a “white glove” mindset
- Customer satisfaction surveys & interviews
- Customer can be a reference for prospects
- Guarantee recurring revenue from subscriptions and services

# CROSS / UP SELL



- Optional phase: do you have anything else to sell?
- Demonstrate value of “total” approach
  - Product suites
  - Integrated services
- Eliminate competitive products and services
  - More revenue for you
  - Less problems and vendor management for the customer
- Multi-year lock-in opportunities

# REFERRAL

- The customer will engage with peers on your behalf
- The customer experience is integrated in your toolkit
- Key activities and collateral:
  - Press release / social campaign
  - Quotes
  - Case study (document and/or video)
  - Webinar co-presenter
  - Conference co-attendees/presenters



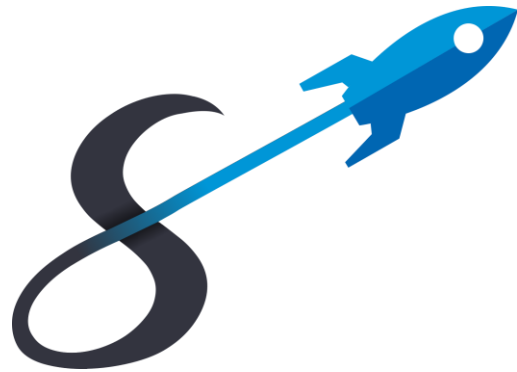


# TOOLS OF THE TRADE

- CRM
  - Data enrichment if possible
- Website integrated with CRM
  - Lead capture abilities
  - Content for content marketing
  - Visitor tracking & analytics
- Email marketing
- Social platform(s) management
- Etc.



# THANK YOU



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