

*Greater Dufferin Chamber Of Commerce,  
Dufferin Women in Business*

*presents*

# **Strategies for Sustainable Growth**

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**Orangeville, ON  
October 28, 2009**



# Overview

**Background**

**Marketing Evolution**

**Strategy for Sustainable Growth**

**Best Practices**

**Q & A**

# Marketing Evolution

**Product Orientation**

**Selling Orientation**

**Customer Orientation**

**Long-term Relationship Marketing**

**Relationship ladder of customer loyalty**

**"partner"**

**"advocate"**

**"supporter"**

**"client"**

**"customer"**

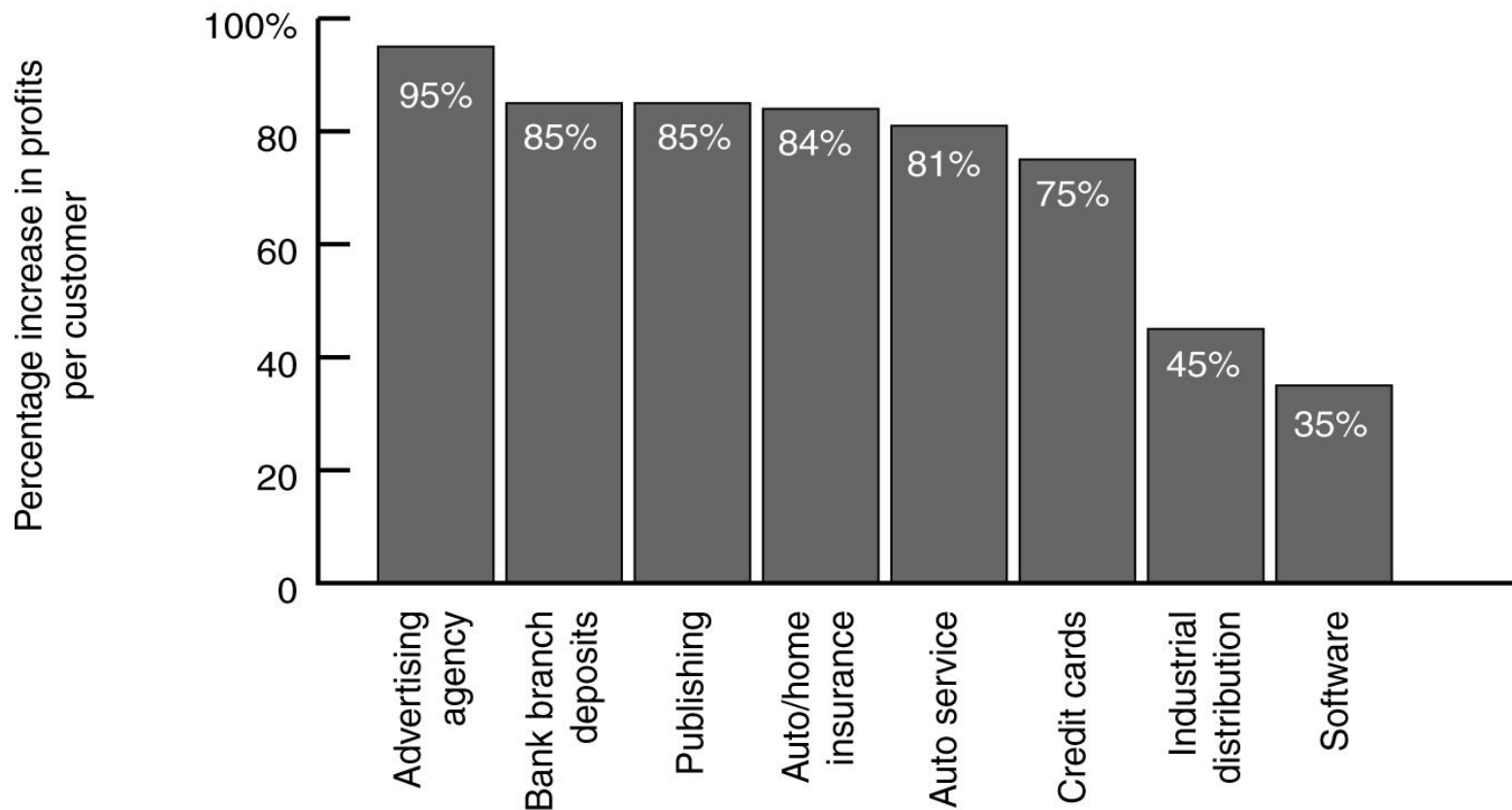
# The Bottom Line

**An increase in customer retention rate of 5%**

**Can increase profitability between**

**25% to 85%**

# Profit Impact of 5% Increase in Retention Rate



Source: F. F. Reichheld, "Loyalty and the Renaissance of Marketing," *Marketing Management*, vol. 2, no. 4 (1994), p. 15. © 2007 McGraw Hill Ryerson Limited

# Why?

- **After initial acquisition costs, account maintenance declines as a total percent of sales**
- **Long-term customers less inclined to switch**
- **Long-term customers ‘tell others’**
- **Long-term customers increase size of purchases**
- **Long-term customers purchase ancillary products**
- **Long-term customers bring family & friends**
- **Long-term customers are familiar with the process**
- **Long-term customers make employees’ job easier**
- **Long-term customers are ‘forgiving’**

# Best Practices

## Retention Strategies:

- **Excellence in core offering, perceived value, and customer service**
- **Loyalty programs**
- **Social bonds**
- **Financial bonds product bundling**
- **Customization bonds**

## Best Practices exchange

- **5 minutes**
- **At your table**

# Summary

**Positioning for changes in business cycle**

**Positioning for changes in Greater Dufferin community**

**Positioning for sustainable competitive advantage and improved performance**

# Thank you

**Q & A**

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