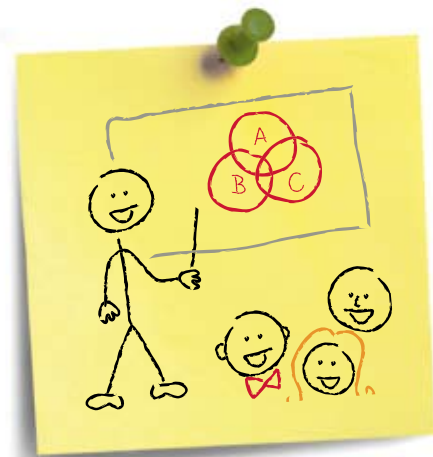


# Facts about new business and customer retention



## Does your sales and marketing involve a structured follow up process?

*Not following up on leads is a common failure of 'sales and marketing'. Here are some statistics collated in 2008 for a B2B manufacturing and technology sector which should concern any business.*

- 48% of businesses never followed up with a prospect
- 25% of businesses made a second contact and stopped
- 12% of businesses only made three contacts and stopped

It's a staggering discovery, but only 10% of businesses made more than three contacts.

Particularly when you consider that:

- 2% of sales/appointments were made on the first contact
- 3% of sales/appointments were made on the second contact
- 5% of sales/appointments were made on the third contact
- 10% of sales/appointments were made on the fourth contact
- 80% of sales/appointments were made on the fifth to twelfth contact

So if you're like almost half of these businesses and make no more than one follow-up to your prospects... you're leaving 98% of your prospects for your competitors. These statistics highlight a common breakdown between sales and marketing. Sales teams should be very focussed and keen to convert sales leads face to face. But before these appointments can be made the company/prospect relationship has to be established.

AIT are specialists at campaign strategy and management to establish these relationships – it is often not simply a case of handing over leads to the sales team but where the sales and marketing teams cross over and work together to maximise potential results.



## Don't forget your customers

If the previous statistics weren't concerning enough look at these statistics about why people stop buying from businesses:

- 1% die.
- 3% move away.
- 9% find an alternative they perceive to be better quality or value.
- 14% are dissatisfied with the products or services.
- And a massive 68% of people leave a business because of... indifference!

They take their business elsewhere simply because they do not feel valued.

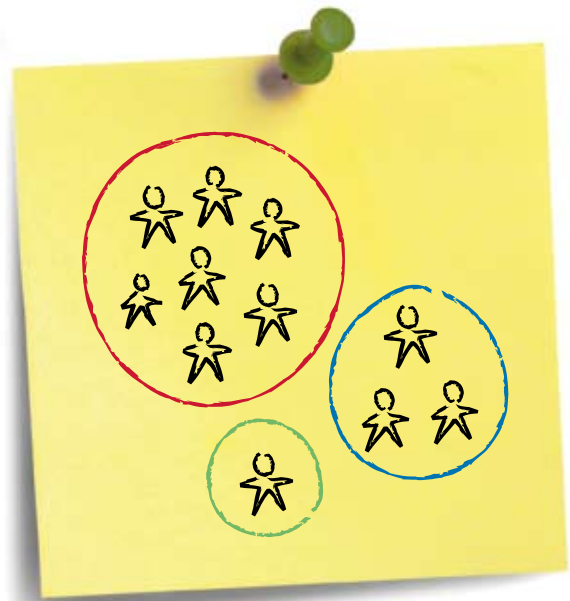
Since you spend a lot of time, money and effort to get a prospect to your business, if you let them leave because of indifference, you might as well be throwing away your sales and marketing budgets.

## Keep in touch! How to keep your prospects and customers close

The solution is simple. Establish, build and maintain relationships with your prospects and customers. AIT help companies do this by developing regular contact, new business and customer retention campaigns.

These informative and cost effective campaigns can be delivered through email, direct mail, event support and telephone contact.

Talk to AIT about new business and customer retention campaigns



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